



TAXICAB, LIMOUSINE &  
PARATRANSIT ASSOCIATION

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## TLPA Members Raise Over \$60k to Fight Breast Cancer

*Taxicab, Limousine & Paratransit Association Members Take Cancer Fight to the Street  
for Second Year in a Row with 'Pink Ride' Efforts*

(ROCKVILLE, Maryland)—More than 60 taxicab and limousine companies across North America and as far away as Australia came together to raise money to fight breast cancer in late 2011.

While donation totals are still coming in, the Taxicab, Limousine & Paratransit Association, which spearheaded the project, is proud to announce that over \$60,000 has already been donated to the American Cancer Society as part of the transportation association's "Pink Ride."

An initiative by the Taxicab, Limousine & Paratransit Association (TLPA) (<http://www.tlpa.org>), the "TLPA Pink Ride to benefit the American Cancer Society" encouraged its members to designate at least one "pink" vehicle in their fleets as part of the campaign. Transportation companies painted vehicles pink or affixed specially created decals of the program as a visible reminder of Breast Cancer Awareness Month in October. This was the second year TLPA organized its members to fight the disease, which affects one in every 8 women.

Participating members in the United States designated their funds to go to the American Cancer Society, while those in Canada and Australia made donations directly to local entities of their choice.

Under the program, participating member companies contributed \$100 each week per designated "pink" vehicle to the American Cancer Society Making Strides Against Breast Cancer® program to help raise awareness and funds to fight against breast cancer. A list of participating companies may be found here:  
<http://www.tlpa.org/news/pinkrideprogram2011.cfm>

There was no additional cost to passengers, and drivers were not allowed to accept donations. Members of the public were, however, able to help raise additional funds through a "Text-to-Give" number and a special website established by the American Cancer Society.

"We saw members across the country—and indeed around the globe—designate some of their vehicles as 'pink' to help drive awareness of breast cancer, as we are seeing large strides being made in the treatment of the disease," said Alfred LaGasse, CEO of the TLPA. "I'm very proud of all of our participating TLPA members and the way they once again showed the impact of how they can come together for a valuable cause. We are working together to make a difference."

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Its extensive membership spans the globe to include 1,100 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services. For more information, please visit [www.tlpa.org](http://www.tlpa.org).

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