

Florida Road Wrapped In Pink For Cancer Awareness

Thanks to the support of the local community, Florida Road will be turned pink for the month of October.

At the end of August this year, the Florida Rd Urban Improvement Precinct (UIP) was approached by the KZN CANSA Association who asked if they wanted to be part of the [Pink Trees For Pauline](#) campaign that aims to turn towns pink, by wrapping tree, in support of cancer awareness.

The UIP asked Parks Department for permission, which was granted as long as no nails were placed in the trees. The UIP then decided that this project would also work well in promoting breast cancer awareness during the month of October, and it called on the support of the local community asking businesses and individuals to buy pink fabric from CANSA, which the UIP would put up.

“Collectively, Florida Rd bought nearly 300m of pink fabric, which allowed the UIP to wrap 70 trees along the road and raise R7 200, which has been paid directly to CANSA,” said Cara Reilly of UrbanMGT, the Florida Rd UIP management company.

Sponsors of this initiative on Florida Rd include: African Art Centre; Butcher Boys; Cecile & Boyd; Elizabeth Gordan Gallery; Europa Florida Rd; Hair on Florida Rd; Helen Lucre Resourcing; John Hudson; KFC Florida Rd; Kwik Spar; Olive Church; Quarters Hotel; The Benjamin Hotel; Trade Mark Tattoo; Urban Lime, and local residents Jenny Retief and Derek Kemp.

UIP precinct manager Jarrod Evans and his team began wrapping on Sunday 2nd October and the trees will remain wrapped for the month of October, after which the UIP will remove and store the fabric. “As the pink starts to pop out all over Florida Rd – making a striking feature, it is important to remember that we are doing this to create awareness and that the lifetime risk of breast cancer in South African women at 1 in 33,” said Cara.

It is with this in mind that the UIP is encouraging women (and men) to better understand the facts about breast and other cancers, and are using their communication and social media tools to promote the information brochures supplied by CANSA and [available here](#).

ENDS

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