

# About Pinky

In March 2007, Cheri Strain, Business Center Administrator at Titan Va. Ready Mix, was diagnosed with breast cancer. This was a very frightening time for her as she had lost her mother after a four-year battle with breast cancer. During her recuperation from surgery, she wanted to somehow figure out how she could help make people aware of this horrible disease.

Then it came to her, what better way to “spread” the word than on a concrete mixer truck! She approached the General Manager, Dan Osborne, in April and asked if they could get one of their trucks painted pink and have it display “breast cancer awareness” to make people aware of this disease. He told her to get all the information needed and get back with him. She called the company that paints the Ready Mix trucks, Van Wynn Coating, and explained to him what she wanted. She forwarded him pictures of a pink truck that is being used in Bridgeview, Ill.

After discussing what she wanted, she asked Van Wynn Coating if they would do this as a donation and they agreed. After months of talking to Dan Osborne and getting all the information needed, the pink truck arrived at Campostella, Va. on April 10, 2008! The lettering, ribbon and Titan logo for the truck took approximately eight hours to apply. Titan’s mechanics worked long hours making sure that all the mechanics of the truck were in top shape.

## To date, Pinky has made appearances at:

- Virginia Beach General Hospital to have her picture taken with the employees of the hospital that are currently going through or have gone through the journey
- Titan Rodeo in May
- Relay for Life in Norfolk
- Komen Foundation for the Cure (Old Timers Basketball Tournament at Oscar Smith High School and the Norfolk Tides “Bat for a Cure”)
- The funeral procession of one of Titan’s drivers that recently passed
- A survivor’s luncheon in Virginia Beach

## Future appearances include:

- Virginia Beach General Hospital on Oct. 8 and 9
- Susan G. Komen Race for the Cure Oct. 18 at the Va. oceanfront

Other than these special appearances, Pinky is used daily in delivering concrete in the Hampton Roads, Va. area. The driver of Pinky, had a sister in law pass from breast cancer and he said that he is proud to drive her everyday.

