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## **2010 KOMEN ORANGE COUNTY RACE FOR THE CURE® DISCOUNTED EARLY-BIRD REGISTRATION NOW OPEN**

*Susan G. Komen for the Cure® Orange County Affiliate Encourages Participants to Sign up Early and Save; 2010 Race Sponsors are Announced*

COSTA MESA, Calif., June 16, 2010 – The Orange County Affiliate of Susan G. Komen for the Cure is inviting friends, families, corporate teams, runners, walkers, breast health advocates and breast cancer survivors to take advantage of a special early-bird \$30 online registration now open for the 19<sup>th</sup> annual Komen Orange County Race for the Cure. The 5K run/walk, which unites more than 30,000 supporters in the fight against breast cancer, is scheduled for Sunday, Sept. 26 at Fashion Island in Newport Beach, Calif.

The Komen Orange County Race for the Cure is one of Southern California's largest and most anticipated fundraising events celebrating breast cancer survivors and remembering loved ones lost to the disease. This year Komen for the Cure founder and ambassador Nancy Brinker will attend the Orange County event to share her personal promise to her dying sister, Susan Komen, to make a difference in the lives of other women battling breast cancer.

Participants who register online at [www.komenoc.org](http://www.komenoc.org) by June 30 can take advantage of the early-bird registration fee of \$30; beginning July 1, the registration fee will increase to \$35. All registrations include the new Race for the Cure t-shirt.

This year the organization hopes to raise \$3.1 million and involve the entire community to help women who are now facing breast cancer and to provide life-saving mammograms for thousands of Orange County women. The Race for the Cure also commits funds to advance important breast cancer research.

“To get the 2010 Race off to a great start, we are encouraging everyone to sign up early and have additional time to support the cause,” said Marica Pendjer, the 2010 Race for the Cure chair. “Those who take advantage of the early-bird deadline can involve others in this meaningful and important day. The greater the involvement and fundraising, the more Komen will be able to provide breast health education initiatives and life-saving services for underinsured Orange County women and be closer to ending breast cancer forever.”

Seventy-five percent of the funds raised will support local breast cancer awareness and education programs as well as medical and diagnostic services such as mammograms for uninsured and underinsured women in the community. The remaining 25 percent is dedicated to the Komen Award and Research Grant Program to fund groundbreaking breast cancer research.



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.

The Komen Orange County Affiliate is proud to announce this year's Race for the Cure sponsors:

**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 Hero Nutritionals, 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, Union Bank of California and US LABS.

### **Help Pink Go Green!**

For fast and easy registration, visit [www.komenoc.org](http://www.komenoc.org). After signing up, participants can register individually, start a team, join an existing team, set fundraising goals and create a personalized link to encourage others to raise money for the cure. Registration can be also completed by returning entry forms via mail, no later than Sept. 10, to the Komen Orange County Affiliate office at 3191-A Airport Loop Drive, Costa Mesa, Calif.

### **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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