

BUILDING INDUSTRY

NOVEMBER 2010

The Power of Pink

Volvo Rents Construction Equipment recently embarked on its Color for a Cause campaign in an effort to raise breast cancer awareness.

Larry Grasse, owner of Volvo Rents in Kapolei, 18 months ago painted a 70-kilowatt generator pink and each time the generator is rented out, 10 percent of the rental fee is donated to the Susan G. Komen for the Cure breast cancer foundation. Since it began the initiative, as of



Volvo Rents uses this 70kw generator, which is enough to power a three to six bedroom home, to raise funds for the Susan G. Komen for the Cure organization.

October 2010, Volvo Rents has donated more than \$2,200 to the nonprofit organization.

This Color for a Cause project stemmed from Larry Grasse's personal experience with his sister being diagnosed with the disease. After her diagnosis, she was able to survive for five years. He knew it would be a great tribute to her and a way he could help raise awareness in the local community.

The firm hosted an open house event on Oct. 15, a customer appreciation and networking event during which the generator was one of several pieces of equipment on display.