

Message from the Chief

2012 National "Cares Enough to Wear Pink" Campaign

Cancer in its many forms, affects millions of people worldwide. To help eradicate this terrible disease and until a cure can be found to alleviate the suffering of those battling cancer, I am authorizing CAL FIRE employees to voluntarily participate in the 2012 national "Cares Enough to Wear Pink" campaign taking place October 21 - 27, 2012. CAL FIRE will be joining over 900 fire and police departments nationwide in wearing blue T-shirts with pink logos on duty to draw attention to the cause.



The T-shirts are manufactured to the same material specifications as regular uniform T-shirts to make them safe for on-duty wear (HB1511.2). Information on how and where to purchase the shirts can be found at

<http://www.distinctiverecognition.com/DRmain.asp?Option=Index&Store=CDF>. 100% of the proceeds from T-shirt sales will be donated to cancer related non-profit organizations.

Wearing pink during the month of October typically signifies support for breast cancer research. One in eight women in the U.S. have been diagnosed with this form of cancer, which has also been known to affect men. During this campaign, however, CAL FIRE Units and Programs will be able to select any non-profit cancer related program or foundation in their local area as the recipient of proceeds generated by their employee's voluntary participation.

CAL FIRE is one of the largest fire departments in the nation and I believe the over 7,000 men and women of our department have an opportunity to make a significant contribution to this worthwhile effort by voluntarily joining me in "caring enough to wear pink" during this campaign. We can help raise funds to find a cure and send a strong message of hope to those suffering from this disease.

Chief Ken Pimlott
CAL FIRE Director