

**Portland's 25<sup>th</sup> Susan G. Komen Race for the Cure  
Kicks Off The Next Bold Goal  
On Sunday, September 18, 2016 at Tom McCall Waterfront Park**

*The More Than Pink Campaign Commits To  
Reducing Breast Cancer Deaths by Half in the Next Decade.*

*Portland, Ore. – September 12, 2016*– This Sunday marks the 25<sup>th</sup> anniversary of the Susan G. Komen Oregon and SW Washington's Portland Race for the Cure. This year, the event will feature a timed competitive 10K run, a 5K fun run, the popular 5K walk, a one-mile family walk, and an unveiling of their new, bold goal.

Co- presented by Les Schwab and Tektronix, this signature Komen event is one of the largest breast cancer awareness and fundraising events in the country. Andrew Asato, CEO of Komen Oregon and SW Washington, says, "This is a powerful community event where we come together to support one another and where we can demonstrate that no one fights alone. This event really underscores a united effort against a devastating disease that affects so many."

Participants have already signed up for the 25<sup>th</sup> annual Komen Race for the Cure to run, walk, stroll, and dance through downtown Portland. "We are tougher than breast cancer" says Ann Berryman, director of development and communications. "The event is a heartwarming tradition where we join together as a community and celebrate the lives of those affected by breast cancer. It is also where we raise \$1.1 million to fund services and programs which assist thousands of people with education, mammograms, access to treatment and support. It is a great day for hope and promise".

75% of funds from this event support critical, local programs – early detection, treatment access, survivor and forever fighter support, advocacy, and education. The remaining 25% will go to promising breast cancer research. Two leading research centers in Portland, OHSU Knight Cancer Institute and Providence Medical Center, have received significant grants from Susan G. Komen.

**Susan G. Komen's Bold Goal – More than Pink**

This week, Komen announced that the entire organization will focus their energies on **one bold goal** to reduce the number of deaths by 50 percent in the next decade. This year alone, on average, nearly 3,300 new cases of breast cancer will be diagnosed, and almost 600 people will lose their battle to metastatic breast cancer in Oregon and SW Washington.

"We know that people die of breast cancer for two reasons: a lack of high-quality breast cancer care accessible to everyone, and a lack of treatments for the most aggressive and deadly forms of

this disease,” said Dr. Judith A. Salerno, president and CEO of Susan G. Komen. “We are taking direct action designed to solve these problems to reduce breast cancer deaths by half in the U.S. within the next decade.”

This ambitious campaign, called “More Than Pink” will be accomplished through improvements in early detection, continued outreach to underserved populations, and research advancements in cancer treatments, including a substantial amount of funding towards the research of late stage cancers.

Locally, health disparity projects are already underway with the Latina Initiative and the Worship in Pink program that will evolve into a more robust African American Initiative.

To improve early detection, focus will turn towards developing more sophisticated screening technology such as hand-held devices, blood tests, etc.

Komen will be working closely on collaborations and building a talented research team as it relates to Vice President Joe Biden’s Moonshot goal for finding a cure for cancer.

Cindy Fletcher, director of programs says, “We are excited about the bold goal, as it not only reinforces the great work we’re doing around health inequities in Oregon and Southwest Washington, but it will funnel research dollars into areas of need, specifically aggressive forms of breast cancer and metastatic disease (stage IV or cancer that has spread to other parts of the body).”

The Race for the Cure event raises awareness and funds to fight for early detection, survivor and forever fighter support, advocacy, and to advance the understanding, treatment, and eventual cures for breast cancer. The annual event is Sunday September 18 at Tom McCall Waterfront Park located at Southwest Naito Parkway, Portland, OR 97204. This year’s event includes food carts, entertainment, the live band “Hit Machine,” awards, and much more. The Race Festival Area opens at 7:00 am, with the competitive 10K run at 7:30am; the 5k run at 8:15am is followed by the 5k walk at 8:30am. A one-mile family walk rounds out the activities at 9am. It is a morning of celebration and hope with loved ones.

For those who have already registered, Komen has pick up events Friday, September 16, 10 am to 8 pm and Saturday, September 17, 9 am-2 pm at the Tektronix campus located at 3025 SW Zworykin Ave, Beaverton, OR. This enables participants to pick up their Race t-shirt and Race bib prior to Sunday’s Race for the Cure without lines, congestion, and parking fees.

For more information on signing up, donating or volunteering, please visit [KomenOregon.org](https://www.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 and forever fighters, emphasize the value of early detection and screenings, as well as financial assistance for access to treatment. Another \$11.8 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 outside of the federal government while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN.

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