



BELOIT POLICE DEPARTMENT



Norm Jacobs
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MEDIA RELEASE

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Chief Norm Jacobs (608) 364-6843

Beloit Police Department announces today that in recognition of Breast Cancer Awareness month, participating members of the Beloit Police Department may be seen wearing a pink badge on their outer most uniform. Other members of the department may be seen wearing an authorized Breast Cancer Awareness lapel pin reading "Arrest Breast Cancer Unlock The Cure". Both wearable items are easily visible because of their bright pink color, a Breast Cancer Awareness ribbon logo in the center, and "Beloit Police" clearly engraved on the badge.

Chief Norm Jacobs states that it came to his attention some time ago a number of members of the Beloit Police Department enjoyed participating in civic awareness of important community issues. Breast cancer has touched lives of many community members of ours and it is appropriate to allow officers to voluntarily participate in this awareness effort in our community. Each of the badges and lapel pins were purchased by the participating officers and may be worn during the month of October for at least the next few years.

Chief Jacobs further states he appreciates the community's support in this effort bringing more breast cancer awareness to the community. Furthermore, "I am sure that the majority of the community will go along with this effort of their public workers". For those in the community who may try to take the opportunity to take advantage of an officer wearing a pink badge, they will quickly find that our uniform is still navy blue meaning business, just like arresting breast cancer.

END

Pursuant to the directive of the Wisconsin Supreme Court, as found in Supreme Court Rule 20:3:6 Trial Publicity, you are advised that a charge is merely an accusation and that a defendant is presumed innocent until and unless proven guilty.