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For Release: Immediate
Date: September 30, 2016

PRESS ADVISORY

***Mayor Gary R. McCarthy Announces
Schenectady's City Hall Clock Tower
Will be turning Purple and Pink for the month of October***

Schenectady, NY ~ During the month of October, Schenectady City Hall clock tower will be bathed in two colors; purple to Shine the Light on Domestic Violence Awareness ~ to raise awareness and combat the scourge of domestic violence and declare that it will not be tolerated in our community; and in pink for Breast Cancer Awareness.

“It is my great pleasure to highlight these important issues in October by throwing the switch on the floodlights of City Hall tonight.”

It takes a coordinated effort by all corners of the community; law enforcement, advocates, community groups, and schools to enforce this,” said Mayor McCarthy. All New Yorkers are being asked to wear purple on Thursday, October 20 to help generate discussion and awareness of domestic violence and dating abuse. The New York State Office for the Prevention of Domestic Violence (OPDV) has coordinated the statewide Shine the Light campaign annually since 2007. The agency has a “Shine the Light” tool kit, which includes resources that can be used and information to assist professionals and community members in “going purple.” The tool kit can be found at:

http://www.opdv.ny.gov/public_awareness/campaigns/shinethelight/toolkit/index.htm

In 2016 ~ **246,660** women are expected to be newly diagnosed with breast cancer in the US, making it the second most common cancer diagnosed in women, after skin cancer. As the second-leading cause of cancer death in women, **40,450** women in the US are expected to die from breast cancer this year. Breast cancer affects men too. 2,600 men will be diagnosed with the disease this year alone, and 440 will not survive. “Breast cancer death rates declined by 36% from 1989 ~ 2012 due to improvements in early detection and treatment, translating to the avoidance of approximately 249,000 breast cancer deaths. “The American Cancer Society’s vision is a world free from the pain and suffering of all cancers, including breast cancer, the most common cancer besides skin cancer among women, and the second leading cause of cancer death among women,” said Darcy Czajka, Sr. Director Community Engagement with the American Cancer Society. “Together, with our millions of supporters, we’re here around the clock helping people dealing with a diagnosis now and those who may face a diagnosis in the future, or by helping others avoid a diagnosis altogether through education and risk reduction.”

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