



Nov. 26, 2025 Media Release

Local Law Enforcement and Fire Raise Over \$8,000 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, 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, participating agencies sold pink patches, challenge coins, sweatshirts and shirts, 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.

A variety of breast cancer awareness events were offered throughout the month of October, including returning event favorites at Golden Era and Sierra Mountain Coffee, along with the second annual Pink Patch Pickleball Tournament at South Yuba Club. The teams also participated in Big Truck Day, Heroes Night at Nevada Union High School, Coffee for a Cure at Drink Coffee Do Stuff, and two Halloween-related events. A charity drawing to win a Pink Patch shadow box featuring all challenge coins from 2020 – 2025, along with all seven agencies’ patches, was also offered. The drawing took place earlier this month with Kelli McDaniel securing the win.

Total funding raised for breast cancer programming was \$8,439, with \$8,039 donated to SNMHF and \$400 donated to TFHSF. Representatives from participating agencies presented SNMHF with a life-size check on Nov. 26.

“Pink Patch has meant the world to a lot of folks in many communities,” said Sheriff Shannan Moon during the check presentation. “For us particularly and for me particularly going through breast cancer and being treated at this hospital, I say thank you to all the wonderful staff that helped me and helped my family. We now have several members in our department that either had a loved one going through it or are going through it themselves, so it comes home to making sure we are standing up not only for our staff but the wonderful people in our community to do awareness toward breast cancer and treatment.”

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 late spring 2026 with Pink Patch Project festivities returning to Nevada County next October.

The fight against breast cancer is ongoing. Individuals interested in helping to increase breast cancer services and treatment locally are invited to donate directly to TFHSF and SNMHF.

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