



For immediate release:

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Palm Tran’s “Pink Bus” on Display at Annual More Than Pink Walk

Palm Tran’s “Pink Bus” honoring breast cancer survivors in the community will debut at this year’s Susan G. Komen® More Than Pink Walk at Meyer Amphitheatre in West Palm Beach. The bus will be onsite from 7 a.m. to 11:30 a.m. on Saturday, January 28, 2023, and be highly visible to walkers and onlookers, positioned adjacent to the start line.

“This bus is a great reminder to everyone in the community to check for signs of breast cancer and get screened,” said Palm Tran Executive Director Clinton B. Forbes. “The ‘More than Pink Bus’ will be seen 544,000 times, over the course of four weeks and I hope it inspires everyone to walk for a cure,” he added.

“Susan G. Komen is the leading nonprofit in funding breast cancer research, investing \$1.1 billion in the nearly 40 years since its founding, the largest collective investment of any breast cancer nonprofit,” said Jamie Bellamy, Development Director for Susan G. Komen of Florida. “Komen also funds support for patients and advances policies to find a cure for this terrible disease.”

The “Pink Bus,” which is produced in the community with a unique theme annually, features photos of breast cancer survivors and Komen’s “Warriors in Pink” taken by Rhea Lewis Photography.

The bus is a partnership of Palm Tran, Susan G. Komen and Lamar Transit Advertising.

What: Palm Tran Pink Bus

Where: Meyer Amphitheatre
104 Datura Street
West Palm Beach, FL 33401

When: Saturday, January 28, 2023, starting at 7 a.m.

Who: Palm Tran and Susan G. Komen Representatives