

August 06, 2010

Pink Meets Orange as Breast Cancer RV Cruises OC in Support of Komen



What's 40 feet long, 12 feet tall, mobile and comes in a head-turning shade of pink? It's The Pink RV and it's rolling into Orange County in support of the 19th annual Komen Orange County Race for the Cure. From July through October, The Pink RV is appearing at local hotspots to promote race registrations for the Sept. 26 event, hand out free Komen merchandise and distribute educational information regarding breast health.

Owned and piloted by Haskell & White LLP Managing Partner Wayne Pinnell, who this year was appointed an official "Pink Tie Guy" by The Orange County Affiliate of Susan G. Komen for the Cure, The Pink RV was born in response to Pinnell's "drive" to meet the challenges associated with his colorful designation. Each year, prominent Orange County businessmen are selected and asked to help advocate the organization's mission to bring breast cancer awareness to the forefront of the business world.

"I proudly wanted to splash even more color on my Pink Tie Guy selection, so I am hitting the road with my Komen-customized RV to show my support for this worthy cause and help generate awareness throughout the Orange County community," said Pinnell, whose firm is one of Southern California's largest independent accounting and business advisory firms.

"All of us at Haskell & White take pride in our philanthropic culture, so not only are we honored to be involved with the Orange County Affiliate of Susan G. Komen for the Cure, but Haskell & White will have a team in the 2010 Orange County Race for the Cure."

Bright pink from nose to tail, The Pink RV reflects images of triumphant breast cancer survivors at past Komen races. It also graphically illustrates the phrase "Count me in!" – an appropriate slogan from an accounting firm. It already has appeared at select locations throughout Orange County, including the Huntington Beach Fourth of July Parade, and will be turning heads at other events and venues in the weeks and months to come.

"We are so thrilled to have Haskell & White partner with us to achieve our goal of involving the entire community to help individuals who are now facing breast cancer and also to provide potentially life-saving mammograms many people in Orange County," said Lisa Wolter, executive director of The Komen Orange County Affiliate.

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by Haskell & White LLP