



It's Cool to Wear Pink



This morning, 400 workers from EMCOR/Marelich, Tishman Speyer, Lend Lease, and job site construction workers donned matching pink shirts and hard hats atop the 9th floor of Lumina rising at 201 Folsom. (We got these awesome aerial shots from the neighboring tower on the 16th floor.) This is the sixth year in a row EMCOR has traveled across the country creating pink hard-hat ribbons. Lumina's stop is the second of six across the US this month (yesterday, a La Jolla building got the pink honors with a whopping 650 participants and next up is an NYC site).



Speakers included Lend Lease's Bruce Berardi and EMCOR/Marelich CEO Keith Atteberry. Former SF City Attorney Louise Renne, a breast cancer survivor, also offered brave words. Tishman's Carl Shannon: "It's hugely important to have perspective on what is going on in the world. S.F is frantic with construction and we've got a tremendous amount going on, but life is fragile. It's important to take time and give back."