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## **ORANGE COUNTY SET TO RACE FOR THE CURE<sup>®</sup>** ***Record Participation Expected for Landmark Breast Cancer Event***

COSTA MESA, Calif., Aug. 2, 2007 – Grab your running shoes, don some pink and join more than 35,000 survivors and activists fighting to create a world without breast cancer. The 2007 Komen Orange County Race for the Cure is coming to Fashion Island in Newport Beach on Sunday, Sept. 23.

Marking its 16<sup>th</sup> year, the Komen Orange County Race for the Cure is one of Southern California's largest and most successful fundraising events, raising more than \$15 million in Orange County since its inception. This year's Race, under the direction of Race Chair Carla Cammack, promises to be the best ever, with 50 new teams making their debut, anticipated record participation and more than \$2 million projected to be raised.

“Through their incredible outpouring of support, the people of Orange County continue to declare their unwavering commitment to our promise to save lives and end breast cancer forever,” said Lisa Wolter, Executive Director of the Orange County Affiliate of Susan G. Komen for the Cure.

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 or background.

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 national breast cancer research.

“Though our strength is in our numbers, we could not possibly wage our war on breast cancer without the impassioned commitment of each individual runner, volunteer and spectator who joins our enduring Race,” said Cammack. “They are the everyday heroes who, through their selflessness and dedication, will ensure our victory over this insidious disease and the pain it brings to millions of women and their families throughout the world.”

Presenting Sponsors for the Komen Orange County Race for the Cure are Chevron and ExtraMile, *The Orange County Register*, Macy's, Ralphs and Food 4 Less. Platinum Sponsors include Pacific Life, Promark Financial, Trend Offset Printing, ABC 7, *Coast*

*Magazine*, Time Warner Cable and Yard House. Numerous additional sponsors have generously donated funds, products and services.

### **Race Day Schedule**

The 2007 Komen Orange County Race for the Cure will take place Sunday, Sept. 23 starting with a Health and Fitness Expo from 6:30 a.m. until noon. At 9 a.m., area 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:

Women's 5K Run/Walk - 7:30 a.m.

One-Mile Fun Walk - 8:00 a.m.

Coed 5K Run/Walk - 9:45 a.m.

No official timing will be conducted this year. All races will be self-timed.

### **Skip the Paperwork -- Register Online**

For fast and easy registration, go to [WWW.KOMENOC.ORG](http://WWW.KOMENOC.ORG). New this year, participants who register by midnight Sept. 1 can have their Race T-shirts and bibs mailed to them.

Participants also can return completed entry forms via mail to the Komen Orange County Affiliate office, or register in person at select Macy's stores from Sept. 19-22. For more information, go to [WWW.KOMENOC.ORG](http://WWW.KOMENOC.ORG).

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<sup>®</sup>**

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.

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