



## JOINT PRESS RELEASE / STORY REQUEST

### IMMEDIATE RELEASE

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Mary Kay would be impressed with this pink ride! Last weekend, Jackie Kramer of TLC Limos unveiled the newest addition to her fleet of fine limousines. This boldly pink tuxedo top limo has arrived just in time for and will be showcased at the Hope Lives! Breast Cancer Support Center benefit this weekend, and it's dedicated to supporting Breast Cancer awareness. Jackie believes it is the only pink limo in service in the entire United States.



She did it to support the outreach of women helping women. "What you give comes back to you", Jackie says of her limo that will increase awareness of the fight against breast cancer. She has a passion to support women business owners who "stay together and love each other". She will donate a portion of the proceeds from each pink limo ride to charities such as Hope Lives! Breast Cancer Support Center or a charity of the client's choice. She's ordering a license plate that will say "PINK4U" and plans to run the limo under it's own separate business entity Pretty in Pink Limousines, LLC. She has also considered taking the idea to a national level as a franchise and would love to see the concept on Oprah someday. Jackie has always supported her community and has been involved with local charities Realities for Children, MDA, Boys and Girls Clubs, Crossroads Safehouse and Hope Lives! Breast Cancer Support Center.

The pink limo's name is Patsy, named after her friend Patsy Lyness who passed away just a few months ago after losing a battle with bone and lung cancer. Patsy includes lavish decorations on the inside including flowers, pink rope lights and even jeweled butterflies, which signify the transformation a woman goes through fighting and surviving breast cancer. The car has several support ribbons on each side highlighting the true meaning behind this beautifully pink limo. Jackie is excited to focus on chauffeuring for all kinds of events including ladies' nights out, bachelorette



parties, showers, new babies going home from the hospital, dances, kids and princess parties, business promotions, concerts, sweet 16 parties, 21st birthday parties, and quincineras.

