

September 30, 2022
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**Ventura Firefighters don pink in October in support of
Breast Cancer Awareness Month**

Ventura, Calif. – For the 12th consecutive year, the Ventura Fire Department has partnered 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.

“We are supporting breast cancer awareness and prevention so no breast cancer patient or family goes without life-saving treatment and support,” said Fire Chief David Endaya. “We have donated over \$15,000 to date, and only hope to continue this effort for years to come.”

Limited-edition t-shirts are available for purchase 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](#), 472 E. Main Street
- [Snapper Jack’s Taco Shack](#), 533 E. Main Street
- [Tiki Girl](#), 434 E. Main Street
- [Ventura Visitors Center](#), 100 S. California Street
- [Very Ventura Gift Shop and Gallery](#), 540 E. Main Street

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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