



SCOTT LACHASSE
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BURBANK POLICE DEPARTMENT

200 North Third Street, Burbank, CA 91502

OFFICIAL NEWS RELEASE

PINK POLICE CRUISER & MOTORCYCLE UNVEILING

Burbank Police and Wrapix Imaging team up for Breast Cancer Awareness Month

September 27, 2019

Burbank, Calif. – The Burbank Police Department and Wrapix Imaging of Burbank have once again teamed up in the fight against breast cancer. For the third year in a row, Burbank Police will introduce a vibrant, pink-wrapped Ford Explorer police cruiser for the month of October, which has been designated as Breast Cancer Awareness Month. In addition, the Burbank Police Department will also introduce for the first time this year, a pink police motorcycle. The purpose behind wrapping these vehicles in pink is to draw attention and encourage regular screenings for the early detection of breast cancer.

Wrapix Imaging and 3M Commercial Graphics have generously donated all of the vinyl wrap materials and labor. Wrapix Imaging is a family-owned company specializing in a wide variety of custom-printed graphics. It is also an authorized training and testing center for 3M.

“It’s great to partner with the Burbank Police Department once again for this important cause,” said Adam Sumner, Owner of Wrapix Imaging. *“We all know someone affected by this disease, so it’s important to us that we help in raising awareness and money for research.”*

Both vehicles will be unveiled at Wrapix Imaging (202 W. Palm Ave., Burbank) on Tuesday, October 1, 2019, at 3:00 P.M. The pink police cruiser will be on display throughout October at various community events, while the motorcycle will be used on-duty by a uniformed traffic officer.

Burbank Police have also joined the Pink Patch Project and will be selling Burbank Police pink patches throughout the month of October to raise money for City of Hope and cancer research.

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QUESTIONS REGARDING THIS STATEMENT SHOULD BE DIRECTED TO:
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