



For Release: May 1, 2015

Registration opens for Susan G. Komen's Race for the Cure, Presented by Les Schwab and Tektronix, Sunday, September 20, 2015

Racing for those we love!

Portland, Ore., April 28, 2015 – Susan G. Komen Oregon and SW Washington's annual signature event, Race for the Cure, will be held at Portland's Tom McCall Waterfront Park on Sunday, September 20, 2015. Early registration discounts reward participants who sign up between May 1- 31, and thank you coupons from Les Schwab are offered to everyone signed up through August.

Embracing the theme of "Racing for Those we Love," the 5K fun run/walk brings together a community of survivors, medical professionals, friends, and families to celebrate and support the lives of those affected by breast cancer. As one of the biggest walk/run events in Portland, tens of thousands participate each year. This year's event features great food, live music by the popular band "Hit Machine," and, new this year, a special Kids Zone.

Funds raised support breast health education, mammograms, survivor support through access to treatment, research grants at OHSU and Providence as well as advocacy work. In the last year, we have been able to support 35,000 women and men across the two states in great part because of this fundraising event. Andrew Asato, CEO of Komen Oregon and SW Washington emphasizes that 75% of funds raised at this event will stay in our local region. The remaining 25% of funds raised will go towards national breast cancer research. Asato says, "The need is urgent. In our region each week, 70 women and men will be diagnosed with breast cancer and 10 will lose their lives to this ravaging disease. We still have much more to accomplish."

Sign up for the Race for the Cure, presented by Les Schwab and Tektronix at KomenOregon.org or come to the kick off event on **Friday, May 1 at the Les Schwab location at 4105 SE Powell, Portland** and register in person.

Barbie Kissell, Senior Human Resources Director at Tektronix, says, "Our Tektronix community is proud to be one of the 2015 Co-Presenting Sponsors of the Race for the Cure to help make a difference in the fight against breast cancer. We strive to engage our associates through community service and support. When we first began our relationship with Susan G. Komen Oregon and SW Washington, we never knew the enthusiasm and spirit of giving to this worthy cause would become such an integral part of our culture."

About Susan G. Komen Oregon and SW Washington

In the last 24 years, more than \$30 million has been funneled into Oregon and SW Washington from signature Komen fundraising efforts. Nearly \$19.2 million has funded community programs and services that support early detection, survivor support and advocacy for underserved populations. In addition, more than \$11.5 million has been dedicated to cutting-edge research facilities locally. Learn more 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 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.

Media Contacts:

Julie Dunn
Weikum Dunn Communications
Julie@WeikumDunn.com
503-720-6308

Rachel Weikum
Weikum Dunn Communications
Rachel@WeikumDunn.com
503-970-4869