

Bud's Tire and Wheel Tire Pros Raises over \$3,000 dollars for Cancer Research in October

Bud's Tire Pros in Moreno Valley, Riverside and Orangecrest offered free, brake pads to consumers to help raise awareness and money for a breast cancer vaccine.

RIVERSIDE, CA, USA, November 24, 2015 /EINPresswire.com/ -- During the month of October, in honor of Breast Cancer Awareness Month, Bud's [Tire Pros](#) in Moreno Valley, Riverside, Orangecrest and other participating Tire Pros locations nationwide offered free, high-quality brake pads to consumers to help raise awareness and money for a breast cancer vaccine as part of the [Brakes for Breast fundraiser](#). The total amount that Bud's Tire Pros was able to donate to the Cleveland Clinic Breast Cancer Fund totaled \$3,640.00.

Bud's was able to accomplish this with support from their vendors Bendix Brake Corp and One Stop Undercar Riverside. Any labor or additional parts or service needed was paid for by the customer. At the end of the month, 10% of the proceeds from all brake services was donated to the Cleveland Clinic Breast Cancer Vaccine Research Fund. The total sales from 253 brake jobs completed during the month were \$61,638, and customer savings from receiving free brake pads totaled \$20,240. Brake sales rose from 2014 by 46%.

Brakes for Breasts has raised over \$220,000 dollars in five years for Dr.

Vincent Tuohy and the Cleveland Clinic Breast Cancer Vaccine Research Fund. Dr. Vincent Tuohy has spent the last 11 years developing a breast cancer vaccine that would both prevent the disease and also keep it from recurring. He has now secured enough funding to move the drug to clinical trials. Dr. Tuohy is an immunologist at the Cleveland Clinic's Lerner Research Institute.



Bud and Claudia Luppino, Owners of Bud's Tire & Wheel Tire Pros

**OCTOBER IS BREAST CANCER
AWARENESS MONTH**

*Brakes for Breasts*TM
HELP US PUT THE BRAKES ON CANCER

Bud's Tire Pros donated \$3,640.00 to the Cleveland Clinic Breast Cancer Fund.



Bud's Tire & Wheel Tire Pros, Riverside CA

afflicted by this deadly disease.

“We welcomed the opportunity to make a positive impact through our business,” said Claudia. Bud stated that: “The response by our customers to the Brakes for Breasts program at our stores was overwhelming. Besides getting a good price on brake work, our customers were appreciative of yet another opportunity to support this worthy cause. We received positive feedback throughout the month, reinforcing that our decision to participate was the right thing to do!”

Quick Chadwick, director of marketing for Tire Pros, understands the importance of local tire dealers giving back to their communities by way of charitable endeavors. “Because our dealers support and engage with causes at all levels-local, regional, and national-that gives us an opportunity to share our story and show our commitment to our communities, and that is what makes us truly different and better,” said Chadwick.

Bud’s Tire Pros was able to market their efforts in-store and on their website. But word of mouth was by far the best tool in spreading news of the promotion around the communities.

Bud Luppino
Bud’s Tire and Wheel Tire Pros
Brakes for Breast fundraiser
email us here

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