

For Immediate Release



## Susan G. Komen Oregon and SW Washington Announces Big Changes!

Eugene, OR – October 19, 2018 - Komen Oregon and SW Washington will make some changes to its events in the region.

“As with any organization, there are times of change. Today is that day for us. Run and walk fundraising events have become so popular that you can count one or more every weekend of the year. Because there are so many of them, the Komen team explored with media, sponsors, teams and individuals what they would like to see with this event. Many spoke with enthusiasm and excitement for a new program to bring together the community in a supportive way while stewarding your dollars in the community,” says Andrew Asato, CEO.

Because of the community’s support, Komen has saved lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

In partnership with Royal Caribbean and other local sponsors, Komen will launch the **More Than Pink** Brunch in Eugene on March 30, 2019 at Valley River Inn. The Brunch will include a raffle, auction, wine wall and a special storyteller (Cherie Gabbert, stage 4 breast cancer patient, Grants Pass), will share her story and fight. It will be a casual, fun-filled event of hope and celebration, which inspires fundraising for services in the region.

This event will help us reach our **Bold Goal** to reduce the current number of breast cancer deaths in the U.S. by 50 percent by 2026 and guests will learn more on the ways it will take shape. “When 1 in 7 women is diagnosed with breast cancer in her lifetime, there is no more important focus on women’s health. Breast cancer is one of the leading causes of death among women in the U.S., so Komen remains vigilant in its campaign to change these statistics,” Asato shared.

In addition, Komen had a successful Breast Cancer Forum in Eugene earlier this month and will continue to build on this important education in the coming years.

“While saying good-bye to Race for the Cure in Eugene, we are opening the door to new opportunities to make a bigger, bolder impact on Komen’s mission and services. We are also launching the **More Than Pink** Walk in Oregon and SW Washington which will be held in Portland next September 22, 2019. Together, let’s continue to be “**More Than Pink**,” declared Asato.

To learn more and purchase tickets, table or sponsorships, visit [komenoregon.org](http://komenoregon.org).

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

Since 1991, Komen Oregon and SW Washington has funded \$32 million to community programs and cutting-edge research. Specifically, \$13.2 million has been dedicated to cutting-edge research at local health systems.

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In the last 27 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/forever fighters, emphasize the value of early detection and screenings, as well as financial assistance to access treatment.

### **About Susan G. Komen®**

Susan G. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$988 million in research and provided more than \$3 billion in funding to screening, education, treatment and psychosocial support programs and research, serving millions of people in more than 60 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. That promise has become Komen's promise to all people facing breast cancer.

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