



Puerto Rico Convention Center Goes Pink

Joins Breast Cancer Awareness Campaign

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San Juan, P.R. - - For the second year in a row, the Puerto Rico Convention Center (PRCC) will go pink in October as a sign of solidarity with local and international Breast Cancer Awareness campaigns. Pink is the international symbol for breast cancer awareness.

“As a woman and as an informed Puerto Rican I know the risks of breast cancer,” said PRCC General Manager Blarys Segarra. “Education is very important regarding this type of cancer. We must learn how to perform the self exam, we have to visit the physician and most of all, we must spread the word. Early detection is crucial for better and more effective cancer treatments.”

Segarra noted that the pink illumination is more than an aesthetic change to the building as it will act as a constant reminder of breast cancer awareness efforts to the thousands of visitors that arrive daily at the PRCC and also the thousands of people that drive or walk through the Convention Center premises in Miramar.

“The Puerto Rico Convention Center is visible from Old San Juan, Cataño, Condado, Miramar and even from distant planes as they land in the Isla Grande or Isla Verde airports at night,” Segarra added. “Ours is a privileged location...we certainly hope our initiative helps in the search for the cure and all other commendable breast cancer awareness efforts.”

For more information or to book your event at the Puerto Rico Convention Center, please call (787) 641-PRCC or visit www.prconvention.com. # # #

