



By Gill McShane

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J&K Fresh supports cancer cause

The group has pledged its commitment to Breast Cancer Awareness Month in the US with a special temporary pink ribbon logo



US customs broker J&K Fresh has unveiled a new logo to be used during Breast Cancer Awareness Month, according to a press release from the company.

In addition, chief executive officer Lynnette Keffer, has announced that J&K Fresh will donate to The Beautiful Day Foundation US\$1 for every import file made during the month of October.

The Beautiful Day Foundation is dedicated to raising breast cancer awareness and providing education to young women around the globe.

J&K Fresh has a personal connection to the cause after its long time book keeper lost her daughter, Daylani, to breast cancer at just 32 years of age. The Beautiful Day Foundation is in her memory.

"This is a win-win," said Keffer. "Not only is it an opportunity to give back to the community, we are supporting the cause of one of our long-term key employees."