



## **Pink Patch Project Fact Sheet for Participating Agencies**

### **PURPOSE OF THE PPP:**

The Pink Patch Project (PPP) is an innovative public awareness campaign designed to bring attention to the fight against breast cancer and to support breast cancer research organizations in combating this devastating disease. The purposes of the PPP are to:

- Raise awareness about breast cancer and the importance of early detection and treatment
- Raise funds for cancer research, treatment and education through the sale of commemorative pink patches (and other items).

### **WHAT IS THE PINK PATCH PROJECT?**

The PPP is a collaborative effort between the Los Angeles County Police Chiefs' Association and public safety agencies from all over the nation. These agencies have partnered together to combat breast cancer by raising public awareness and by raising funds for breast cancer education, research and treatment using a common theme and message (the "Pink Patch Project").

The program centers on vibrant pink versions of the public safety officer's uniform patch. These bright pink patches are specially designed by each participating agency specifically for the PPP campaign. Although not required, officers at each of the participating agencies typically wear these pink patches on their regular uniforms for the entire month of October during "Breast Cancer Awareness Month."

The wearing of the pink patches on the officer's uniform is intended to stimulate conversation with the community and to encourage discussion with the public about the importance of early detection and treatment in the on-going fight against this disease.

### **HOW DOES A PUBLIC SAFETY AGENCY PARTNER WITH THE PINK PATCH PROJECT?**

Each agency runs their program separately and independently and in a way that best fits their community. They obtain their own patches and then market, promote, and sell their patches as they see fit. Some are selling just their pink patches and others are selling everything from patches and t-shirts, to challenge coins, stickers, dog tags, etc. Selling pink patches is just one way to raise funds...many of our agencies have come up with interesting and inventive ways to spread the word and to raise funds for their program.

Each public safety agency collaborating in the PPP campaign partners with a cancer research organization or support group in their respective communities. The agency chooses who they want to support and then works directly with that organization on the sponsorship and donation.

Each agency also manages their own expenses and funds and they maintain their own accounting and record keeping. Again, this can be done in any way that best benefits the agency and fits their agency and governing body rules and policies.

The PPP is simply a partnership between all of the agencies involved; providing a way to unify the various agencies under a common theme and message with the goal of fighting breast cancer on a larger scale.

## **HOW THE PUBLIC CAN SUPPORT THE PINK PATCH PROJECT?**

Each agency sells their pink patches, t-shirts, challenge coins, and other pink patch items directly to the community. The proceeds from sale of these items go directly to benefit cancer research and treatment at the organization they have chosen.

Each agency determines how they are going to market, promote and sell their pink patch items and handles the sale and shipping of the items in any way they see fit. The PPP also markets and promotes these items through the PPP website and our various social media outlets, directing those interested back to the agency. The PPP sites offer a way to expand the reach of the agency beyond their community, increasing the agency's visibility and reach.

The public supports the PPP by purchasing the agency's pink patches, t-shirts and other items directly from the agencies involved in the campaign. At this point, there is not a centralized location where the community can purchase patches (other than agencies partnering together a joint events). In order to purchase items from multiple agencies, the community must contact each agency independently in order to purchase items directly from that agency.

There are many ways to sell pink patch items to the community. This includes selling them at community events and open houses, at the front counter of the police station, via an E-commerce site (such as eBay, Etsy, etc.) or through good old fashion US Mail.

Again, the sky is the limit and the agency can use any method they want in order to raise funds for their program. Many of our agencies have come up with creative and inventive ways to sell patches and raise funds!

## **HISTORY:**

The roots of the PPP can be found with the Seal Beach Police Department, who wore pink patches on their uniform shirts during Breast Cancer Awareness Month in 2013. In 2015, the Irwindale Police Department took the idea a step further and sold the patches to the community. That year, the Irwindale Police Department raised over \$20,000.00 for City of Hope. In 2016, Irwindale P.D. Chief Anthony Miranda took the idea to the Los Angeles Police Chiefs Association and 25 local agencies came on board. Since then the program has expanded to include agencies throughout the nation, including New Jersey, Iowa, Massachusetts, Colorado and New Mexico. A full list of all of the agencies can be obtained from the PPP social media contact.

## **PPP WEBSITE & SOCIAL MEDIA:**

The PPP maintains a robust and active social media program that includes a PPP website and a PPP Facebook, Twitter and Instagram accounts. These sites are updated daily and on a consistent basis, with PPP social media team members interacting with, and responding to, the community on behalf of all of the PPP agencies.

It is the goal of the social media team to support each PPP agency by spotlighting their programs and events on our site, as well as to further the overall message of the PPP, through aggressive on-line marketing and the social media postings. All posts made on the PPP sites include links back to the respective agency(ies).

- Our web site is [www.pinkpatchproject.com](http://www.pinkpatchproject.com). A list of all of the participating agencies, along with links on who to contact to purchase their items, is included on the website

- The PPP has accounts on Twitter, Facebook and Instagram. Just search “Pink Patch Project”.
- Most of the participating agencies have PPP related information on their own web site and agency social media sites as well. The PPP regularly re-sends and tags these sites in their posts.

We suggest that each agency aggressively market and promote their program on their own agency’s website and social media outlet. We simply ask that you include the hash tag #PinkPatchProject, the PPP website URL, and the appropriate PPP social media account in all of their agency posts. This allows that post to be re-sent from the PPP account. We also ask that each agency regularly share pictures, flyers and information about their events and activities with the PPP to be shared from the various PPP sites.

Even if an agency does not have an active social media program, the PPP social media team can easily post any information from that agency on the PPP accounts. Just email or text info to a PPP social media team member and it will be posted on the PPP sites.

Lastly, the PPP team aggressively promotes the program to the media and there is a PPP PIO available to represent the overall program to the media, as needed.

#### **NOTES & FACTS:**

- Approximately 1 in 8 women will be diagnosed with invasive breast cancer in her lifetime
- Breast cancer is the most commonly diagnosed cancer in women. Although breast cancer in men is rare, an estimated 2,600 men will be diagnosed with breast cancer and approximately 440 will die each year.
- Breast cancer is the second leading cause of cancer death among women.
- Over 2.8 million breast cancer survivors are alive in the United States today.
- The PPP has grown to several agencies, with more coming on-board everyday

#### **PPP CONTACT INFORMATION:**

- Public safety agency contact:  
 Irwindale Police Department Sergeant Rudy Gatto, PIO (626) 391-5184, or  
 Irwindale Police Department Clerk Norma Ortiz (626) 430-2249
- PIO, Press/Media contact:  
 Irwindale Police Department Sergeant Rudy Gatto, PIO (626) 391-5184
- Email contact for the PPP:  
 pinkpatchproject@gmail.com