



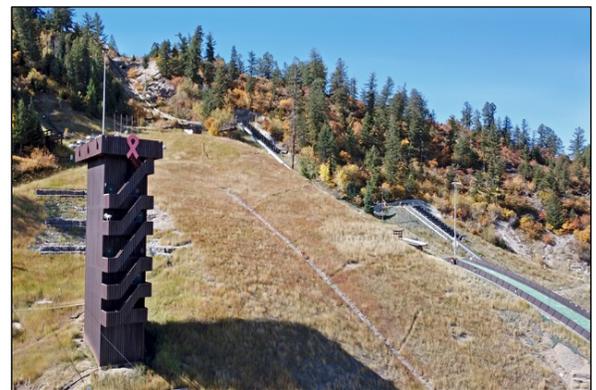
## City Shines Pink For Breast Cancer Awareness Month

*Pink Ribbon Featured Across Departments and Facilities To Paint the Town Pink*

**STEAMBOAT SPRINGS, COLORADO-October 9, 2019**-The City of Steamboat Springs will shine pink this month for Breast Cancer Awareness as the signature pink ribbon is unveiled on historic Howelsen Hill and worn on uniforms by Steamboat Springs Fire Rescue and the Steamboat Springs Police Department.

“Steamboat Springs has always been a community that rallies around its residents in the good times and hard times,” explained Assistant to the City Manager Winnie DelliQuadri. “By participating in the PAINT THE TOWN PINK campaign, we’re looking to bring increased awareness across the city to a disease which touches so many of us in the Yampa Valley.”

A giant 8 foot tall pink ribbon adorned with 500 pink lights was installed on the jump tower at Howelsen Hill Ski Area during the first week of October by Facilities. Seen from across the city, day or night, the ribbon shines bright and demonstrations support to survivors and those currently battling breast cancer.



The ribbon will remain in place for the entire month and is just one way the city is showing its participation in the community-wide ‘PAINT THE TOWN PINK’ initiative. The city is also hosting a ‘Pink-Out’ Day on Thursday, October 24, where city staff can wear pink as well as purchase special pink ribbons.

Who says public safety personnel can’t wear pink? Steamboat Springs Fire Rescue is again donning unique uniform shirts with pink for National Breast Cancer Awareness Month. Now in its third year, all three shifts (A, B & C) will wear the pink shirts instead of their standard uniform shirt for the month. In addition, Steamboat Springs Police Officers will sport the classic metal pink ribbon lapel pin on their uniforms adjacent to the name tag.

“These days, we all know someone or have personally been affected by breast cancer,” continued DelliQuadri. “Through local efforts, we hope that people learn about the risks of the disease; and, more importantly, take preventive action. As we all know, early detection is key.”

Each year 35-40 women are diagnosed with breast cancer in the Yampa Valley, that’s 3 to 4 women a month, in our community. In fact, the American Cancer Society (ACS) reports that 271,270 new cases of breast cancer (women and men) will be diagnosed in 2019. There are more than 3.5 million breast cancer survivors in the United States and more than 68,000 in Colorado.

For more information, visit [www.cancer.org/cancer/breast-cancer](http://www.cancer.org/cancer/breast-cancer), [www.breastcancer.org](http://www.breastcancer.org), [www.yvmc.org](http://www.yvmc.org), [www.northwestcolordohealth.org](http://www.northwestcolordohealth.org) or your local physician.

-WeServeTheCity-

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