



Nov. 27, 2024 Media Release

## **Local Law Enforcement and Fire Raise Over \$10,000 in Fight Against Breast Cancer**

Nevada City, CA – October marked local law enforcement and fire’s annual “Pink Patch Project,” which is a collaborative effort to increase breast cancer awareness as well as funding for local breast cancer research and services in Nevada County.

Throughout Breast Cancer Awareness Month, the Nevada County Sheriff’s Office, Grass Valley Fire Department, Grass Valley Police Department (GVPD), Nevada County Probation, Truckee Police Department, Nevada City Police Department and Nevada County Consolidated Fire District all proudly wore pink patches during their course of duty. Additionally, each of the seven participating agencies sold pink patches as well as challenge coins and other memorabilia, with 100 percent of proceeds donated to breast cancer programs at Sierra Nevada Memorial Hospital Foundation (SNMHF) in Grass Valley and Tahoe Forest Health System Foundation (TFHSF) in Truckee. New memorabilia this year included custom 2024 Pink Patch sweatshirts and shirts, which were made possible by GVPD, and featured this year’s first place winning challenge coin design.

“We sold more shirts and sweatshirts than we could have anticipated,” said Tina West, GVPD Evidence Technician and Pink Patch Coordinator. “Many people commented how excited they are to collect a new t-shirt and sweatshirt design every year.”

A variety of events were also offered throughout the month of October, including returning event favorites at Golden Era, Whole Treats Bakery, and Sierra Mountain Coffee as well as the first ever Pink Patch Pickleball Tournament at South Yuba Club, which exceeded expectations.

“The pickleball tournament alone brought in just shy of \$4,000,” explained Amy Moon, Deputy Probation Officer III with Nevada County Probation, who headed the tournament with partnership support. “The inaugural tournament, coupled with the other collaborative fundraising events, and agencies selling items throughout the month of October, has contributed to this being one of our most successful fundraising efforts yet.”

Total funding raised for breast cancer programming was \$10,411, with \$9,686 donated to SNMHF and \$725 donated to TFHSF. Representatives from participating agencies presented SNMHF with a life-size check on Nov. 26 and recognized this year’s two Pink Patch coin winners, whose artistic designs became the front and back of this year’s challenge coin:

**First place:** The Moyer Family of Grass Valley | **Second place:** Miranda Bacon of Grass Valley

All agencies would like to thank the community for their support of the Pink Patch Project and increasing breast cancer awareness and services in Nevada County. The next breast cancer challenge coin contest is expected to open in summer 2025 with Pink Patch Project festivities returning to Nevada County next October.

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