



Komen Connecticut
Keeping It Local.

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Have you seen The Pink Truck?

Local Oil Company Makes Year-Long Pledge to Local Fight Against Breast Cancer

Bridgeport, CT, October 25, 2011- Standard Oil of Connecticut, a provider of home heating oil and award-winning customer service, is proud to announce "The Pink Truck", a year-long effort to raise awareness and funds for the local fight against breast cancer. The ambitious effort includes a custom-painted pink oil delivery truck, coupled with a social media campaign that encourages followers to interact through Facebook.

"The program is geared toward generating awareness and elevating community involvement in the fight against breast cancer," said David Cohen, Executive Vice President of Standard Oil. "Connecticut has the 2nd highest incidence of breast cancer in the U.S., a fact that is cause for immediate action", he added.

Mr. Cohen also believes the timing of the campaign sets it apart from others we may be seeing this month. "What makes The Pink Truck campaign particularly unique is that while most breast cancer campaigns are coming to an end this October, our efforts are just getting started, and we will be actively promoting and raising funds for an entire year," he said.

Standard Oil has pledged \$3 for every delivery The Pink Truck makes for the next 12 months. "We are hoping to make somewhere between 6,000 and 7,000 deliveries with The Pink Truck and make a donation of approximately \$20,000", said Roy Friedman, President of Standard Oil.

The funds raised by The Pink Truck will benefit the Connecticut Affiliate of Susan G. Komen for the Cure, a locally-based nonprofit organization dedicated to fighting breast cancer in Connecticut. Komen Connecticut will invest seventy-five percent of the proceeds in local breast cancer education, screening and treatment programs across the state, and the remaining twenty-five percent will be invested in national research to find the causes and cures for the disease.

"Community partnerships like The Pink Truck initiative not only raise much needed funds in Connecticut's fight against breast cancer, but also raise awareness and bring visibility to the breast cancer cause," said Komen Connecticut Executive Director, Anne Morris. "A woman might see the truck driving next to them on the highway, and remember to schedule her annual mammogram, which could potentially save her life."

"I applaud Standard Oil for their efforts in increasing awareness and raising funds for a very worthy cause and an outstanding organization like Susan G. Komen for the Cure," said Mayor Bill Finch. "We are proud to host the kick off this initiative in Bridgeport and look forward to seeing The Pink Truck making its way through the City during the next year," said Mayor Bill Finch.

Thursday, October 27th marks the beginning of this campaign with a ceremony at the Standard Oil campus (299 Bishop Ave, Bridgeport) beginning at 1:00 pm. Several attendees will address the audience, including Bridgeport Mayor Bill Finch, a representative from the office of Congressman Jim Himes and Executive Director of Komen Connecticut, Anne Morris.

About the Connecticut Affiliate of Susan G. Komen for the Cure® Komen for the Cure's presence in Connecticut began in 1994 with a Race for the Cure. The local organization was incorporated as an Affiliate of Susan G. Komen for the Cure in 1999. Komen Connecticut serves local communities by

Connecticut Affiliate of Susan G. Komen for the Cure
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providing funding for research and local life-saving programs which address education, screening and treatment for Connecticut residents. In 2011, Komen Connecticut invested over \$1 Million locally, providing funding to 19 Connecticut breast health programs. Since 1994, Komen for the Cure has awarded more than \$21 Million to programs in our local communities. For more information, visit KomenCT.org or call 860-321-7806.

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