

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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ABC joins in the fight against Cancer

ABC Employees may display Pink Patches during October

(Sacramento) – The California Department of Alcoholic Beverage Control has proudly joined in the Pink Patch Project. The program started with southern California public safety agencies as a collaborative public awareness campaign designed to bring attention to the fight against breast cancer. Each public safety agency collaborating in the Pink Patch Project campaign has partnered with a cancer research organization or support group in their community.



ABC has chosen Pink Heals Inc. in Fresno, California <https://fresnocountypinkheals.com/> as the beneficiary of any proceeds from the sales of ABC Pink Patches. Pink Heals calls themselves “Guardians of the Ribbon”. They say that consists of Local Fire Fighters, Police Officers, Veterans, Educators and Nurses who bring the “Cares Enough to Wear Pink” movement to the community and believe they should serve those individuals in need rather than supporting causes. They believe that the money raised in the community should remain there, giving the option to either put it towards research or use it to help people that need it most! Pink Heals travel to schools, awareness events, hospitals and even make home visits to those in need. They sell merchandise to raise money for operating vehicles and spend it on helping others. They are strictly a non-profit and all the money raised stays in the organization and they strongly believe that PINK HEALS!

The program centers on pink versions of the sworn peace officers uniform patch. The project goal is to raise funds from the sale of pink patches to go directly to fund the research, treatment and education needed to help find a cure and to support cancer research organizations in combating this devastating disease. The pink patches are intended to stimulate conversation with the community and to encourage public awareness about the importance of early detection and the on-going fight against cancer. #