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I love this month's @NFTAMetro bus pass ❤️



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Roswell Park

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MEDIA ADVISORY

What: The NFTA and Roswell Park will cut the ribbon for our specially branded Pink Police Patrol Car and announce our Metro's October Pink monthly passes all in support of Breast Cancer Awareness month. The teams have come together in a collaborative effort to help remind riders and the entire community about the importance of annual mammography for early detection and prevention of breast cancer.

Who: Leaders from Roswell Park and the NFTA

Why: One out of every nine American women will develop breast cancer in her lifetime, which is the second leading cause of cancer death in women. There is no known prevention of breast cancer, but if it is found early and treated, there is a good chance for a cure. That is why it is so important for women to commit to breast cancer detection practices including self-exams and mammograms.

When/Where: Monday, October 1, 10:30 a.m.
NFTA headquarters, 1st floor terminal, 181 Ellicott Street, Buffalo

**** Parking will be available the NFTA's bus loop located between N. Division and S. Division Streets. Please park in spots # 71-79 only. ****

NFTA
Published by Nfta TO [?] · October 1 at 1:36 PM · 🌐

The power of pink was strong this morning at the NFTA.
We proudly announced our support for Breast Cancer Awareness Month and highlighted how we are helping to promote this important initiative.
For the month of October the NFTA is turning the fountains at the Buffalo Airport pink; Transit Police officers will be wearing a pink badge and driving a pink patrol car; the Metro Station at Fountain Plaza will be lit pink; Metro's October monthly pass will be pink; and the Buffalo Airport firefighting trucks will be adorned with pink decals.



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Dave Cash



October 5 at 8:58 AM · 🌐

Wearing Pink today with Metro Bus and Rail for Breast Cancer Awareness Month! #getyourpinkon



Lisa Piecki and 291 others

35 Comments 6 Shares



Monday, October 1, 2018

The NFTA is getting its PINK on!

NFTA Exec. Dir. Kim Minkel with "oversized" October Metro pass



On Monday, October 1, the NFTA held a media event outside its headquarters in downtown Buffalo to recognize its partnership with Roswell Park Cancer Institute and the initiative to turn Metro's October passes **PINK** in support of breast cancer awareness. This collaborative effort is to help acknowledge the importance of annual mammography for early detection of breast cancer.

Statistics indicate that one out of every eight American women will develop breast cancer in her lifetime, which is the second leading cause of cancer death in women. There is no known prevention of breast cancer, but if it is found early and treated, there is an excellent chance for a cure. That is why it is so important for women to commit to regular breast cancer detection screenings.

"We are excited to partner with Roswell Park in support of Breast Cancer Awareness month," said Kimberley A. Minkel, NFTA executive director, "it is our hope that by turning our Metro monthly passes pink and providing valuable and potentially life-saving information will remind our riders of the importance of annual breast cancer screenings."

Ms. Minkel and Ms. Skimmer cut pink ribbon to launch awareness campaign



During the presentation, Ms. Minkel honored an NFTA employee and cancer survivor, Dawn Skimmer, who was diagnosed last November with invasive breast cancer. Ms. Skimmer's cancer was luckily found in an early stage through mammography. In the past year, she has undergone surgery, subsequent chemotherapy and radiation. She is extremely grateful, due to early detection, to be three months cancer free.

During the month of October, the NFTA is also supporting breast cancer awareness by turning the water in the two fountains outside the Buffalo Niagara International Airport pink using an LED system; the NFTA's Transit Police patrol vehicle will be wrapped in pink and officers will proudly be exchanging their regular badges for pink versions for the month; the Buffalo

Airport firefighting trucks will be adorned with pink decals; and the Fountain Plaza Metro Rail Station will be lit with pink LED lighting.

In further support of breast cancer awareness month and the many individuals affected by this disease, **the NFTA is inviting riders to show their #GetYourPinkOn support on Metro bus and rail on Friday, October 5, and post selfies.**

To receive more information about scheduling a mammogram, visit [Roswell Park](#).
Posted by The Transporter at 10/01/2018 01:55:00 PM