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FOR IMMEDIATE RELEASE

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**Gainesville Fire-Rescue and Gainesville Firefighters Association
Team Up for Breast Cancer Awareness
Launching New “Fired Up for a Cure” t-shirt design for sale in October**

Gainesville, Texas – October 6, 2025 – Gainesville Fire-Rescue and the Gainesville Firefighters Association are proud to continue their annual tradition of supporting Breast Cancer Awareness Month each October by wearing specially designed duty shirts.

Gainesville Fire-Rescue first wore pink 15 years ago in 2011 to support one of their own facing a breast cancer diagnosis. Over time, that single gesture of solidarity has grown into an annual tradition that now extends beyond the department, uniting the entire Gainesville community in the fight against breast cancer.

Breast cancer continues to be the most common cancer among women in the United States, with 1 in 8 women diagnosed in their lifetime. In 2025 alone, more than 300,000 new cases of breast cancer are expected to be diagnosed nationwide, making awareness and community support critical.

Cancer prevention in general is also a high priority in the fire service, as firefighters face higher risks of developing cancer due to occupational exposures.

Community members will also have the opportunity to purchase t-shirts (\$20 each, cash or Venmo only) at three upcoming events in downtown Gainesville:

- National Night Out – Tuesday, October 7, 6-8 p.m. at the Farmer’s Market
- Gainesville Fire-Rescue Hose-Off Competition - Saturday, October 11, 8-10 am
115 E. Pecan St. (parking lot beside FireHouse 1918 venue/former Station 3)
- Depot Day – Saturday, October 11, 10 a.m.–4 p.m. at the Farmer’s Market

Proceeds from shirt sales will go directly back into the fight against breast cancer, through donation to a breast cancer organization or by supporting a local breast cancer patient in need.

For more information about the “Fired Up for a Cure” campaign or to learn how you can purchase a t-shirt, please contact Gainesville Fire-Rescue at 940-668-5731 or tsieger@gvps.org, or follow along at [@gainesvilletxfirerescue](https://www.instagram.com/gainesvilletxfirerescue) on social media.

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