



FOR IMMEDIATE RELEASE

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ENERGIZING LANE COUNTY AROUND BREAST CANCER ACTION 4th Annual Eugene Race for the Cure Date Announced

February 26, (Eugene, OR) - The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure announces today that the fourth annual Eugene Race for the Cure will take place on Sunday, October 6th, 2013 at Autzen Stadium. This important community event is integral in furthering Komen Oregon's ability to save lives and provide resources to women in Oregon and SW Washington.

The Eugene Race for the Cure is one of the local Affiliate's primary events to raise funds for grant programs, including a free breast cancer screening program serving low-income, uninsured women in Lane County. Race participants help expand access to lifesaving resources and help fund global breast cancer research. Registration for the Eugene Race for the Cure will be available online at www.komenoregon.org later this spring.

Over the past eight years, Komen Oregon, in partnership with the State of Oregon, has invested more than \$1.2 million in Lane County alone, providing diagnostic tests for uninsured women, help for rural women to access treatment, educational programs, survivor support and more.

"The Eugene Race for the Cure presents an exciting opportunity to highlight our year-round programs and partnerships in Lane County," notes Komen Oregon CEO, Thomas Bruner. "But we're in Lane County every day."

While the Race for the Cure is Komen Oregon's most visible event, the Affiliate maintains a constant presence in Eugene through its strong community partnerships, funding free mammograms for low-income women, patient navigator services for patients at Oregon Imaging Centers, and a region-wide education initiative, SCREEN, that provides life-saving educational messaging to women in Lane, Linn, Lincoln and Benton Counties.



The Race for the Cure raises funds for Komen's mission to save lives and end breast cancer, and rallies the community around Komen's work. By participating in the Race for the Cure participants help ensure that Komen breast health resources remain available to all those touched by breast cancer in Eugene, and beyond.

About the Oregon and SW Washington Affiliate of Susan G. Komen for the Cure

The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. We join more than two million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Since the Affiliate's inception in 1991, Komen Oregon has invested over \$20 million in the local community to fund screening services, breast health education, rural transportation assistance, survivor support and breast cancer research. Join our promise by calling 503-552-9160 or visiting us online at komenoregon.org.

About Susan G. Komen for the Cure

About Susan G. Komen for the Cure® Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast

cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure® and the Susan G. Komen 3-Day for the Cure®, we have invested more than \$2.1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit komen.org or call 1-877 GO KOMEN.

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