

October 3, 2023
Emily Graves, Communications Specialist
egraves@cityofventura.ca.gov

Ventura firefighters join the fight during Breast Cancer Awareness Month

Ventura, Calif. – The Ventura Fire Department is proud to partner with the Ventura City Firefighters Association and various local Ventura businesses for the 13th consecutive year to champion Breast Cancer Awareness Month. This October, Ventura firefighters are uniting in support of this cause by selling limited-edition pink, embossed department t-shirts.

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

“We stand as champions for breast cancer awareness and prevention, and we raise funds to ensure that breast cancer patients and their loved ones receive the lifesaving care and support they deserve,” said Fire Chief David Endaya. “With over \$16,000 already contributed, our resolve to sustain this mission burns brighter than ever.”

All funds raised from t-shirt sales will be directed towards the Ribbons of Life Breast Cancer Foundation, a remarkable local non-profit and grassroots organization dedicated to empowering women and families affected by breast cancer. They achieve this through education, advocacy, and providing essential emotional and social support.

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

- MadeWest Brewing Company, 1744 Donlon Street
- Snapper Jack’s Taco Shack, 533 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 and their impactful work, please visit RibbonsVentura.org.

###