

Red, White . . . and Pink

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Tweet when you see the pink Race RV.

It's officially "Race season!" The Komen Orange County Race for the Cure will be Sunday, September 26 at Fashion Island. An event that brings together up to 30,000 people takes planning, but thank goodness much of the anticipation is fun.

The Fourth of July weekend is the traditional start of publicizing the Race. We want to encourage everyone to register, to start fund raising or start a Team. One hard-to-miss message about the Race was unveiled at the Huntington Beach parade on July 4. The "pinked out" RV is courtesy of Wayne Pinnell of Haskell & White LLP. Pinnell is one of the new Pink Tie Guys for Komen and he is clearly embracing his role. Be on the lookout for the RV in Orange County the rest of the summer. Tweet when you see it.



Farmers & Merchants Bank gave survivors the spotlight.

Farmers & Merchants Bank, a new Local Presenting Sponsor of the Race, was also on hand in Huntington Beach on July 4. The bank provided an entry in the parade to honor breast cancer survivors, who carried pink parasols. Thank you to Pink Tie Guy Henry Walker for helping Komen raise breast cancer awareness. The bank is offering a "Pink Checking" promotion. If you open a new account at Farmers & Merchants, they will donate \$125 to YWCA, a grantee of Komen OC. \$125 is the cost of a mammogram for a local woman in need.

www.mypinkchecking.com

If you need to register for the Race, want to know how to form a Team or purchase booth space in the expo, go to www.komenoc.org.