

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 2016, it is estimated 246,660 women and 2,600 men will be diagnosed with invasive breast cancer, and approximately 40,450 women will die from the disease; and

WHEREAS, risk factors include gender (women), age and family history, and 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 23rd 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 1993, more than 9 million walkers have raised over \$528 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 participate in **PINKTOBER** throughout the month of October, including once again sponsoring and joining with the American Cancer Society's **Making Strides Against Breast Cancer Walk** held on Saturday, October 22, 2016 at the Amalie Arena in Tampa, Florida, and the organization is offering "Pinktober" opportunities for raising additional funds including pink drinks, treats and services at the Seminole Hard Rock Hotel & Casino location.

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 2016 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 27th day of September, 2016.



Bob Buckhorn

Mayor

City of
Tampa
Florida