

Long Island Taxi Transportation Operator's Association

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'Pink Ride' to Start in Nassau County: Long Island Taxi's "Go Pink" For Breast Cancer Awareness

(Nassau County, New York)—Stand up against breast cancer simply by sitting down—in a specially Designated “LITTOA Pink Rides to benefit the Long Island Breast Cancer Action coalitions:

1 in 9 Hewlett House

13 vehicles operated by: Arena Taxi, Dawson Taxi, Long Island Checker Cab, Long Island Yellow Taxi, Sunset Taxi, Syosset Taxi, Valley Stream Taxi and Village Car Service

For the entire month of October, LITTOA members have painted thirteen of their Taxis in a pink color, and will contribute \$100 each week per designated “Pink Ride” vehicle to the 1 in 9 Hewlett House:

1 in 9's Hewlett House is a non-profit community learning resource center open to the public.

The goal of The Hewlett House is to provide patients and their families a free, warm and welcoming place to obtain resources and education and is a safe haven for those whose lives have been by touched by cancer. The Hewlett House offers a place to come together, network and receive information. There is no additional cost to passengers, and drivers are not allowed to accept donations. However, If passengers wish to donate they can simply visit the 1 in 9 website to donate directly to the

Hewlett House: at : www.1in9.org

“Every time a passenger rides in our pink vehicles, from October 1 through October 31, they’ll know they are riding in a vehicle that is helping to raise funds and awareness in the fight against breast cancer,”

Dawson Taxi Spokesperson Jason Verity says.

“Every one of us has a story about someone we know with breast cancer,” Verity says. “I hope that people see these vehicles and are spurred on to do something on their own, whether that be doing their own fundraiser, helping out a friend with breast cancer, or maybe even just making sure they or a loved one get themselves screened. Last year the public response was incredible we had many requests daily from our customers to drive in Our PINK Ride vehicles we had to recruit even more companies to participate.



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