



# Media Advisory

## Public Affairs Department

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## Palm Beach County Board of County Commissioners

Melissa McKinlay, Mayor

Mack Bernard, Vice Mayor

Hal R. Valeche

Paulette Burdick

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Steven L. Abrams

Mary Lou Berger

## County Administrator

Verdenia C. Baker

For release  
For more information:

January 9, 2018  
Joe Harrington, (775) 848-9062

## Palm Tran to Debut 2018 Susan G. Komen Bus

Palm Tran, working with Susan G. Komen® South Florida and Lamar Transit Advertising, will debut the 2018 breast cancer awareness bus. The debut will be Thursday, January 11, 2018, at 4:30 p.m. at the Lake Pavilion at 101 S. Flagler Drive in West Palm Beach. The bus will be on display and open to the public.

The theme of this year's bus is: "Shades of Pink," featuring the images of nine brave Palm Beach County African-American breast cancer survivors, shot by photographer Michiko Kurisu. Komen is bringing awareness and life-saving programs to fight the disparities in breast cancer outcomes in the African-American community as part of the organization's bold goal to reduce breast cancer deaths by 50% by 2026. African American women have a 41% higher mortality rate vs. their Caucasian counterparts, and they also have a higher rate of triple negative breast cancer – an aggressive form of the disease fought by all the women featured on the bus.

Vice Mayor Mack Bernard, Palm Beach County Board of County Commissioners, will speak at the event. His wife, Shawntoyia Bernard, is one of the survivors featured on the bus and a 2018 Komen Warrior in Pink.

This bus will be used on major Palm Tran routes through April in support of the fight against breast cancer. In addition to the service on Palm Tran routes, the bus will be staged at the Komen South Florida Race for the Cure® in downtown West Palm Beach on January 27.

For this partnership, Palm Tran provided the space on the bus while the cost of the bus wrap was funded by Susan G. Komen® South Florida.

**Who:** Palm Tran and Susan G. Komen® South Florida

**What:** Breast cancer awareness bus debut and photo opportunity with scheduled speakers:

- Vice Mayor Mack Bernard, Palm Beach County Board of County Commissioners
- Executive Director Clinton B. Forbes, Palm Tran
- Executive Director Kate Watt, Susan G. Komen® South Florida

**Where:** The Lake Pavilion, Downtown West Palm Beach at the intersection of Flagler Drive and Clematis Street.

**When:** Thursday, Jan. 11 at 4:30 p.m.

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Electronic Press Release