



Sept. 25, 2025 Media Release

Local Law Enforcement and Fire Launch Annual 'Pink Patch Project' for Breast Cancer Awareness Month

Nevada City, CA – The “Pink Patch Project” is here! For the entire month of October, seven local law enforcement and fire agencies are wearing pink patches in recognition of Breast Cancer Awareness Month, in addition to selling agency-specific pink patches, 2025 community-designed breast cancer challenge coins, and specialty merchandise to support local breast cancer research and services at Sierra Nevada Memorial Hospital Foundation and Tahoe Forest Health System Foundation. This year’s seven collaborating agencies are comprised of the Nevada County Sheriff’s Office (NCSO), Nevada County Consolidated Fire District, Nevada County Probation, Grass Valley Police Department (GVPD), Grass Valley Fire Department, Nevada City Police Department, and Truckee Police Department.

The seven partner agencies are offering several Pink Patch events throughout the month, giving community members an opportunity to meet and mingle with local law enforcement and fire while supporting a good cause. Additionally, one lucky person will take home a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies’ patches by participating in a Pink Patch charity drawing (suggested donation of \$5 to participate). The shadow box is hand-crafted by NCSO Sergeant Andrew Liller. The drawing will take place the first week of November with the winner contacted following. One additional shadow box will be available starting Oct. 1 on a first-come, first-serve basis for a donation of \$500.

Upcoming Pink Patch Project Community Events (all coins, patches and merchandise are cash or check only*)

Thursday, Oct. 2: Pink Patch at Golden Era Cocktail Bar and Lounge

Location: 309 Broad St, Nevada City, CA 95959

Time: 4 – 8 p.m.

Merchandise available: Pink Patches (\$10), Challenge Coins (\$20). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies’ patches.

Friday, Oct. 3: Heroes Night at Nevada Union High School

Location: 11761 Ridge Rd, Grass Valley, CA 95945

Time: 5 – 9 p.m.

Merchandise available: Pink Patches (\$10), Challenge Coins (\$20). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies’ patches.

Wednesday, Oct. 15: Coffee for a Cure at Drink Coffee Do Stuff

Location: 10115 Donner Pass Rd, STE C, Truckee, CA 96161

Time: 8 – 10 a.m.

Merchandise available: Pink Patches (\$10) and Challenge Coins (\$20).

Thursday, Oct. 16: Coffee for a Cure at Sierra Mountain Coffee

Location: 671 Maltman Dr, Grass Valley, CA 95945

Time: 8 – 11 a.m.

Merchandise available: Pink Patches (\$10); Challenge Coins (\$20); 2025 Pink Patch Shirts (\$25); and Pink Patch Sweatshirts (\$40). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

Saturday – Sunday, Oct. 18 - 19: Pink Patch Pickleball Tournament at South Yuba Club

Location: 130 W Berryhill Dr., Grass Valley, CA 95945

Time: All-day event, beginning at 8 a.m. each day; advance registration required.

Registration: <https://linktr.ee/SYCPickleball> \$100 charity entry price for each two-person team; open to men and women players, 3.0+, 3.25+, 3.5+ and 4.0+.

Merchandise available: Pink Patches (\$10); Challenge Coins (\$20); 2025 Pink Patch Shirts (\$25); and Pink Patch Sweatshirts (\$40). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

Food: Catered healthy food options will be available for purchase both days by Tailored Tidbits.

Thursday, Oct. 30: Safe Trick-or-Treat for Preschoolers

Location: Downtown Grass Valley, Mill Street Plaza area

Time: 10 a.m. – 1 p.m.

Merchandise available: Pink Patches (\$10); Challenge Coins (\$20); 2025 Pink Patch Shirts (\$25); and Pink Patch Sweatshirts (\$40).

Friday, Oct. 31: Nevada County Consolidated District Fire Station 89 Open House Trick-or-Treat

Location: 11833 Tammy Way, Grass Valley, CA 95949

Time: 4 – 8 p.m.

Merchandise available: Pink Patches (\$10); Challenge Coins (\$20); 2025 Pink Patch Shirts (\$25); and Pink Patch Sweatshirts (\$40).

Where to Buy Patches, Coins and Merchandise:
(all coins, patches and merchandise are cash or check only)*

In addition to purchasing swag in-person at the aforementioned events, the following locations are also selling Pink Patch items the entire month of October:

Nevada County Sheriff's Office

Location: 950 Maidu Avenue, Nevada City, CA 95959

Time: 8 a.m. – 5 p.m., Monday – Friday

Merchandise available: Pink Patches (\$10), Challenge Coins (\$20) and GVPD keychains (\$10). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

One additional shadow box will be available starting Oct. 1 on a first-come, first-serve basis for a donation of \$500.

Grass Valley Police Department

Location: 129 S Auburn St, Grass Valley, CA 95945

Time: 8 a.m. – 5 p.m., Monday – Friday (closed 12-1 p.m.)

Merchandise available: Pink Patches (\$10); Challenge Coins (\$20); 2025 Pink Patch Shirts (\$25); Pink Patch Sweatshirts (\$40); and GVPD keychains (\$10). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

Grass Valley City Hall

Location: 125 E Main St Grass Valley, CA 95945

Time: 7:30 a.m. – 5 p.m., Monday – Thursday

Merchandise available: Pink Patches (\$10) and Challenge Coins (\$20).

Nevada City Police Department

Location: 317 Broad St, Nevada City, CA 95959

Time: 8 a.m. – 5 p.m., Monday – Friday (closed 12-1 p.m.)

Merchandise available: Pink Patches (\$10) and Challenge Coins (\$20). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

Nevada County Probation:

Location: 109 N Pine St, Nevada City, CA 95959

Time: 8 a.m. – 5 p.m., Monday – Friday

Merchandise available: Pink Patches (\$10) and Challenge Coins (\$20). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

Nevada County Consolidated Fire District

Location: 640 Coyote Street, Nevada City, CA 95959

Time: 8 a.m. – 5 p.m., Monday – Friday

Merchandise available: Pink Patches (\$10) and Challenge Coins (\$20). Patrons may also give a suggested donation of \$5 to be entered into a drawing for a chance to win a one-of-a-kind Pink Patch shadow box, featuring all challenge coins from 2020 – 2025, along with all seven agencies' patches.

Tahoe Forest Health System Foundation

Location: 11075 Donner Pass Road, Truckee CA 96161

Time: 8 am. – 5 p.m., Monday – Friday

Merchandise available: Pink Patches (\$10) and Challenge Coins (\$20)

For questions about the Pink Patch Project, please contact Tina West at the Grass Valley Police Department at (530) 477-4614 or Jenna Hall at the Nevada County Sheriff's Office at (530) 265 -1751.

**Those participating at events without cash or check who wish to support the Pink Patch Project may donate to each foundation directly online at:*

<https://supportsierranevada.org/>

<https://www.tfhd.com/giving>

