



FOR IMMEDIATE RELEASE

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KOMEN KICKS OFF 2014 RACE FOR THE CURE

Celebration Marks Opening of the Local Affiliate's Multi-Million Dollar Annual Fundraising Event

April 30, 2014 (Portland OR) - Susan G. Komen Oregon & SW Washington will kick off its 2014 Race for the Cure with a celebration of survivors, fundraisers, sponsors and supporters at NW Natural on Thursday May 1. The event will feature emcee Amy Troy, Fox 12 Oregon news anchor. Jacki Kane, breast cancer survivor and comedienne, will entertain guests with her sometimes darkly-humorous take on surviving cancer with the support of her husband, children and friends.

The 2014 Race for the Cure takes place Sunday September 21 at Tom McCall Waterfront Park. Thousands of participants and supporters will come together to raise awareness and \$2.5 million to fight breast cancer. This year's race will be "back to basics," with a 5K Fun Run, 5K Fun Walk, 1-Mile Family Walk and Sleep-In for the Cure (raise funds but stay in bed on the morning of Race Day). There will be an emphasis on celebration of survivors and families with a parade, live music, a larger food court and more.

From May 1 through May 31, participants can sign up at a discount of \$10 off the regular fee.

"Race for the Cure has become one of the landmark community events in Portland. The Race this year will be more fun, energizing and inspiring than ever. Join us for a good time for a great cause," said Thomas Bruner, CEO, Susan G. Komen Oregon & SW Washington.

This year's presenting sponsor is Kaiser Permanente of the Northwest. In addition to its sponsorship of the race, Kaiser Permanente is providing more than \$1 million in funding for Komen's Latina Initiative - Poder y Vida (Power for Life). The initiative aims to increase screening rates and reduce late-stage breast cancer diagnoses among Latinas in Northwest Oregon.

(More...)

Race for the Cure is the affiliate's largest annual fundraising effort to support its mission to save lives and end breast cancer forever. Funds raised go toward breast cancer education and early detection, survivor support, research and advocacy.

About Susan G. Komen

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$800 million in research and provided \$1.7 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Visit komen.org or call 1-877 GO KOMEN. Connect with us on Facebook and Twitter.

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 \$30 million in Oregon and SW Washington to fund research, early detection, survivor support and advocacy. Join our promise by calling 503-552-9160 or visiting us online at komenoregon.org.

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