



CITY OF KENNER

PRESS RELEASE

MICHAEL S. YENNI
MAYOR

FOR IMMEDIATE RELEASE

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'KENNER GOES PINK' CAMPAIGN BEGINS WITH BARBECUE, BALLOON RELEASE

Kenner, LA. – Kenner kicked off Breast Cancer Awareness Month today with a barbecue for employees and plans for the month that include temporary pink lighting on welcome signs throughout the city and a number of fund-raising efforts.

The *Kenner Goes Pink* campaign is coordinated by the City Volunteer Committee in an effort to raise awareness about breast cancer as well as money for the American Cancer Society's Making Strides Against Breast Cancer.

Employees were given the opportunity to purchase special pink T-shirts. The money raised goes to the Cancer Society and allows employees to dress casually every Wednesday during October. On Oct. 10, Team Kenner will participate in the Making Strides Walk in Champions Square. Members of the community are invited to join [Team Kenner](#).

Another fundraiser will be held at 6 p.m. on Oct. 22 at the Chateau Golf and Country Club, 3600 Chateau Blvd. The "Pink Poolside Paint Party" is presented by the Kenner Recreation Department, City Volunteer Committee in conjunction with Chateau. The cost is \$25 per person and includes the cost for a special piece of slate to create a Fleur de Lis, as well as wine and other refreshments. For more information or to sign up, call Kerri at (504) 468-7268.

"Last year we had great participation for our first *Kenner Goes Pink* campaign and we are looking to raise even more money and awareness," Kenner Mayor Michael Yenni said. "More than 220,000 women will be diagnosed this year with breast cancer, and it's a disease that pays no attention to gender lines. More than 2,300 men also will be diagnosed."

Kids in the After School programs at both the Martin Luther King and Hispanic Resource centers will perform skits and recite poems about breast cancer. They also will be selling different items to turn over to ACS Making Strides Against breast Cancer, said Arleeta Terrell, director of Kenner's Community Development Department. The special breast cancer program is Saturday Oct. 30 at 5 p.m. at the Community Development Office, 624 Williams Blvd.

For more information, call the Department at (504) 468-7564.

"The whole idea is to raise awareness and money and do it in a way that's fun and still allows the Kenner team to make a difference," Yenni said.

1801 WILLIAMS BOULEVARD • CITY HALL • BUILDING B, SUITE 200 • KENNER, LOUISIANA 70062
OFFICE 504-468-7206 • FACSIMILE 504-468-7205 • MYENNI@KENNER.LA.US

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