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Metro Taxi 'Rides Pink' for Breast Cancer Awareness

WEST HAVEN, Conn. (Oct. 1, 2010) – Stand up to breast cancer simply by sitting down – in a specially designated “pink” cab owned and operated by Metro Taxi -- Connecticut’s largest, full-service taxi company based in West Haven.

For the entire month of Oct., Metro Taxi has decalred one of its orange and white taxis in pink and dressed it with a pink rooftop advertisement. Metro Taxi will donate \$1 from each fare driven in that taxi toward the Connecticut affiliate of Susan G. Komen for the Cure® in Hartford, Conn. There is no additional cost to passengers, and taxi drivers are not allowed to accept donations.

The fundraising effort is part of the first-ever international ‘Pink Ride’ effort spearheaded by the Taxicab, Limousine & Paratransit Association (TLPA), a global association of for-hire vehicle fleet owners representing more than 1,000 companies throughout the world.

“Every time a passenger rides in our pink taxi for the entire month of Oct., Metro Taxi will automatically donate \$1 to the fight against breast cancer,” said company president and CEO Bill Scalzi. “Metro Taxi looks forward to donating to Komen Connecticut, a global leader in the fight against breast cancer. The Metro Taxi Team’s donation will help assist local education efforts focused on the importance of early detection and helping to fund free screening services and provide support to those who are diagnosed with breast cancer,” Scalzi explained.

Isabelle Scalzi, who heads up Marketing and Community Relations for Metro Taxi, will make the check presentation to Komen Connecticut Executive Director Ann Morris at month’s end. Hundreds of taxicab, limousine and paratransit vehicles from North America, Europe and as far away as Australia will participate in the “Pink Ride” effort initiated by the TLPA, the world’s largest and oldest professional association of for-hire vehicle fleet operators.

“Our members represent 100,000 vehicles on the road today, so we already have a tremendous presence and visibility out there in the public, all across America and, in fact, around the world,” said TLPA CEO Alfred LaGasse. “We’re encouraging our members to harness that visibility to try to make a difference.”

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 providing funding for research and local life-saving programs which address education, screening and treatment for Connecticut residents. In 2010, Komen Connecticut invested \$1.02 Million locally, providing funding to 21 Connecticut breast health programs. Since 1994, Komen for the Cure has awarded more than \$20 Million to programs in our local communities. For more information, visit KomenCT.org or call (860) 728-4955.

About Metro Taxi:

Metro Taxi is Connecticut’s largest, full-service cab company, serving 16 towns and cities in Greater New Haven and Bridgeport around the clock. Metro Taxi plays an active role in the many communities it serves by sponsoring youth activities, neighborhood events, holiday toy and food drives and supporting local educational and health initiatives. Additionally, Metro Taxi has built robust community partnerships with the American Red Cross and The Governor’s Prevention Partnership that help build and sustain healthy communities. www.metrotaxict.com/community.htm

In 2010, Metro Taxi was named “Best of New Haven” in the *New Haven Advocate* consumer poll. This is the sixth consecutive year – every year the award has been given – that *New Haven Advocate* readers have recognized Metro Taxi for exemplary customer service and safe, dependable transportation. Metro Taxi co-owners Bill and Isabelle Scalzi, were honored by West Haven Chamber leadership and West Haven Mayor John Picard as “2010 Business Persons of the Year.” They were selected out of 400 Chamber members. The Scalzis were recognized for their values-based leadership ethic, having earned the respect of clients, the marketplace, and the industry.

Bill Scalzi is a TLPA Board member and was recently named 2010 TLPA Taxicab Operator of the Year. He is also a newly-appointed Executive Board member of Qualidigm, the research and consulting firm in Rocky Hill with a mission to continuously advance improvement in the quality, safety and cost-effectiveness of health care. www.Qualidigm.org

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