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## **EUGENE RACE FOR THE CURE RAISES AWARENESS, EMPOWERS COLLEGE STUDENTS**

October 17, 2012 (Eugene, OR) – The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure will host the 3<sup>rd</sup> annual Eugene Race for the Cure Sunday, October 21, 2012 at Autzen Stadium. Rain or shine, the fight is always on as this important event brings thousands together to celebrate breast cancer survivors and honor those who lost their battles to the disease.

75% of all funds raised from the Race for the Cure stays in Oregon to benefit low-income women and fund local programs. With Lane County being home to the second-highest rate of uninsured women in the State of Oregon, the need for Komen resources in Eugene is urgent.

In addition to providing local resources, the event presents a tremendous opportunity for breast cancer awareness – especially among college students and young people. It is imperative for Komen Oregon to instill in young men and women just how important early detection is. When detected in its earliest stage, breast cancer has a 99% survival rate.

University of Oregon programs such as Allen Hall PR, UO PRSSA, local sorority chapters, dance teams and On the Rocks will participate in the Race as both volunteers and fundraisers, promoting awareness and encouraging young people to be their own health care advocates.

The effectiveness of Komen Oregon's mission is entirely dependent on its network of fundraisers, sponsors and volunteers. Money raised by race participants helps expand access to lifesaving screening and treatment while providing funding for cutting-edge breast cancer research.

Students can register online through 11:59pm tonight at [www.komenoregon.org](http://www.komenoregon.org) and receive a \$10 student discount when they enter "goducks2012" during the registration process. Students may also receive a \$10 student discount when registering on Race morning; simply show your valid student ID at the registration tent! Race for the Cure is an important way to raise awareness and funds for Komen Oregon's mission, support survivors and empower young people to be their own health care advocates. We're on a mission – join us!

### ***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

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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 and survivor support. Join our promise by calling 503-552-9160 or visiting us online at [komenoregon.org](http://komenoregon.org).

### ***About the Eugene Race for the Cure***

The Race for the Cure series raises significant local funds and awareness for the breast cancer movement. It's a time to celebrate survivors and their families while working toward the promise of ending breast cancer forever. To participate in the Oct. 21st Race in Eugene, visit [komenoregon.org](http://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 \$1.9 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](http://komen.org) or call 1-877 GO KOMEN.

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