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Grover Beach Police Department and Cuesta College Launched the Pink Patch Project to Raise Funds for French Hospital’s Hearst Cancer Resource Center

The campaign designated funds to the center to enhance the services provided

SAN LUIS OBISPO, CA – November 9, 2017 – French Hospital Medical Center (FHMC), a Dignity Health Central Coast hospital, is pleased to announce the collaboration with the Grover Beach Police Department, the Grover Beach Police Officers’ Association, and Cuesta College Safety Services to raise funds for FHMC’s Hearst Cancer Resource Center. The Pink Patch Project, a collaborative cancer awareness campaign originally conceptualized in Los Angeles, raised a total of \$8,075 during the first annual fundraiser in October.

Each organization sold commemorative pink patches for \$10 each to their respective officers, to be worn on the arm of their uniforms during the month of October, which is National Breast Cancer Awareness Month. The partnership was initiated to raise funds for the Hearst Cancer Resource Center, which will help further the research, treatment and care of those battling cancer and their family members.

The Pink Patch Project generates awareness about breast cancer, the most common cancer and the second leading cause of death for women in the United States. While most people are aware of breast cancer, this campaign educates the public about the early detection and prevention of cancer. The collective efforts of public safety agencies throughout the nation through these efforts yielded a tremendous amount of support from many communities.

The Hearst Cancer Resource Center wellness and support services provide a bridge between standard medical care and a full range of healing therapies. The integrative approach offers a foundation for care that includes an array of programs designed to strengthen the body, educate the mind, and alleviate the stress which often comes with a cancer diagnosis.

For more information about the Pink Patch Project, visit pinkpatchproject.com.

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About French Hospital Medical Center

French Hospital Medical Center, located in San Luis Obispo, California, has been named one of the Nation's 100 Top Hospitals by Truven Health Analytics. French is also a recipient of the Healthgrades Patient Safety Excellence Award and has been in the Top 5% in the Nation for Patient Safety for four consecutive years. French Hospital's Copeland, Forbes, and Rossi Cardiac Care Center provides the latest innovative cardiac and imaging technology and French is the only hospital in SLO County designated to treat STEMI heart attacks. The facility has achieved prestigious designation as a Primary Stroke Center by the Joint Commission for advanced, comprehensive care for stroke patients. The hospital is home to the first-of-its-kind Copeland Health Education Pavilion, providing the most advanced health care research facilities and educational resources to the community. The Stollmeyer Birthing Center is being expanded and modernized to include additional private birthing rooms, a new family waiting area, an upgraded nursing station, and a new C-section suite. French Hospital's Hearst Cancer Resource Center offers free education, resources, and support to cancer patients and their families. French is a Dignity Health Central Coast hospital which also includes Arroyo Grande Community Hospital in Arroyo Grande, CA, Marian Regional Medical Center in Santa Maria, CA, St. John's Regional Medical Center in Oxnard, CA and St. John's Pleasant Valley in Camarillo, CA. Dignity Health Central Coast is an integrated network of top quality hospitals, physicians from the most prestigious medical schools, and comprehensive outpatient services including primary care offices, premier ambulatory surgery centers, technologically-advanced laboratories and imaging centers and a full service home health agency; all recognized for quality, safety and service. Each hospital is supported by an active philanthropic Foundation to help meet the growing health care needs of our communities. To learn more, visit <http://www.dignityhealth.org/frenchhospital/>