



SCOTT LACHASSE
CHIEF OF POLICE

BURBANK POLICE DEPARTMENT

200 North Third Street, Burbank, CA 91502

OFFICIAL NEWS RELEASE

PINK POLICE CRUISER UNVEILING

Burbank Police and West Coast Customs join forces for breast cancer awareness

September 29, 2017

Burbank, California – The Burbank Police Department and West Coast Customs of Burbank will unveil a pink police cruiser on Thursday, October 5, 2017, in support of Breast Cancer Awareness Month.

Burbank Police joined forces with West Coast Customs to customize an existing Ford Explorer police vehicle with a unique and vibrant chrome pink wrapping. Dubbed the “Pink Car Project,” its purpose is to draw attention to increase awareness and encourage regular screenings for the early detection of breast cancer.

“Breast cancer affects everyone in some way, even our own police family,” said Burbank Police Chief Scott LaChasse. “The pink patrol vehicle can’t be missed, and it’s our hope it will remind everyone of the importance of regular screenings, while promoting the fight against breast cancer.”

Each year, October is designated as Breast Cancer Awareness Month, a campaign supported by charities worldwide to increase awareness of the disease and raise funds for research into its cause, prevention, treatment and cure.

The pink Burbank Police cruiser will be on display throughout the month of October at various community events in the City of Burbank, allowing the public to take photos and sign the wrapping in support of people affected by breast cancer.

All members of the media and public are invited to attend an official unveiling of the pink police vehicle at West Coast Customs, located at 2101 West Empire Avenue in Burbank. The unveiling ceremony will be hosted by West Coast Customs Founder Ryan Friedlinghaus on **Thursday, October 5, at 12:00 P.M.**

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QUESTIONS REGARDING THIS STATEMENT SHOULD BE DIRECTED TO:

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