



Palm Tran

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**Palm Beach County
Board of County
Commissioners**

Mack Bernard, Mayor
Dave Kerner, Vice Mayor
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Gregg K. Weiss
Robert S. Weinroth
Mary Lou Berger
Melissa McKinlay

County Administrator

Verdenia C. Baker

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Official Electronic Letterhead

Media Advisory

For release January 10, 2019
For more information: Joe Harrington, (775) 848-9062

Palm Tran to Debut Susan G. Komen Florida "Pink Bus"

Palm Tran Public Transportation will debut the Susan G. Komen® Florida "Pink Bus," on January 15, 2019. This year's theme raises awareness about breast cancer disparities for women of color and encourages taking charge of breast health. The bus will be on display beginning at 8 a.m. at the Palm Beach County Governmental Center and will be formally debuted with a proclamation presented by the Palm Beach County Board of County Commissioners at 9:30 a.m. in the Commission Chambers. Representatives from Susan G. Komen Florida and Palm Tran will deliver remarks.

The "Pink Bus" features photos of local survivors of breast cancer shot by photographer Michiko Kurisu. The survivors featured on the bus are all African Americans in order to draw awareness to the fact African American women with breast cancer have a 41 percent higher mortality rate than their Caucasian counterparts. The women pictured on the bus will be in attendance. Among the women is Shawntoyia Bernard, who is the wife of Mayor Mack Bernard.

The bus, which is estimated to be seen 544,000 times every four weeks, will primarily traverse Palm Tran's Route 1. Route 1 includes Downtown West Palm Beach and is the busiest route in the Palm Tran system. The bus will also be on display at the Race for the Cure® on January 26, 2019.

What: Pink Bus Debut

Where: County Governmental Center, 301 N. Olive Ave., West Palm Beach

When: January 15, 2019, 8:30 a.m. to 10:00 a.m. for media interviews

Who: Palm Beach County Commissioners, Susan G. Komen® Florida, Palm Tran representatives

