

# concreteMONTHLY

News from the cement and concrete industries

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## Pink mixers on parade raise breast cancer awareness

A parade in Harrisburg, Penn. to raise awareness that October was breast cancer awareness month was led by pink cement mixers from Pennsy Supply, one of south-central Pennsylvania's suppliers of concrete and aggregate. Employees from the company, which is part of the Mid-Atlantic Group of Oldcastle Materials Inc. wore pink.

The ceremonial parade, part of Pennsy "Paving PA Pink" campaign, included four pink trucks. It ended downtown with a pink check presentation for a total of \$5,000 to the PA Breast Cancer Coalition (PBCC), which represents monies raised by Pennsy Supply employees.

Pennsy initially kicked off the unique two-month campaign on Sept. 1 at Commerce Bank Park before the Senator's vs. Reading game. Since then, Pennsy has been featuring the trucks at various company events to garner additional support from employees and clients. A campaign website, [pavingPApink.com](http://pavingPApink.com), was created for receiving donations from the

general public.

While breast cancer is still considered a woman's disease, breast cancer statistics also include men. Regardless of age, gender or other demographics, every breast cancer diagnosis impacts individuals and their family, friends and community in profound ways. This all-inclusive message is one of the reasons Pennsy, with a largely male workforce, decided to develop the "Paving PA Pink" campaign.

The company's 500-plus employees actively support more than 21 organizations through volunteer efforts. Based in Harrisburg, Pennsy Supply sister companies include Slusser Brothers in West Hazleton, Penn., McMinn's Asphalt in Lancaster, Penn., Tilcon-Delaware in Dover, Del. and Pioneer Concrete in Wilmington, Del. Serving the region for more than 80 years, Pennsy operates nine quarries producing crushed stone, sand and high-calcium limestone, six concrete plants and six asphalt plants. **CM**

