

# Proclamation



*Bob Buckhorn, Mayor*

**WHEREAS**, breast cancer is the most commonly diagnosed cancer in women in the United States, other than skin cancer, and currently ranks as the second leading cause of cancer death among women, and by the end of 2015, it is estimated 231,840 women will be diagnosed with invasive breast cancer and approximately 40,000 women will die from the disease; and

**WHEREAS**, early detection through mammograms and breast screenings, and maintaining a healthy lifestyle by being physically active and keeping a normal weight, refraining from smoking cigarettes, and limiting alcohol intake can help improve the odds against getting breast cancer; and

**WHEREAS**, the **American Cancer Society** is the nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service; and

**WHEREAS**, the American Cancer Society is the leader in the fight against breast cancer and has funded more breast cancer research than any other not-for-profit or non-government agency in the United States, and its successful program now in its 22<sup>nd</sup> year, **Making Strides Against Breast Cancer** is a series of non-competitive walking events designed to heighten awareness of this pressing health problem and since 1983, more than 11 million walkers have raised over \$685 million for research, education and outreach programs on local and national levels; and

**WHEREAS**, **Hard Rock International** has supported the prevention efforts and finding a cure for breast cancer since the year 2000 with its signature event, **PINKTOBER®**, whereby musicians and fans from around the globe join the organization in raising awareness and funds for local, national and international cancer research foundations; and

**WHEREAS**, locally, **Seminole Hard Rock Hotel & Casino Tampa** and its team members will significantly participate in **PINKTOBER** throughout the month of October, including once again serving as the premier sponsor of the American Cancer Society's **Making Strides Against Breast Cancer Walk** held on Saturday, October 24, 2015 at the Amalie Arena in Tampa, Florida and offering "Pinktober" opportunities for raising additional funds including a benefit concert, pink adorned hotel rooms, a fundraising tournament, and in 2014, the organization raised more than \$80,000 during its Pinktober programs to help fund research for prevention and a cure for breast cancer.

**NOW, THEREFORE**, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim October 2015 as

## **"PINKTOBER MONTH"**

in the City of Tampa, Florida, and urge all citizens to acknowledge the efforts of Seminole Hard Rock Hotel & Casino Tampa and the American Cancer Society in their commitment to fighting breast cancer.

Dated in Tampa, Florida, this 31<sup>st</sup> day of August, 2015.



*Bob Buckhorn*

Mayor