



CITY OF KENNER

PRESS RELEASE

MICHAEL S. YENNI
MAYOR

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'KENNER GOES PINK' FOR BREAST CANCER AWARENESS IN OCTOBER

Kenner, LA. – Kenner has big plans for Breast Cancer Awareness Month that include temporary pink lighting throughout the city, free special events and a human pink ribbon as the city launches the *Kenner Goes Pink* campaign for the month of October.

Events have been coordinated by the City Volunteer Committee both to raise awareness about Breast Cancer, which directly affects 1 out of 8 women in the country at some point in their lives, and to offer plenty of fun, exciting ways for citizens to get involved and to raise money. Kenner has partnered with the non-profit Friends of Rivertown and all proceeds will go to the American Cancer Society Making Strides Against Breast Cancer.

For example, employees can purchase a special Kenner Goes Pink T-shirt that allows them to dress casually every Wednesday of the month, Deputy Chief Administrative Officer Natalie Newton said. Pink ribbons also will be available for \$1 at all events and will be displayed during the month on the fences in Heritage Park and other areas along Williams Boulevard in Rivertown to acknowledge survivors or remember those who lost their battle.

“This is a time to remember cancer victims and survivors and to raise money with the hope that breast cancer can soon be eliminated,” Newton said.

Kenner’s Kickoff event on Oct. 1 begins at 11 a.m. and is for city employees only. It includes a balloon release at Veteran’s park and the attempt to arrange city workers, dressed in pink, into the shape of a memorial ribbon for a special picture to put on the city’s Facebook page.

“The goal is to find some fun ways to raise money and increase awareness in our city throughout the month,” Kenner Mayor Michael Yenni said. “I challenge all of our businesses to go pink during October and to do what they can in the battle against breast cancer.”

During the first weekend of October, Kenner will host a special *Music in the Park and Movies in the Park* on Friday, Oct. 3 and Saturday, Oct. 4. *Groovy 7* will perform on Friday from 6:30 to 9:30 p.m. in Heritage Park, 2015 Fourth St. On Saturday, the movie is *The Pink Panther*. It will be shown on a 25-foot screen in the park beginning at 8 p.m.

The public is invited to both free events, which will have food, drinks and crafts available for purchase from local vendors. For more information, contact Heidi Glorioso at (540) 468-7211.

Also on Oct. 3, children in the after-school programs at the Martin Luther King and Hispanic resource centers will hold a special “Hands on Cancer” celebration at the Kenner Community Development Office, 624 Williams Blvd. The event starts at 6 p.m.

The kids have been working on posters and other artwork for this program, Community Development Director Arleeta Terrell said. Pins and balloons will be on sale to benefit breast cancer support groups. A member of the Susan G. Komen Breast Cancer Foundation and a cancer survivor will be on hand to talk about the disease.

The public is invited to attend and to take part in a balloon release and community prayer led by Rev. Richmond Edwards Jr. of the New Birth Cathedral of Glory Church. For more information contact Arleeta Terrell or Mary Ross at (504) 468-7588.

Then, on Oct. 15 at 6:30 p.m., Kenner’s Recreation Department has partnered with Chateau Country Club for a *Poolside Pink Paint Party* that will be held at the country club, 3600 Chateau Blvd. There is a \$25 entry fee that includes painting supplies and snacks. Wine will be available for a \$2 donation. For more details on this event, which is open to the public, contact Leisure Services Manager Kerri Diaz at (504) 468-7268.

Beginning Oct. 10 and for the next two weekends of the month, the commemorative pink ribbons will also be on sale for \$1 during Oktoberfest in Rivertown to incorporate *Kenner Goes Pink* into the popular German celebration held annually by Deutsches Haus.

Additional details are expected as news about Breast Cancer Awareness Month in Kenner spreads. Check out the city’s website, www.kenner.la.us, to learn more about the different ways residents and local companies can show off their decisions to go pink.

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