



Los Gatos
Monte Sereno

POLICE DEPARTMENT

Matt Frisby, Chief of Police

PRESS RELEASE

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PinkPatchProject

On Monday, October 1, 2016, the Los Gatos-Monte Sereno Police Department, along with many California law enforcement agencies, kicked-off the 2016 #PinkPatchProject, an innovative and collaborative campaign designed to increase public awareness about breast cancer.

The program centers on vibrant pink versions of the public safety officer's uniform patch. These bright pink patches have been especially designed by each participating agency specifically for the #PinkPatchProject campaign. Officers at each of the participating agencies will wear these pink departmental patches on their police patrol uniforms for the entire month of October during "Breast Cancer Awareness Month."

The pink patches are intended to stimulate conversation with the community and to encourage public awareness about the importance of early detection and the on-going fight against this disease.



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