



RESEARCH CARE COMMUNITY ACTION

Press Release

FOR IMMEDIATE RELEASE

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RACE FOR THE CURE RE-IMAGINED: MORE THAN PINK WALK™ IS COMING TO OREGON!

May 1, 2019 – Strap on your sneakers and adorn your team shirts; all of us at Susan G. Komen Oregon and SW Washington have been hard at work creating the next evolution in the history of the Race for the Cure series – and the next chapter is here! This fall, Susan G. Komen Oregon & SW Washington will premiere our very first MORE THAN PINK Walk™!

Much of what you have come to love about the Race for the Cure will continue, but with a new look and experience that is sure to energize our community around the lifesaving work your support makes possible. This re-imagining is intended to highlight our four pillars (research, care, community, and action) and better connect our supporters to the full breadth of the work we do every day to help save lives from breast cancer.

Some key differences you'll see include a new opening ceremony to celebrate and recognize survivors and forever fighters (those living with metastatic disease), a free MORE THAN PINK Walk™ wrap with every registration, a new t-shirt that will be unveiled and given to each person who raises \$100 or more, and new activities for people who want to learn about the pillars and their roles.

The registration fee is lower than ever to emphasize the importance of more people coming together and fundraising as a community. We've made much progress towards our bold goal of reducing breast cancer deaths by 50% in the U.S. by 2026, but there is still work to do! This year, nearly 42,000 people will lose their battle to the disease. The dollars you raise are essential to funding local research, offering the best care, growing a larger community of support, and helping more people take action in the fight against breast cancer.

Spokesperson, Angela Timmen, of Presenting Sponsor, Daimler Trucks North America, had this to say: "Building community through this walk will bring us all together towards a common goal – beating this disease in our lifetime."

Today, we are re-imagining everything we do to better support people impacted by breast cancer. Together, we are bright; we are colorful; we are MORE THAN PINK!

Komen Oregon & SW Washington MORE THAN PINK Walk™
September 22, 2019

Tom McCall Waterfront Park
Register Online Now at Komenoregon.org

"This new chapter brings us so much excitement and encouragement for the future. Since 1983, more than 35 drugs have been approved for treatment, there's been a 40% decline in mortality, screening rates have nearly doubled, and there are now 3.5 million survivors in the U.S. Your fundraising is essential to continuing this good work and we look forward to walking with you in celebration of all those affected by breast cancer." – Andrew Asato, Komen Oregon & SW Washington CEO

For more information on this event, please visit komenoregon.org!

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About Susan G. Komen Oregon and SW Washington

In the last 28 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 and fighters, emphasize the value of early detection and screenings, as well as provide financial assistance for access to treatment. Another \$13.2 million has been dedicated, locally, to cutting edge research. More information is available at Komenoregon.org.

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 1982, Komen has funded \$3 billion in funding to research, screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide.



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