

October 1, 2010

For Immediate Release:

In support of Breast Cancer Awareness month, the Battle Creek Police Department has teamed up with Pink Ribbon Riders© in an effort to raise money for the cause. Pink Ribbon Riders is a small 501(c)(3) non-profit organization that provides direct financial assistance to local men and women breast cancer patients.

For the first full week of October, the 3rd thru the 9th, members of the department will be allowed to wear Pink Ribbon Riders t-shirts as part of their daily uniform.

The Battle Creek Police Department Citizen's Police Academy and FOP 121 assisted the department by donating the cost of the initial t-shirt purchase for those interested in participating. T-shirts were sold for \$10 each, with all proceeds donated to the Pink Ribbon Riders organization.

"Pink Ribbon Riders is proud to team with the Battle Creek Police Department, FOP 121, and Citizen's Police Academy. We have helped more than 60 breast cancer patients in the area with financial assistance." quoted by Jody McKay, Co-Founder of Pink Ribbon Riders.

Visit www.pinkribbonriders.com to learn more.