



## **The Portland Susan G. Komen Race for the Cure Event Races Towards their Fundraising Goal of \$2.5 Million**

*Inspirational event celebrated breast cancer survivors and featured United States Senator Ron Wyden, Oregon's Secretary of State Kate Brown, Wells Fargo Regional President Tracy Curtis*

PORTLAND, OR, September 22, 2014 –Within striking distance to raise \$2.5 million, the annual Susan G. Komen Race for the Cure took place in downtown Portland on Sunday. The fundraising continues through the end of September and has currently reached 90 percent with donations still coming in. Komen Oregon's Director of Development, Ann Berryman, emphasizes, "We are still pushing to exceed our goal, so as to continue with even more important work which moves us closer to ending breast cancer."

"The success of this year's event is a true testament to the devotion, passion and hard work of our community for a future without breast cancer," said Thomas Bruner, CEO of Komen Oregon & SW Washington. "The money goes to fund life saving research, breast cancer screening, survivor support, and advocacy for thousands of families across Oregon and SW Washington."

The day started with emcees John Erickson of K103 and Amy Troy of KPTV welcoming the participants, making announcements and interviewing survivors, top sponsors and dignitaries, including Senator Ron Wyden and Secretary of State Kate Brown.

"The Susan G. Komen Race for the Cure is such an inspiration to me and to so many others," said United States Senator Ron Wyden. "Komen saves lives. I'm honored to be among the warriors here fighting to end breast cancer."

In addition to the 5K and 1-mile courses, there was a festival feel providing high energy. On the main stage (new this year) getting the crowd on their feet and dancing was music and entertainment by Hit Machine, DJ Bobby Brown and emcee Poison Waters. Also, this year there were several popular Portland food trucks and a larger vendor village.

The most poignant part of the day was the National Anthem performed by Dr. Nathalie Johnson and her daughter, Noleani Johnson and the touching Survivor Tribute Ceremony, which had a procession of more than 1,200 survivors, each donning a string of pink beads for every year of survivorship, leading the race. There were so many inspirational stories of survivorship such as a long time 93 year-old survivor, who completed the 5K race with her daughter.

The Race for the Cure 2014 was presented by Kaiser Permanente Northwest and with support from Compass Oncology, Fred Meyer, Les Schwab, Tektronix, Standard TV & Appliance and US Bank. Media partners were KPTV Fox 12, K103fm, The Oregonian and KUNP – Univision MUNDO Fox.

**About Susan G. Komen**

Susan G. Komen is recognized as the leader and inspiration for the global breast cancer movement. Nationally, since its founding in 1982, Komen has funded provided \$2.5 billion in funding to research, screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Working to save lives and end breast cancer forever, the local Oregon and SW Washington affiliate joins more than two million breast cancer survivors and activists around the globe as part of the world’s largest and most progressive network fighting breast cancer. Komen has invested \$30 million locally to fund research, early detection, survivor support and advocacy. For more information is available at [komenoregon.org](http://komenoregon.org).

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