

October 1, 2021

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The Ventura Fire Department goes pink in October
October is Breast Cancer Awareness Month

Ventura, Calif. – For the 11th consecutive year, the Ventura Fire Department will partner with the Ventura City Firefighters Association and various Downtown Ventura businesses to support and promote Breast Cancer Awareness Month by selling pink, embossed department t-shirts.

Limited-edition t-shirts are available to the public during the month of October, while supplies last. Additionally, Ventura firefighters will wear pink t-shirts from October 1-15, to raise awareness about the importance of early detection and treatment in the battle against breast cancer.

This year, funds raised through t-shirt sales will be donated to Ribbons of Life Breast Cancer Foundation, a local non-profit and independent grassroots organization that helps women and families affected by breast cancer by providing education, advocacy, and emotional and social support.

Residents can purchase pink shirts or donate to the Ribbons of Life Breast Cancer Foundation at the following participating local businesses:

- [Anacapa Brewing Company](#)
- [Ventura Chamber of Commerce](#)
- [Crush Salon & Dry Bar](#)
- [Snapper Jack's Taco Shack](#), downtown location only
- [Tiki Girl](#)
- [Ventura Visitors Center](#)
- [Very Ventura Gift Shop and Gallery](#)

Due to the COVID-19 pandemic, t-shirts will not be available for sale at any Ventura Fire stations.

To learn more about the Ribbons of Life Breast Cancer Foundation, please visit www.RibbonsVentura.org.

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