



Thousands Race for Those They Love at Susan G. Komen's Portland Race for the Cure

PORTLAND, OR, September 23, 2015 –A crowd estimated at 16,000 people turned out Sunday morning at Tom McCall Waterfront Park for the 24th annual Susan G. Komen Race for the Cure, co-presented by Les Schwab and Tektronix. As of today, \$2.35 million had been raised.

"The Portland Race for the Cure brought together more than 1,000 breast cancer survivors and their families, friends and loved ones, along with support from sponsors and the community," said Andrew Asato, CEO of Komen Oregon & SW Washington. "The passion and energy of our community coming together to celebrate survivors and forever fighters and to raise money to continue to save more lives and make progress toward ending breast cancer forever was amazing."

"With at least 25,000-30,000 underserved people who need our services, we are racing through September 30. And, the support of the community is more important than ever to reach our fundraising goal of \$2.5 million," said Ann Berryman, Director of Development and Communications, Susan G. Komen Oregon & SW Washington.

The day started with emcees John Erickson of K103 and Jennifer Hoff of KOIN welcoming the participants, making announcements and interviewing survivors, top sponsors and dignitaries, including Portland Mayor Charlie Hales; Oregon State Treasurer, Ted Wheeler; Beaverton Mayor Dennis Doyle; and Vancouver, Washington Mayor, Tim Leavitt. Oregon State University's Acapella group, Divine, performed the National Anthem.

In addition to the 5K and 1-mile courses, there was a festival feel providing high energy. Before the race Roxy De La Torre, a KUNP anchor, emceed the Survivor Tribute with an inspirational message from Dr. Reverend T. Bethel and songs performed by gospel singer Julianne Johnson.

After the race, the fun continued with music and entertainment by the band Hit Machine. Again, this year, the event had numerous popular Portland food trucks and food and drinks samples from sponsors, games, prizes and merchandise at the Race Village.

Planning has already begun for the 2016 Race for the Cure's 25th anniversary to be held September 18, 2016 at Tom McCall Waterfront Park in downtown Portland. There are going to be some great surprises and fun to be had.

About Susan G. Komen Oregon and SW Washington

In the last 24 years, the local organization has funneled nearly \$19.8 million into programs that prioritize the importance of improving and building on the quality of life for survivors, emphasize the value of early detection and screenings, as well as financial assistance for access to treatment. Another \$11.9 million has been dedicated to local cutting-edge research.

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. Nationally, since its founding in 1982, Komen has funded \$2.6 billion in funding to research, screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide.

More information is available at KomenOregon.org.

Contact:

Julie Dunn

Weikum | Dunn Communications

Julie@weikumdunn.com

503-720-6308

Rachel Weikum

Weikum | Dunn Communications

Rachel@weikumdunn.com

503-970-4869