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**'Pink Ride' comes to the Washington Metro Region:
Barwood Taxi 'Goes Pink' for Breast Cancer Awareness**

(Kensington, Maryland)— Stand up against breast cancer simply by sitting down – in a specially designated “pink” vehicle operated by Barwood Taxi.

Barwood Taxi, long known for its light blue-colored vehicles, is painting one vehicle pink for the month of October and will donate a \$1 from each “Pink Ride” fare toward American Cancer Society’s Making Strides Against Breast Cancer. There is no additional cost to passengers, and drivers are not allowed to accept donations. Additionally, Barwood will affix pink ribbon decals to another 65 vehicles to help raise awareness in the fight against breast cancer.

“We have a large presence on the road and this is a way to use that presence to increase awareness about breast cancer,” Barwood President and CEO, Lee Barnes says. “It’s not just about raising money, although every dollar helps. My hope is others are encouraged and motivated to get involved by our example.”

The idea of vehicles “going pink” is part of the first-ever international “Pink Ride” program spearheaded by the Taxicab, Limousine & Paratransit Association (TLPA) a global association of for-hire vehicle fleet owners representing 1,100 companies.

None of the money raised goes to the TLPA since the entire project is ultimately driven and managed at the grassroots level by each member company working within its hometown community.

“Our members represent 100,000 vehicles on the road today, so we already have a tremendous presence and visibility out there in the public, all across America and, in fact, around the world,” said TLPA CEO Alfred LaGasse from the organization’s headquarters in Rockville, Maryland. “We’re harnessing that visibility to make a difference. This is our first year of doing this in our almost 100-year history. We hope for a lot of participation among our members.”

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Its extensive membership spans the globe to include 1,100 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services. For more information, please visit www.tlpa.org.

About Barwood Taxi

Barwood, Inc. has a fleet of 460 taxis, including over 30 wheelchair accessible vehicles. The company handles over 4,000 calls a day and 1.2 million trips annually.

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Barwood & TLPA are joining forces for the first ever TLPA "Pink Ride." Check out the photo - TLPA CEO Al LaGasse, & Barwood President & CEO, Lee Barnes, take a picture with Barwood's Pink Taxi.



Barwood Pink Ride – Taxicab 245