

Proclamation

**In Recognition of
Fort Lauderdale Fire Rescue and AutoNation for
Breast Cancer Awareness Month 2016**

- WHEREAS,** October is Breast Cancer Awareness Month, a time when businesses, organizations, and communities across our nation come together to host, support and participate in events, campaigns and initiatives dedicated to raising awareness about breast cancer; and
- WHEREAS,** Besides skin cancer, breast cancer is the most common cancer among U.S. women and, tragically, the disease takes the lives of more than 40,000 women annually, making it the second-leading cause of cancer death in women; and
- WHEREAS,** This year, AutoNation, Inc., America's largest automotive retailer, is partnering with Fort Lauderdale Fire Rescue for a unique, innovative campaign for Breast Cancer Awareness Month called "Fort Lauderdale Fire Rescue Heroes Drive Pink with AutoNation!"; and
- WHEREAS,** During October, Fort Lauderdale Firefighters are wearing a distinctive "Real Heroes Wear Pink" shirt with the AutoNation "DRVPNK" logo displayed on the back to increase awareness and raise funds to help find a cure for breast cancer; and
- WHEREAS,** The community is encouraged to help support this vitally important cause by purchasing an authentic Fort Lauderdale Fire Rescue "Real Heroes Wear Pink" shirt online at the AutoNation company store at www.autonationcompanystore.com. Proceeds will benefit Glam-A-Thon, an organization dedicated to assisting local women affected by breast cancer, and the AutoNation Institute for Breast Cancer Research at Nova Southeastern University; and
- WHEREAS,** The City of Fort Lauderdale proudly recognizes Deputy Fire Chief Tim Heiser and his wife Michelle for helping to spearhead this incredible effort. Michelle is a breast cancer survivor who won her battle due in large part to early detection. Today, Tim, Michelle, the Fort Lauderdale Fire Rescue Department, and AutoNation are all committed to spreading the message that, "Early detection can save lives!"; and
- WHEREAS,** The City of Fort Lauderdale thanks AutoNation and CEO Mike Jackson for partnering with us to "Wear Pink" and "Drive Pink" as we work together to raise awareness and funds for breakthrough research to help defeat this disease; and
- WHEREAS,** It is our hope that, one day, we will no longer need to have campaigns like this one because we will have found a cure and breast cancer will be nothing but a distant memory.

NOW, THEREFORE, WE, as City Commissioners of the City of Fort Lauderdale, Florida, do hereby proclaim October 18th, 2016 as:

**Fort Lauderdale Fire Rescue Heroes
Drive Pink with AutoNation Day**

in the City of Fort Lauderdale and encourage all citizens to make a special effort to work together to raise awareness about breast cancer education, early detection, and prevention by supporting this worthy cause.

DATED this, the 18th day of October 2016.



Mayor John P. "Jack" Seiler

