

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 2017, it is estimated 252,710 women and 2,470 men will be diagnosed with invasive breast cancer, and approximately 40,610 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 a 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 leads 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 24th year, ***Making Strides Against Breast Cancer*** is a series of non-competitive walking events designed to heighten awareness of this pressing health problem and this year more than 1.4 million walkers across the country will raise over \$60 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 of Tampa Breast Cancer Walk*** held on Saturday, October 28, 2017 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 2017 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 9th day of October, 2017.



Bob Buckhorn

Mayor

