

## RENT PINK benefits

# MCI and Children's & Women's Hospital

**Thanks to a pink tractor, Beard Equipment Company in Mobile presented a check for \$60,000 to the USA Mitchell Cancer Institute and USA Children's & Women's Hospital in November 2013.**

Through its RENT PINK project, Beard committed to donating the rental revenue for its pink tractor to cancer research for a year. "It's one of the largest pieces of machinery in our fleet," said Beard Advertising and Marketing Director Kristen B. DeLaney. "We thought that would be impactful."

Customer response to RENT PINK was overwhelming. Some rented the equipment to honor a family member battling cancer, while others rented the pink tractor even though they didn't need it, but wanted to support the program. "Every office, every job site, every man, every woman, we all know someone with cancer," said DeLaney. "It touches so many people." In total, 22 customers participated.

The program is in its third year. For the first year, the company focused on Mobile's cancer hospitals. "Our company likes to support things in our community," DeLaney said. "It's the responsibility of all local businesses." In year two, RENT PINK branched out to support the communities where Beard has its seven offices, with a focus on children's cancers, including USA Children's and Women's Hospital.

"It's more than just raising funds," DeLaney said. "For us, it's about cancer awareness."

