

Kapolei Company Thinks Pink

When you think construction equipment, the last thing that comes to mind is a pink generator. But that's just what you'll find at Volvo Rents of Kapolei.

The full-service construction equipment rental company is utilizing a 70 kW generator that's been painted pink to raise money and awareness for Susan G. Komen for the Cure. Each time the pink generator is rented out, 10 percent of the fee is donated to the foundation to help fund breast cancer awareness initiatives.

"Customers have been very receptive to the pink generator and are constantly requesting to rent it," said Volvo Rents of Kapolei owner Larry Grasse. Call 693-8771 to find out about rates and

availability.

According to Grasse, the idea to color the machinery pink came about last year as a way for Volvo Rents stores to support breast cancer associations. The public service project was such a success it has since expanded to the year-round "Color For A Cure" campaign, in which all 18 Volvo Rents franchises across the nation paint a piece of construction equipment a designated color in support of their charity of choice.

Grasse, a Kapolei resident, chose to stick with pink for a personal reason: His sister Bonnie was diagnosed with breast cancer and passed away after being in remission for five years.

"She passed away two weeks after reaching the five-year

mark," Grasse stated. "More than 300 supporters and many breast cancer survivors attended the funeral services."

Besides the "Color For A Cure" project, Grasse and his employees participated in the American Cancer Society's second annual Making Strides Against Breast Cancer walk, held locally Oct. 2 on Ford Island. The walk had more than 4,500 participants who raised nearly \$230,000.

"I will continue to campaign for breast cancer awareness," Grasse said, "and I'm looking forward to increasing participation in next year's 'Making Strides Against Breast Cancer.'"

By SARAH PACHECO



Volvo Rents of Kapolei owner Larry Grasse painted one of his company's generators pink to raise funds for breast cancer research, and to honor his sister Bonnie, who passed away from the disease. Photo courtesy of Volvo Rents of Kapolei.