



FOR IMMEDIATE RELEASE

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2012 UNITED FOR ONE CAUSE *PINK OUT* **Local schools unite for Breast Cancer Awareness Month**

October, 9, 2012 (Portland, Oregon.) – The Oregon & SW Washington Affiliate of Susan G. Komen for the Cure has partnered with local screen-printing company *Wears My Shirt* to promote breast health education in participating Oregon middle and high schools. The *United For One Cause* campaign gives each school a rallying point for Breast Cancer Awareness Month and an incredible opportunity for leadership and unity.

Originating in 2010 with only six Portland Metro high schools, *United For One Cause's* inaugural year was highly successful, consisting of several “pinked-out” football games that broke attendance records and were a favorite among students and parents alike. Back again in 2012, *United For One Cause* has now expanded to include all interested Oregon middle and high schools and their communities.

This year, each of the nearly 20 participating schools will host their own pink event, ranging from a week of activities to special pinked-out football games and other spirit rallies. Komen Oregon has supplied each school with targeted breast health education resources and opportunities to engage this critical demographic of young women, men, and their families. Many of the schools involved are in the Portland Metro area, as well as in Salem, Eugene, and Eastern Oregon.

Wears My Shirt has made student-designed *United For One Cause* pink apparel available for purchase at participating schools. This apparel includes customized pink t-shirts and sweatshirts that feature each school’s signature colors, adding to the spirit of the campaign and the unity for each school. Students and staff are encouraged to wear their *Wears My Shirt* apparel, and other pink items, during all of their activities.

For a complete list of participating schools and their pink events, please contact Devon Downeysmith at 503.553.3678 or via email at devon@komenoregon.org.

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 and survivor support. Join our promise by calling 503-552-9160 or visiting us online at komenoregon.org.

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About Portland and 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. Early registration for the Portland and Eugene Races For the Cure ends Saturday, June 30. Race registration for both events is currently pacing ahead of prior years. To participate in the Sept. 16th Race in Portland or the Oct. 21st Race in Eugene, visit 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 or call 1-877 GO KOMEN.

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