



COURTESY OF WAYNE PINNELL

Irvine accountant Wayne Pinnell volunteered his 40-foot recreational vehicle to promote the Susan G. Komen Race for the Cure. It is vinyl-wrapped half in pink and half in tan with Haskell & White's logo, where he is managing partner.

RV promotes cancer awareness

Vehicle will be water stop at Race for the Cure.

By JAN NORMAN
THE ORANGE COUNTY REGISTER

Irvine accountant Wayne Pinnell isn't the kind of guy you'd expect to see driving around Orange County in a 40-foot, pink recreational vehicle. But he does several times a week.

It's one of the ways Pinnell, who is managing partner at the Irvine accounting firm of Haskell & White LLP, is promoting the Komen Race for the Cure in Orange County, which this year will be Sept. 26 in Newport Beach.

He's a "pink tie guy," a group of men who are selected to advocate for the organiza-

tion's mission and extend support in the business community. Also, cancer hits close to the Haskell & White family, he says.

Five people in the firm, including founding partner Steve Haskell, have been diagnosed with cancer. Four have died.

As Pinnell and his colleagues discussed ways to promote the race, he volunteered his personal recreational vehicle to be a water stop at the race. One thing led to another and he was having the RV vinyl-wrapped half in pink for Susan G. Komen for the Cure Orange County and half in tan with Haskell & White's logo. Its introduction was at Huntington Beach's Independence Day race.

"Since I had it wrapped, I drive it to work a couple of times a week and park it in our parking lot at Irvine Spectrum," Pinnell says. "The Irvine Co. has been terrific about letting me do that. I let them know when I'll be driv-

ing it to work and they put out white cones and chains for a parking spot."

Hilary Kaye, the firm's public relations consultant, has set up a Twitter feed @ThePinkRV where Pinnell lets followers know where the vehicle will be next, and a Facebook page.

"For me, it's for fun and a different way to get the word out," Pinnell says. "I get a lot of ribbing but then I can explain about breast cancer awareness."

The RV won't be wrapped in pink forever, he says, which is of interest to other charities with which he is involved. Laura's House, for which he is chairman, is already wondering about a moving ad for the battered women's shelter.

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