



FOR IMMEDIATE RELEASE

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**'Pink Ride' Comes to Boulder:
Boulder Yellow Cab to
'Go Pink' for Breast Cancer Awareness**

(BOULDER, COLORADO) – Joining hundreds of other taxi fleets around the world, Yellow Cab, long known for its yellow vehicles, is painting one of its vehicles pink for the month of October to raise awareness and funds in the fight against breast cancer.

Veolia owned Boulder Yellow Cab will keep the vehicle painted pink throughout the month of October. The company will donate \$1 from each fare generated by the vehicle to the Colorado Cancer League. There is no additional cost to passengers, and drivers are not allowed to accept donations. The Colorado Cancer League will receive the money raised at the end of the month.

“This is a way for us to use our presence on the road each day to raise some awareness, and help raise some money”, Vann says. “Everyone knows someone who has fought cancer. We all need to get into the fight.”

The idea of vehicles “going pink” is part of the first-ever international “Pink Ride” program spearheaded by the Taxicab, Limousine & Paratransit Association (TLPA) a global association of for-hire vehicle fleet owners representing 1,100 companies. None of the money raised goes to the TLPA, since the entire project is ultimately driven and managed at the grassroots level by each member company working within its hometown community.

“Our members represent 100,000 vehicles on the road today, so we already have a tremendous presence and visibility out there in the public, all across America and, in fact, around the world,” said TLPA CEO Alfred LaGasse from the organization’s headquarters in Rockville, Maryland. “We’re harnessing that visibility to make a difference. This is our first year doing this in our almost 100 year history. We hope for a lot of participation among our members.”

Boulder Yellow Cab serves Boulder County including Longmont, and the North Denver Metro area. To arrange for a ride, Boulder Yellow can be reached at 303-777-7777, or you can book a ride online at www.BoulderYellowCab.com or on your i-phone with an app called Taxi Magic.

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.