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## **PORTLAND RACE FOR THE CURE POISED TO MEET \$2.5 MILLION GOAL Fundraising Continues Through September 30, 2013**

### **History Made With On-Air Marriage Proposal to Breast Cancer Survivor**

**Portland, OR – September 15, 2013** – The 22nd annual Race for the Cure had all the color, excitement, wacky costumes and high spirits the Race is known for. But there was a real "first" this morning. 30-year-old breast cancer survivor, Tracie Benjamin, was interrupted during a live television interview by her boyfriend of eight years, Ryan, who asked her to marry him. He dropped to his knees, Tracie burst into tears, and the audience in the park and on television got a first-hand look at love in action. Happily for all, Tracie accepted his proposal.

Susan G. Komen Oregon and SW Washington today announced that the 2013 Race for the Cure is poised to meet its goal of raising \$2.5 million in cash and in-kind contributions. As of this afternoon, Race proceeds stood at approximately \$2.4 million. As in years past, active fundraising will continue through September 30, 2013. People who missed the Race are asked to donate at [komenoregon.org](http://komenoregon.org).

"We're still racing," said Thomas Bruner, CEO. "I'm confident we will meet - or even exceed - our goal." Increased corporate sponsorship, an enhanced focus on participant fundraising, reduced event expenses and increased in-kind gifts helped to boost results this year.

Race for the Cure proceeds have enabled Komen to invest almost \$29 million in Oregon and SW Washington to date - including \$11.3 million for research at Oregon Health & Science University (OHSU) and Providence Cancer Center, \$9.7 million for breast and cervical cancer screening for uninsured, low-income women, and \$8 million for education and survivor support in communities across the region.

"There is a direct correlation between how much money we raise through Race and how many people we can help in the coming year," said Bruner. "With 70 new breast cancer diagnoses and 10 deaths every week in Oregon and SW Washington alone, the need remains urgent."

2013 Race sponsors included: Presenting Sponsor - Wells Fargo; Media Sponsors - KATU, The Oregonian, K103, KUNP and Willamette Week; Rejuvenation Sponsor - Kaiser Permanente; Medical Station & Registration Sponsor - OHSU Knight Cancer Institute; Survivor City Sponsors - Fred Meyer and Compass Oncology; Finish Line Sponsor - US Bank. Race Park Sponsor - Standard TV & Appliance.

### ***One of the Region's Largest and Greenest Events***

Portland's Race for the Cure remains the largest event of its kind on the West Coast, and among the largest fundraising events in the Portland metropolitan area. Race for the Cure is also among the "greenest" events in the region. Again this year, aggressive composting, recycling and participant education resulted in a landfill diversion rate of 90% - an exceptionally high rate for a large public event.



*Breast cancer survivor Tracie Benjamin (center, with pink wig) receives a surprise marriage proposal during a live television interview from her boyfriend of eight years, Ryan Conner. Tracie accepted.*

#### **About Susan G. Komen®**

*Nancy G. Brinker promised her dying sister, Suzy, she would do everything in her power to end breast cancer. Today, Susan G. Komen® works to end breast cancer in the U.S. and throughout the world by investing more than \$790 million in breast cancer research and \$1.5 billion in community outreach programs over the past 30 years; providing funding to help low-income and uninsured women get screened and get treatment; advocating for cancer research and outreach programs; and working globally in more than 30 countries. Visit [komen.org](http://komen.org).*

#### **About Susan G. Komen® Oregon and SW Washington**

*Susan G. Komen Oregon and SW Washington is working to save lives and end breast cancer forever. 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. Komen has invested almost \$29 million in Oregon and SW Washington to fund research, screening, education and survivor support. Join our promise by calling 503-552-9160 or visiting us online at [komenoregon.org](http://komenoregon.org).*

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