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**ORANGE COUNTY SET TO RACE FOR THE CURE<sup>®</sup>**  
*Komen Founder Nancy Brinker to lead OC Affiliate in its 2010 Promise to Raise Vital Funds for Life-Saving Mammograms, Breast Cancer Research*

COSTA MESA, Calif., July 26, 2010 – What began as a promise between two sisters nearly three decades ago launched into a global breast cancer movement to save lives. The public is invited to join more than 30,000 advocates and survivors in the local fight against breast cancer at the 19<sup>th</sup> annual Susan G. Komen Orange County Race for the Cure, scheduled for Sunday, Sept. 26 at Fashion Island in Newport Beach, Calif.

The Komen Orange County Race for the Cure is Southern California's largest and most anticipated fundraising event that supports local breast health education and awareness programs, medical services for low-income women and breast cancer research.

In a rare California appearance, Komen for the Cure CEO and founder, Ambassador Nancy Brinker will attend the Orange County event this year and share the story of her personal promise to her dying sister, Susan Komen, to make a difference in the lives of other women battling breast cancer. Brinker's new book, "Promise Me," is also being released this September.

"We are honored to have our founder Nancy Brinker come to the Orange County Race – Nancy reminds us all that the ultimate goal is to save the lives of our mothers, sisters and friends," said Lisa Wolter, executive director of the Orange County Affiliate of Susan G. Komen for the Cure. "With state budget cuts slashing much-needed funding for accessible breast health care, the funds raised by the Race mean that Komen for the Cure can bring services directly to the women in our community. Komen for the Cure is the only breast health organization in Orange County completely focused on helping local women get the mammograms, diagnostics and treatment they need."

With a 2010 goal of \$3.1 million, Race participants are 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. For Facebook users, raising money for the cure is made even easier with a new application allowing users to extend fundraising efforts to their networks of friends.

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.



“I am truly inspired by the survivors, co-survivors, participants, sponsors and volunteers willing to help out in any way possible to make the Race a success year after year,” said Marica Pendjer, the 2010 Race for the Cure chair. “Through their selflessness and dedication we can fulfill the Komen promise of bringing an end to breast cancer forever.”

**Local Presenting Sponsors** include Chevron, Farmers & Merchants Bank, Ralphs & Food 4 Less, The Allergan Foundation and The Orange County Register. **Platinum Sponsors** are ABC7, Pacific Life, Time Warner, Smart Levels Media and the Yard House. **Gold Sponsors** are Broadcom Foundation, Churm Media, Cox Communications, FASHION ISLAND, freecreditscore.com, MartiniInTheMorning.com, The PIMCO Foundation and The Sound 100.3. **Diamond Sponsors** include 95.9 The Fish, City of Newport Beach, Clariant, Inc., FUZE, LA 18 KSCI-TV, Lucent Advertising, Mobile Edge, NeoMatrix, LLC, Spa Gregorie’s and Van Houtte Coffee. **Bronze Sponsors** are Monarch HealthCare, Planet Beauty, Rutan & Tucker, LLP, ShoeDazzle.com, Specialized Bicycle Components & Surf City Cyclery and YogaWorks. **Crystal Sponsors** are AudioVisual Solutions, LLC, Enterprise Rent-A-Car, KOCE-TV, ProFlowers, State Street Investment Manager Solutions, LLC., Union Bank of California and US LABS.

### **Race Day Schedule**

The 2010 Komen Orange County Race for the Cure will take place Sunday, Sept. 26, 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 freecreditscore.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](http://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. 10, to the Komen Orange County Affiliate office at 3191-A Airport Loop Drive, Costa Mesa, Calif.

Walk-in registration will be available at the Komen Race Registration Suite at Fashion Island, beginning Sept. 8. 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 and Sundays, noon to 4 p.m., and Wednesdays 4 to 8 p.m. The suite will be open the entire week before the Race, Monday, Sept. 20 through Thursday, Sept. 24 4 to 8 p.m., and Saturday, Sept. 25 from 10 a.m. to 2 p.m.. Visit [www.komenoc.org](http://www.komenoc.org) or call 714-957-9157 for more information.

On Race day, Sept. 26, 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. 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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