



BROOME COUNTY SHERIFF'S OFFICE

Sheriff Frederick J. Akshar II

Undersheriff Sammy L. Davis

155 Lt. Van Winkle Drive, Binghamton, NY 13905

For Immediate Release:
August 22, 2024

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BROOME COUNTY SHERIFF'S OFFICE PRESS RELEASE

Broome County Sheriff's Office Invites Public to Design Logo for 'Pink Patch Project' Fundraiser for Local Families Fighting Cancer

(TOWN OF DICKINSON) Broome County Sheriff's Corrections Officers and Deputies are once again going pink during Breast Cancer Awareness Month, but this year, they're inviting the public to help design the new logo and t-shirt for this year's Pink Patch Project fundraiser.

The Pink Patch Project is a national campaign bringing law enforcement and the community together to raise breast cancer awareness and funding to help local families fighting cancer. With 1 in 8 women in the US at risk of developing breast cancer, it's an issue that effects every community.

Last year, Corrections Officer Jennifer McPeek brought the project to the Broome County Sheriff's Office. Throughout October 2023, over 80 members of the Broome County Sheriff's Corrections and Road Patrol divisions sported pink badges and patches and helped raise funds for local families battling cancer. Community members also lent their support to the Project by visiting the online store to purchase a t-shirt, sweatshirt, patch, or other items.

With the combined support of community members and sworn officers in both the Law Enforcement and Corrections Divisions, the Pink Patch Project raised over \$4,500 for the Community Foundation and Tina Fund. The proceeds went toward assisting local families fighting cancer by assisting with groceries, childcare or other expenses related to the fight against cancer.

"The response and support from the community and our team here at the Broome County Sheriff's Office has been wonderful," said McPeek, to project's organizer. "This year we're hoping to raise even more funds this year and we're asking the community to help us design the official Broome County Pink Patch Project Logo."

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Community members are asked to visit

<https://www.gobroomecounty.com/sheriff/pinkpatchcontest> and upload their proposed 2-color logo design before the September 13, 2024 deadline. The winning logo and the designer's name will be featured on the 2024 Pink Patch Project fundraiser t-shirt on the online store (<https://bcpinkpatchproject2024.itemorder.com/>).

This year, all proceeds will go to Traci's Hope, another local organization that supports local families fighting breast cancer by assisting with the cost of groceries, childcare or other expenses related to the fight against cancer.

“We're so proud of Officer McPeek for coming to us with this idea, and seeing it through to fruition said Sheriff Fred Akshar. “The men and women of the Broome County Sheriff's Office are proud to bring the Pink Patch Project back and join our community in helping raise funds for local families battling cancer. We can't wait to see the creativity of our local artists and we're encouraging the public to once again join us for an important cause that truly effects all of us.”

“Cancer is an issue that's greatly effected my family and effects so many families across our community,” said McPeek. “That makes it all the more inspiring to see so many of my fellow officers, colleagues and community members coming together to help our local families who are fighting this terrible disease.”

To donate directly to the Traci's Hope online, please click here:

https://www.paypal.com/donate?token=MpQdcRr_5GU5dU06Y4dUqdMNM-spuYg1HU7ZMuJQMeQjogCiRe2YYxM1lYO7EuamvHjuLV8y5mBHnJe5 or send your donation to:

Traci's Hope
PO Box 504
Apalachin, NY 13732

To apply for assistance from Traci's Hope, please fill out the application form here:

https://tracishope.com/pdf/tracishope_application_paperwork.pdf?fbclid=IwY2xjawE0Ry5leHRuA2FlbQIxMAABHSXdMvo7Y1kTXg52SOn5XpJ4n0GUjNWQJ0YrymrkHidrXB9hp_LCkxo96w_aem_HwzHRNDcJ5jHgO99iHQIIQ

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PINK PATCH PROJECT *Logo Contest*



SUBMIT YOUR LOGO AT

**GOBROOMECOUNTY.COM
/SHERIFF/PINKPATCHCONTEST**



**BROOME COUNTY
NEW YORK**

Pink Patch Project Logo Contest



SEARCH

Select Language



FREDERICK J. AKSHAR II
SHERIFF

The Broome County Sheriff's Pink Patch Project is seeking Logo Designs for our 2024 Pink Patch Project Fundraiser! Submit your design below and your logo may be featured on this year's fundraising t-shirt!

The Pink Patch Project brings law enforcement and the community coming together to raise breast cancer awareness and funding to help local families fighting cancer. With 1 to 8 women in the US at risk of developing

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PINK PATCH PROJECT

Join our Broome County Sheriff's Office Team in Helping Local Families Fight Cancer

WHAT IS THE PINK PATCH PROJECT?

The Pink Patch Project is an innovative public awareness campaign designed to bring attention to the fight against breast cancer and to support breast cancer research organizations in combating this devastating disease. Public safety agencies world-wide have partnered together to combat breast cancer through the Pink Patch Project.

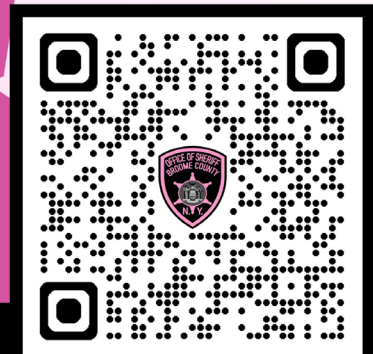


OUR GOAL

The Broome County Sheriff's Office is selling patches and other items in the community, raising money to donate to Traci's Hope, a local organization supporting breast cancer patients and families.

PINK BADGE

Each participating Officer from the Broome County Sheriff's Office will adorn a special order Pink Powder Coated Badge for the month of October "Breast Cancer Awareness Month" in support of Breast Cancer Survivors and in memory of those lost to Breast Cancer.



**SCAN THIS QR CODE TO VISIT
THE ONLINE STORE TO DONATE TODAY!**

DONATION

The Broome County Sheriff's Office is offering a specially designed 2024 BCSO Pink Patch for a \$10 donation.

For more information, please contact Officer Jennifer McPeck (607) 778-1192

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