



News Release

For immediate release:

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For more information:

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“More Than Pink” Bus Encourages Breast Cancer Awareness

Palm Tran, working with Susan G. Komen® South Florida and Lamar Transit Advertising, unveiled the 2017 breast cancer awareness bus at the Lake Pavilion in Downtown West Palm Beach on Jan. 12, 2017. Speakers at the event included County Mayor Paulette Burdick, County Commissioner Mack Bernard, Executive Director Clinton B. Forbes, Palm Tran, and Executive Director Dayve Gabbard, Susan G. Komen® South Florida. The unveiling event coincided with the Royal Park Bridge "Perfect Pink Bridge Lighting."

The theme of the fifth annual bus is "More Than Pink" and showcases Komen's new brand platform that looks past just wearing the color pink for awareness and focuses on taking action to help save lives. One side of the bus encourages people to "act, donate and get involved" and the other side features the "bold goal" of reducing breast cancer deaths by 50% in the next decade.

The bus will be used primarily on Route 1, which travels via US1 from the Palm Beach Gardens Mall to Camino Real in Boca Raton until April in support of the fight against breast cancer. Route 1 is Palm Tran's busiest route, providing more than 7,000 average trips on a weekday.

In addition to the service on Palm Tran routes, the bus will also be staged at the Susan G. Komen South Florida Race for the Cure® in downtown West Palm Beach on Saturday, Jan. 28. The race is expected to draw close to 18,000 participants this year.

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 and Lamar Advertising.

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