



FOR IMMEDIATE RELEASE

Media Contact:
Inez Be/HKA, Inc.
(714) 426-0444, inez@hkamarcom.com
WWW.KOMENOC.ORG

ORANGE COUNTY SET TO RACE FOR THE CURE[®]
*Landmark Event Set to Make An Impact by Raising Vital Funds for
Life-Saving Mammograms, Breast Cancer Research*

COSTA MESA, Calif., August 6, 2009 – Grab your running or walking shoes, don some pink and help make an impact by taking the new “125 Challenge” along with more than 30,000 activists and breast cancer survivors in the fight against breast cancer, the most prevalent cancer among women today. The 18th annual Susan G. Komen Orange County Race for the Cure is Sunday, Sept. 27, at FASHION ISLAND in Newport Beach.

The Orange County Race for the Cure is one of Southern California’s leading fundraising events, benefiting local breast health education, awareness, and research. And this year, funding is more important than ever because of the increasing number of women who are without health insurance and unable to afford life-saving breast health care. With a 2009 goal of \$3.1 million, participants are encouraged to take the 125 Challenge – a call-to-action for each participant to raise at least \$125, the average cost of a life-saving mammogram.

“This, of all years, is one where we must band together to raise much-needed funding for the fight to end breast cancer, both locally and globally,” said Lisa Wolter, executive director of the Orange County Affiliate of Susan G. Komen for the Cure. “Our organization is here for the community to make sure that the local need that exists is fulfilled. The funds raised by the Race each year are truly what make our services possible, bringing us ever closer to finding a cure and ending breast cancer forever.”

One in eight women will be diagnosed with breast cancer in her lifetime. With nearly 1,900 women in Orange County facing a diagnosis of breast cancer this year, and many more already battling the disease, the Komen Orange County Affiliate is at the forefront of ensuring that life-saving breast health initiatives are accessible to all women in our community, regardless of their age, race, language, sexual orientation or income level.

Seventy-five percent of the funds raised are invested in local breast cancer awareness and education programs, breast self-examination classes, medical and diagnostic services for uninsured and underinsured women, and other unmet community needs through grants to community breast health organizations. The remaining 25 percent is dedicated to the Komen Award and Research Grant Program to fund groundbreaking breast cancer research.

This year’s Race is under the direction of Race chair Marica Pendjer. “It is the participants, volunteers, and sponsors who make the Race so meaningful each year, and do so much to advance breast cancer research and local breast health screening and outreach,” said Pendjer. “They are what make this event so inspiring – and in a difficult time such as this, their support is all the more meaningful.”

Also attending the Race this year is “Scrubs” actress Sarah Chalke, one of the latest celebrities to join the Komen promise to end breast cancer forever.



Local Presenting Sponsors are The Allergan Foundation, Chevron & Extra Mile, The Orange County Register, and Ralphs & Food 4 Less. *Platinum Sponsors* are ABC7, Pacific Life, Time Warner, and Yard House. *Gold Sponsors* are Churm Media, Cox Communications, FASHION ISLAND, FreeCreditReport.com, Martini In The Morning, Smart Levels Media, and The PIMCO Foundation. *Diamond Sponsors* are 95.9 The Fish, City of Newport Beach, LA18 KSCI-TV, and Spa Gregorie's.

Race Day Schedule

The 2009 Komen Orange County Race for the Cure will take place Sunday, Sept. 29, starting with a Wellness Expo from 6:30 a.m. until noon. At 9 a.m., breast cancer survivors will be recognized for their triumph over the disease at a special tribute in their honor. Three separate races, which will begin on Newport Center Drive at Santa Barbara Drive, are as follows:

5K Women's Run/Walk – 7:30 AM
One-Mile Fun Walk – 8:00 AM
Breast Cancer Survivor Tribute – 9:00 AM
5K Run/Walk – 9:45 AM

The event's Wellness Expo will feature the KidsZone, where parents and kids can participate in crafts, interactive games and various other fun children's activities. The KidsZone is sponsored by FreeCreditReport.com, and will be located at the corner of San Clemente and Santa Cruz.

Help Pink Go Green -- Register Online

For fast and easy registration, go to www.komenoc.org. Once signed up, participants can register individually or start or join a team, set fundraising goals and create a personalized link to encourage others to raise money for the cure. Participants also can return completed entry forms via mail, postmarked no later than Sept. 11, to the Komen Orange County Affiliate office at 3191-A Airport Loop Drive, Costa Mesa, Calif.

Walk-in registration will be available at the new Komen Race Store at FASHION ISLAND, beginning in September. The store is open for the public to register and pick-up a Race for the Cure t-shirt or survivor shirt, Race bib number, day-of-event information and giveaways. Store hours are Saturdays, 11:00 a.m.-3:00 p.m., and Wednesdays 4:00-8:00 p.m, beginning Sept. 5. The store will be open the entire week before the Race, Sunday, Sept. 20 through Saturday, Sept. 26 at various hours. Visit www.komenoc.org or call 714-426-0444 for Komen Race Store hours and information.

On Race day, Sept. 27, walk-in registration will be available adjacent to Pacific Life at 6:30 a.m.

Can't make it on Race day? Thanks to the "Sleep In for the Cure" program, participants can register for the Race as individuals or team members, fundraise, and be part of the fight without leaving home.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Through events like the Komen Race for the Cure, nearly \$1 billion has been invested to fulfill that promise, making Komen for the Cure the world's largest source of nonprofit funds dedicated to fighting breast cancer.