

LeeBoy “Rolls” Out Pink Pothole Patch Truck in Continuous Efforts to Support the Fight Against Cancer

Lincolnton, NC – VT LeeBoy is once again putting forth tremendous fundraising efforts to help with the fight against cancer. At the World of Asphalt Trade Show and Conference held on March 6-8 in Houston, Texas, LeeBoy’s focus will be on raising awareness and creatively attaining donations for the American Cancer Society. The American Cancer Society currently has over \$20 million invested in research grants in North Carolina, alone. Sadly, more than 55,000 North Carolinians will be diagnosed with cancer this year, and LeeBoy wants to help in the global fight against cancer.

In addition to providing “pink” promotional items at the trade show in exchange for donations, the LeeBoy team will proudly present a Pothole Patch Truck that will adorn a pink cab, pink hopper and the decals of vendors that generously donated parts and monetary donations to the fundraising initiative.

“We were hesitant to ask for donations from our trusted vendors so closely following the Pink Paver project in 2016 that raised over \$100,000,” said Pat Turner Director of Supply Chain. “However we decided to take the request to our network and were pleasantly surprised at the overwhelming support we once again received for the Pink Pothole Patch Truck.”

Funds raised to date by LeeBoy for the American Cancer Society in 2018 currently stands at \$34,000 which surpasses the yearly goal in only three months. “LeeBoy and its vendors ultimately share a common mission: to give back to local and national communities by supporting charitable organizations advocating powerful causes,” stated Amber LeGette, LeeBoy AR Accountant and Co-Chair for Lincoln County Relay For Life.



After the trade show concludes, the Pink Pothole Patch Truck will be available for purchase. “This machine is designed to cost effectively and quickly repair hundreds of potholes in a single day with the use of its asphalt spray injection capabilities,” states Bryce Davis, General Sales Manager. “Imagine the exponential exposure this bright pink truck can bring to cancer awareness as it is utilized daily for an asphalt contractor or municipality.”

“It’s easy to show your LeeBoy pride when our company continues to pour its heart and soul into projects like the Pink Pothole Patch Truck,” affirms Walter Browning, Production Supervisor overseeing the build of the machine and cancer survivor. “This outward show of support means so much to so many, including myself.”

About VT LeeBoy:

www.leeboy.com

We are LeeBoy. The name behind the world's most dependable and productive commercial asphalt paving and maintenance equipment: pavers, graders, distributors, brooms and more. The LeeBoy family of products are among the most trusted and requested around the world. Because we understand what drives you and we deliver.

About the American Cancer Society:

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 25 percent decline in the cancer death rate in the U.S. since 1991, driven by less smoking, better treatments, and earlier detection. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit www.cancer.org.

