

WASHINGTON BUSINESS JOURNAL

washingtonbusinessjournal.com

Covering Maryland, Virginia and the District since 1982

\$2.95 | VOL. 29, NO. 25 | October 15-21, 2010



Taxi-ing toward awareness

It started with pink ribbons. Then there were pink bracelets. Now, breast cancer awareness symbols seem to be everywhere this month. Yes, even on taxis. The normally baby-blue Barwood fleet, represented here by Alfred LaGasse of the Taxicab, Limousine & Paratransit Association, left, and Lee Barnes of Barwood Taxi, has donned the more effeminate pink to raise awareness of breast cancer and will donate \$1 from each fare as part of the association's "Pink Ride" program.