

PRESS RELEASE

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Date: November 3, 2014

*Pasco Tax Collector Sets New Specialty
Tag Sales Record
Florida Breast Cancer Foundation is the
Recipient*

During the month of October, 2014 **Pasco County Tax Collector Mike Fasano's** five offices promoted the "End Breast Cancer" specialty tag. Proceeds from the sale of the plates benefit the Florida Breast Cancer Foundation. 79 specialty tags were sold during the month, which sets a new record for the number of specialty plates sold in any given promotional month.

The Florida Breast Cancer Foundation works to raise awareness of breast cancer, its symptoms and treatments. October, which is national Breast Cancer Awareness Month, is the time of year when people throughout the country learn more about a disease that is the most commonly diagnosed cancer among women in Florida (excluding skin cancer). It is estimated that about 12,000 new cases will be diagnosed within the next twelve months. Historically, sales of this plate have raised over \$4 million dollars to provide research and education grants throughout the state in an effort to find the most effective ways to detect and treat breast cancer.

"The staff of our offices worked hard to promote this extremely important specialty plate," **Tax Collector Mike Fasano** states. "The sale

of 79 plates will go a long way towards supporting the efforts of the Foundation to find better treatment and hopefully, one day, a cure for this disease. I am so proud of every member of our team who made this record –breaking promotion possible.”

“I am constantly amazed by what you and your staff have done,” stated **Russell Silverman, Executive Director** of the Florida Breast Cancer Foundation. “They are exceptional.”

“This has been an amazing month thanks to you and everyone at your office!” commented **Cathy Cruz, Marketing Communications Manager** for the Foundation. “We cannot thank you all enough for everything you have done!”

Even though the promotion is over, individuals may still trade in their existing license plates for the *End Breast Cancer* specialty tag when their auto registration comes due. Customers may also purchase the tag for newly registered vehicles. The proceeds from the tag promotion will go directly to the Florida Breast Cancer Foundation to help Floridians battling with this disease. For more information about the Florida Breast Cancer Foundation please visit www.FloridaBreastCancer.org For details regarding the services provided by the Pasco County Tax Collector’s Office please contact Greg Giordano, Director of Customer Relations at 727-847-8179 or visit www.pascotaxes.com