



April 5, 2017

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THE RIVER DISTRICT HOSTS 5th ANNUAL PINK THE BOULEVARD TO SHOW COMMUNITY SUPPORT FOR BREAST CANCER AWARENESS

Businesses and public areas bordering Richards Boulevard in Sacramento’s River District will be adorned in pink ribbons and bows starting Saturday, April 29 in a colorful public outreach campaign that provides a powerful visual reminder for breast cancer awareness. **PINK the Boulevard** encourages area businesses to light up, decorate and donate to a cause that touches more than 1,000 people in Sacramento County every year. Volunteers will install 1,000 pink bows and ribbons as a reminder for the community to “BE BOLD, BE FEARLESS, BE MORE,” and spread the message that breast cancer awareness, education and screening saves lives. The campaign also encourages runners and walkers to participate in the 2017 Komen Sacramento Valley Race for the Cure.

Founded by Susan Crane, owner of The Party Concierge and a breast cancer survivor, **PINK the Boulevard** asks business donors to BE BOLD with a \$200 donation, BE FEARLESS with a \$300 donation and BE MORE with a \$1,000 Super Hero donation.

Three landmark locations in the River District will turn pink with special lighting to highlight the campaign and shine a light on breast cancer awareness: the California Lottery building (600 North 10th St.), Sacramento Theatrical Lighting (950 Richards Blvd.) and the City of Sacramento’s Richards/I-5 lighted “Confluence” (on Richards Boulevard under Interstate 5) will be pink during the campaign. The bows, banners and pink lighting will remain from Saturday, April 29 through Saturday, May 13, the date of the Race for the Cure.

For details and to contribute, contact Susan Crane, The Party Concierge, (916) 440-8080 or info@partyconcierge.com.

CAMPAIGN KICK OFF: Saturday, April 29, 8 a.m. - 11 a.m., Township 9 Light Rail Station (northwest corner of Richards Blvd and North 7th Street) # # #

ABOUT THE RIVER DISTRICT

The River District, an 830-acre central city district, is quickly transitioning from a low intensity commercial area into one of Sacramento’s up and coming vibrant, mixed use, transit oriented communities. The area will combine an eclectic mix of residential, office and commercial land uses designed to take advantage of multimodal transportation options, riverfront views and open space. For more information, call (916) 321-5599 or visit www.riverdistrict.net.

