

FOR IMMEDIATE RELEASE

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October is Pink in the Night in Placerville

Placerville, CA – Store fronts in downtown Placerville will be illuminated with strands of pink lights during the entire month of October! The pink lights symbolize our community's united front against cancer and are provided to merchants by Images of Hope.

October is a time to honor those who have been diagnosed with cancer and remember those who have passed as our community celebrates Breast Cancer Awareness Month. The pink lights are a reminder to women to take charge of their health by getting annual mammograms, doing monthly exams, and seeing their physicians for regular checkups. We want to promote early detection of breast cancer and save lives.

There will be a window design contest judged by local artists and festivities at Flowers on Main during the Placerville Art & Wine Festival and Banners on Parade auction on Saturday evening, October 21st.

Images of Hope operates under the umbrella of the Marshall Foundation for Community Health. Through a volunteer cabinet, Images of Hope strives to promote cancer awareness through activities, events, and ongoing support of the local community. Committed to providing a connection between art therapy and supportive services, Images of Hope aids in the healing process for those whose lives have been affected by cancer.

See more information about Images of Hope at ImagesOfHopeElDorado.org.

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