



NEWS RELEASE

Shelly Vander Veen, Chief of Police
Police Department

For Immediate Release

June 15, 2017

Contact: Shelly Vander Veen, Chief
(909) 399-5411

Pink Patch Project

Claremont, CA – On Thursday, June 15th, the Claremont Police Department, along with over 110 other public safety agencies, will kick-off the 2017 “Pink Patch Project,” an innovative campaign designed to increase public awareness about breast cancer and to raise funds for the fight against the disease. In 2016, the program raised in excess of \$320,000 for cancer research organizations nationwide and we hope to increase that amount in 2017.

The Pink Patch Project is a collaborative effort between the Los Angeles County Police Chiefs’ Association (LACPCA) and many participating public safety agencies throughout the United States. The program centers on vibrant pink versions of the agency’s uniform patches. Officers from the participating agencies, including Claremont, will be wearing these pink patches on their uniforms during “Breast Cancer Awareness Month” this October. The pink patches are intended to stimulate conversation within the community and to encourage public awareness about early detection and treatment in the fight against this disease.

As part of this program, the Claremont Police Department will be selling their commemorative pink patches to the community. Proceeds from the sale of the

commemorative patches will go to fund cancer education, research, and treatment. The Claremont commemorative patches will be available for purchase at the Claremont Police Department and several outreach events through October.

Each participating agency donates their proceeds to a cancer research organization of their choice. During this year's campaign, the Claremont Police Department has chosen to donate all proceeds generated from the sales of their patches to fund cancer research at City of Hope. City of Hope is an independent research and treatment center for cancer, diabetes, and other life-threatening diseases. City of Hope is designated as one of only 47 comprehensive cancer centers, the highest recognition bestowed by the National Cancer Institute. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation, diabetes, and numerous breakthrough cancer drugs based on technology developed at the institution.

"We are excited that Claremont Police will be participating in this worthwhile campaign to raise awareness and money in the fight against a horrible disease that has affected many relatives and friends of our Claremont PD family. For those who have been affected by breast cancer, I hope that when they see our pink patch, they will know we support them in their struggle, and for others, I hope the patches will encourage them to talk about the benefits of early detection," said Reserve Officer Lori Davenport.



#####