



Komen Oregon & SW Washington To Launch New “Weekend on the Water” Event for Portland and Vancouver

Early Registration Begins April 7, 2016

Portland, Ore. – April 7, 2016 - Susan G. Komen of Oregon and SW Washington, is launching a whole new summer tradition on July 23 and 24, 2016 for Portland, Oregon and Vancouver, Washington. The new Weekend on the Water event, also known as WOW, combines a brand new inaugural Stand Up Paddleboard (SUP) event at the Willamette Sailing Club on Saturday, July 23rd with the traditional Row for the Cure annual regatta held at Vancouver Lake on Sunday, July 24th.

Presenting sponsor, Durham and Bates, gold sponsors Compass Oncology and Dynaletric Oregon, and the Komen team expect to turn the Willamette River near downtown Portland and Vancouver Lake into a sea of pink. “This is a new way for our community to come together for fun and recreation on the water while creating awareness and raising needed funds to support our cause,” says Andrew Asato, CEO, of Komen Oregon and Southwest Washington. The SUP event invites water enthusiasts of all ages and abilities to paddle the course near Portland’s South Waterfront. The Row for the Cure on Vancouver Lake is celebrating its 23rd year and boasts an unusual regatta which includes all human powered watercraft including racing shells, dragon boats, outrigger canoes and kayaks.

Specific event details and registration for WOW are available at [Komen's website](#). Early sign ups are encouraged with a discounted fee of \$39 which is in effect until early May. All participants are encouraged to add a \$25 donation to further the important work of education, early detection, treatment access and research to cure breast cancer.

Music, food, and the festival atmosphere that is a signature of Komen outdoor events will be in full force with the added ingredient of water and, hopefully, plenty of sunshine. Register for WOW, donate to the cause, or sign up to be a volunteer at [KomenOregon.org](#).

About Susan G. Komen Oregon and SW Washington

In the last 25 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, emphasize the value of early detection and screenings, as well as financial assistance for access to treatment. Another \$11.9 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.

Media Contact:

Crusader Communications

Julie Dunn

Julie@CrusaderCommunications.com

503-720-6308