



CITY OF KENNER

MEDIA ADVISORY

MICHAEL S. YENNI
MAYOR

FOR IMMEDIATE RELEASE
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FOR MEDIA ONLY

KENNER BREAST CANCER KICKOFF EVENT FEATURES SPECIAL PICTURE OF CITY WORKERS

Kenner, LA. – Kenner launches its *Kenner Goes Pink* campaign acknowledging October as Breast Cancer awareness with a special Employee Kickoff marking the opening of Breast Cancer awareness month and featuring a picture of employees arranged in the design of a pink ribbon in Veterans Park, just behind the City Hall complex.

The Kickoff begins at 11 a.m. with a barbecue lunch, along with a bake sale. All proceeds go to Making Strides Against Breast Cancer, which helps the American Cancer Society with research, information, services and access to mammograms for women who need them.

“Our goal for the month is to raise both awareness and funds for Breast Cancer and to hold events – whether they are for employees or for the public in general – that will be fun and worthwhile,” Kenner Mayor Michael Yenni said. “It’s all about trying to make a difference.”

Free events during the month include *Music in the Park* this Friday and *Movies in the Park* this Saturday in Heritage Park in Rivertown. In addition, pink ribbons will be on sale to celebrate those who have battled breast cancer at all events throughout October, including Oktoberfest sponsored by Deutsches Haus, which will be held three consecutive weekends (Fridays and Saturdays only) in Rivertown, beginning Oct. 10 and 11.

“Virtually everyone has a friend or loved one affected by breast cancer,” Deputy Chief Administrative Officer Natalie Newton said. “It’s time to finally eliminate breast cancer.”

For more information on all the events in the *Kenner Goes Pink* battle against breast cancer, please visit http://www.kenner.la.us/pages/section_2_374.asp.

At A Glance: *Location: Veterans Park, next to the City Hall complex, 1801 Williams Blvd.*
Lunch begins: 11 a.m.
Pink ribbon picture time: 11:15 a.m.
Interview availability: Deputy Chief Administrative Officer Natalie Newton.

For more information, contact Public Information Officer Bob Ross at (504) 717-7694.

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