



December, 2011

## **Appel fights breast cancer with pink van**

INDIANAPOLIS – Appel Heating & Air Conditioning is proud to share their newly painted pink van with the Greater Indianapolis community to promote breast cancer awareness. The partnership between Appel Heating & Air Conditioning and the Susan G. Komen Breast Cancer Foundation is committed to supporting the fight against breast cancer this holiday season and year round.

This [breast cancer awareness campaign](#) offers some of Appel's services to Hoosiers at a discount, while generously donating portions of the profits to Susan G. Komen for the Cure®. Appel is giving a portion of every cleaning check, done out of the pink van, up to a cap of \$3000 to the foundation on an annual basis. In addition, of every \$50 inspection done on a furnace, 10 additional dollars will go to the foundation. This promotion will run from December 5, 2011 to January 13, 2012.

Appel President Scott Appel states, "Realizing that a large percentage of our customer base is female, we thought supporting the Susan G. Komen Breast Cancer Foundation would be a great way to go. Many people have a need for heating services during the winter months anyway, so what better way to donate to a great cause during the holidays?"

[Susan G. Komen for the Cure®](#), the leader in breast cancer awareness, is a foundation dedicated to education and research about causes, treatment, and the search for a cure to breast cancer. Thanks to events like the Appel campaign, Susan G. Komen for the Cure® will continue to fight breast cancer and pursue a cure.

[Appel Heating & Air Conditioning](#) has become one of the area's best-rated, most-trusted heating and air conditioning specialists. Serving Central Indiana for more than 60 years, Appel is committed to supporting Hoosiers and their communities.