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**2011 KOMEN RACE FOR THE CURE® BRINGS ‘BEST SCIENCE,
BOLDEST COMMUNITY, BIGGEST IMPACT’ TO ORANGE COUNTY**
Funds to be Raised for Life-Saving Mammograms, Breast Cancer Research

COSTA MESA, Calif., July 20, 2011 – For the 20th annual year, the [Susan G. Komen Orange County Race for the Cure®](#) will unite more than 30,000 breast cancer advocates and survivors in a show of support for the global breast cancer movement to save lives. Hosted by the [Orange County Affiliate of Susan G. Komen for the Cure®](#), the 2011 event is scheduled for Sunday, Sept. 25, at Fashion Island in Newport Beach, Calif.

Since its inception in 1992, the Komen Orange County Race for the Cure has grown to become Southern California’s largest and most anticipated fundraising event supporting local breast health education and awareness programs, medical services for low-income women and breast cancer research.

“We are very proud that the Race for the Cure has served as a meaningful day for so many loyal participants over the last 20 years and today remains one of the most engaging initiatives to educate and empower the Orange County community,” said Lisa Wolter, executive director of the Orange County Affiliate of Susan G. Komen for the Cure. “Funds raised bring breast health resources directly to the women of our community by providing crucial services such as mammograms and diagnostics. The Race represents 20 years of improved treatments, increased survivorship, advancements in breast cancer research and long-lasting commitment of people dedicated to finding a cure.”

In honor of its landmark year, the Affiliate is encouraging participants to partake in the “Celebration Donation” by making a donation of \$20 or more to celebrate the 20th Annual Race for the Cure. When supporters pledge a “Celebration Donation” at the time of registration, they will receive a limited edition commemorative 20th Annual Race for the Cure wristband. With a 2011 goal of \$3.1 million, Race participants are also encouraged to take the 125 challenge – a call-to-action for each person to raise at least \$125, the average cost of a life-saving mammogram.

“Survivors, co-survivors, Race participants, sponsors and volunteers make up the heart of the Komen Orange County Affiliate,” said Marie Cammack, the 2011 Race for the Cure chair. “The dedication of so many has enabled the Race to not only be a critically important financial success, but also to combine fundraising and awareness-building with the celebration and honor of a growing number of survivors.”

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 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, medical and diagnostic services for uninsured and underinsured women, and other unmet community needs through grants to culturally diverse community breast health organizations. The remaining 25 percent is dedicated to the national Komen Award and Research Grant Program to fund groundbreaking breast cancer research.

Registering in the 2011 Race is not the only way Komen Orange County supporters can get involved. Many volunteers are still needed to make the Sunday, Sept. 25 Race a successful, safe and fun event. Volunteers can choose from a wide variety of jobs to suit their strength, skill set and interest by visiting the Race website at <http://www.komenoc.org/race> and selecting the “**Volunteer Registration**” tab under the “**Action**” heading on the left side of the screen.

Local Presenting Sponsors include The Allergan Foundation, Chevron, Ralphs and Food 4 Less, and **Founding Sponsor**, The Orange County Register. **Platinum Plus Sponsors** are Pacific Life and Yard House. **Platinum Sponsors** are ABC7, Smart Levels Media and SOCO. **Gold Sponsors** are Churm Media, Cox Communications, Experian, 95.9 The Fish, PBS SoCal, Spa Gregorie’s, The PIMCO Foundation and The Sound 100.3.

Race Day Schedule

The 2011 Komen Orange County Race for the Cure will take place Sunday, Sept. 25, beginning 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 Run/Walk – 7:30 AM

One-Mile Fun Walk – 8:00 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 Experian, and will be located at the corner of San Clemente and Santa Cruz.

Help Pink Go Green -- Register Online

Fast and easy registration is available at www.komenoc.org/race. Once signed up, participants can register individually, start or join a team, set fundraising goals and create a personalized link to encourage others to raise money for the cure.

Beginning Sept. 10, walk-in registration will be available in Costa Mesa at the Komen Race Registration Suite at South Coast Collection (SOCO). At the store, off the 405 Freeway between Harbor Boulevard and Euclid Street, the public may 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 and Sundays from 10 a.m. to 2 p.m. The suite will be open the entire week before the Race, Monday, Sept. 19, through Friday, Sept. 23, from 4 to 8 p.m., and Saturday, Sept. 24, from 10 a.m. to 2 p.m. Visit www.komenoc.org/race or call 714-957-9157 for more information.

On Race day, Sept. 25, walk-in registration will be available adjacent to Pacific Life at 6:30 a.m.

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. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

For more information on the Orange County Affiliate of Susan G. Komen for the Cure, please visit www.komenoc.org or call 714-957-9157.

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