

# Turning Motion Industries Pink

Motion Industries is gearing up for Breast Cancer Awareness Month, which kicked off in October 1. The campaign, “Turn Motion Industries Pink,” spearheaded by Jamie Brown (Mi Product Content, Birmingham, AL), raised almost three thousand dollars for cancer research. Jamie was inspired to get involved with Breast Cancer Awareness by his grandmother, who is a Breast Cancer survivor.



*Jamie Brown shows off the “Turn Motion Industries Pink” T-shirt.*

Jamie’s grandmother works to raise awareness in her local community with the “Turn Trussville Pink” initiative and the Audie and Kathy White (AKW) Foundation. The AKW Foundation teams with communities and companies to sell shirts in order to raise awareness and money for cancer research. All proceeds from T-shirt sales are given to the University of Alabama at Birmingham Comprehensive Cancer Center. When Jamie and Patty Matthews (Mi System Assurance, Birmingham, AL), who is also a cancer survivor, met up with Jamie’s grandmother, they found out that they may be able to raise funds by putting Motion’s logo on T-shirts.



*L-R: Sheila Tortorici (Mi Corporate, Birmingham, AL), and Patty Matthews (Mi System Assurance, Birmingham, AL).*

Jamie and Patty then presented the idea to Sheila Tortorici (Mi Corporate, Birmingham, AL) and got confirmation that they could indeed proceed with the “Turn Motion Industries Pink” campaign. It was time to get to work.

The deadline to turn in money for T-shirt sales was only seven working days away, so the team of Jamie, Patty, and Sheila did everything in their power to let everyone at the Motion Headquarters Complex know about the fundraising opportunity. They started an email blast and put posters up on the walls to quickly create awareness.

“By week’s end, sales had done well,” said Jamie. “Due to the overwhelming support, I asked the foundation for an extended deadline.”

Tavis McVey (Mi Process Pumps, Omaha, NE) and the Mi Process Pumps team in Omaha also pitched in to help. Through conversation with Jamie, the topic came up and Tavis asked if the Process Pumps team could help out as a division. Tavis sent an email to his division and let the

team know of the fundraising opportunity. The folks in Omaha rallied behind the cause and put in orders for T-shirts as well.

The extended deadline was well worth it. Thanks to the help of the people at Mi Process Pumps and many others at the Motion Headquarters Complex, Motion Industries was able to sell 166 shirts and raise a total of **\$2,907!**

“Our biggest successes have been from the collaborative efforts of the Motion Industries TEAM,” said Tavis. “We may be miles away, however, the fight for the cure is boundless. The Mi Process Pumps team feels privileged to have been part of Turning Motion Industries Pink.”

Sheila said, “Jamie was quick to respond to the call, not only to help with cancer research in our community, but also at the same time engaging Motion Industries’ Central Office employees to share in the opportunity. The employees responded overwhelmingly and far exceeded the goal, as is a typical ‘Difference’ delivered by Motion Industries employees.”

Jamie had this to say, “After seeing the response from people this year, I look forward to seeing how much money we will be able to raise to support UAB’s Cancer Research in 2016. For all of those who are doing their part to ‘Turn Motion Industries Pink’ this year, thank you.”

*Congratulations to Jamie, Patty, Sheila, and everyone for doing so much in a short amount time, and raising thousands of dollars for cancer research!*