

FOR IMMEDIATE RELEASE



Eugene Mayor Kitty Piercy and Springfield Mayor Christine Lundberg To Kickoff Komen's Eugene Race for the Cure Sunday, October 4, 2015

Racing for Those We Love

October 1, 2015 (Eugene, OR) – Hundreds of race participants will come together at the 6th annual Susan G. Komen Oregon & SW Washington Race for the Cure to raise funds for local breast health programs, survivor support and research. The event will take place this Sunday, October 4 at 8 am at the Valley River Center in Eugene.

The fundraiser is co- presented by Fred Meyer with support from Regence Blue Cross Blue Shield, Mix 94.5 and KMTR. Back again this year to emcee the race is Liz Kelly and Mary Reilly hosts of the Morning Mix on 94.5 Mix FM!

“The Mid-Willamette Valley and Southern-Willamette Valley have some of the highest rates in the region for mortality and/or above average marks in late stage diagnosis rates. Conversely, screenings are below average,” said Andrew Asato, CEO, Susan G. Komen Oregon & SW Washington. “With approximately 71 people diagnosed with breast cancer every week in our region, we are seeing some of the highest breast cancer rates in the country. The good news today is that survival rates can be as high as 99% when breast cancer is detected early, but we lose ten every week. This event allows us to continue to fight for early detection, survivor support and advance the understanding, treatment and eventual cures for breast cancer.”

“This year, we have set a goal for the Eugene race to raise \$400,000,” said Ann Berryman, Director of Development and Communications. “Seventy-five percent of funds from this event support critical, local programs – early detection, treatment access, survivor support and education. The remaining 25% will go to promising breast cancer research.”

“Fearless isn’t an adjective, it’s a state of mind and a spirit that embodies Komen’s Race for the Cure” said Scott Burton, Director, Community and Business Relations at Regence BlueCross BlueShield of Oregon. “At Regence we empower our members to live fearless, and so it’s our honor to support this great race and all of those in the Eugene community who know that fearless is beautiful...and pink.”

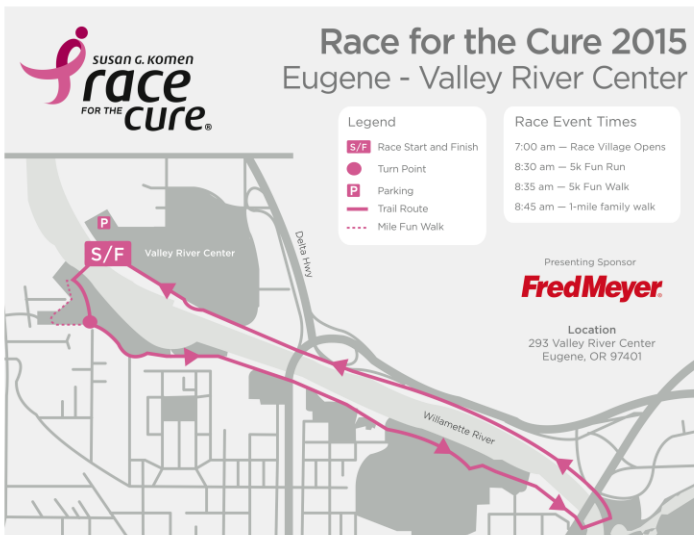
This year, in addition to the 5K walk, 5k run and 1-mile family walk, local vendors will be in attendance among other booths and activities. There will also be prizes for the best-dressed and best décor. The race will begin at the Valley River Center in the northwest lot near the Greenway Pedestrian/Bike Bridge. Registration is \$35 per participant.



To register, donate, or for more information about the Eugene race, go online to komenoregon.org.

Schedule of Events:

- 7:00 am - Race Village is officially open
 - 8:00 am - Survivor Tribute (Main Stage)
 - 8:30 am - 5K Fun Run
 - 8:35 am - 5k Fun Walk
 - 8:45 am - 1-Mile Family Walk
- Survivor City is open at 7:00 am.



About Susan G. Komen Oregon and SW Washington

In the last 24 years, the local organization has funneled nearly \$19.2 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 \$11.5 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.

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