Pyrmont Bridge turns pink

Pyrmont Bridge will be illuminated pink for the first time ever in support of the National Breast Cancer Foundation (NBCF)’s Global Illumination campaign from 28 September to 25 October.

Mr Kelly said that the lighting up of one of Sydney’s most recognisable icons will help draw attention for this global campaign to build up awareness for early testing for breast cancer.

“This is the first time in Pyrmont Bridge’s 107 year history that it has been illuminated in colour,” Mr Kelly said.

“Setting the bridge aglow with pink will reinforce the importance of breast cancer research and the need for early detection to 15,000 people who cross the bridge every day.

“This will be a strong visual reminder to all who see it of the NBCF’s campaign Bridging the Gap in Breast Cancer Research which is part of the wider global campaign,” said Mr Kelly.

The NSW Government will also support the NBCF through the installation and removal of pink bulbs in all 70 lights across the bridge and dressing the precinct with campaign banners.

The Pyrmont Bridge is one of only three locations in Sydney that have been selected as part of the Global Illumination campaign – the pylons of the Harbour Bridge and Australia Square will also be illuminated – with other illumination events taking place in Melbourne, Brisbane, Perth and Canberra.

“Pyrmont Bridge is a fitting choice as it has been a central, popular link, for pedestrians and now the monorail, between the inner west and the CBD for over a century,” Mr Kelly said.

The heritage-listed Pyrmont Bridge is one of Sydney’s oldest bridges and the world’s oldest surviving electrically operated swing span bridge, measuring 369 metres long.

The Global Illumination campaign is now in its 11th year and has lit up icons all over the world including the White House, the Eiffel Tower, the Leaning Tower of Pisa and the Empire State Building.

For more information on the National Breast Cancer Foundation Estee Lauder Companies Global Illumination Initiative go to www.globalillumination.org.au