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KOMEN OC “MASCUREADE” EVENT WILL CELEBRATE BREAST CANCER SURVIVORS

Most inspirational survivors, co-survivors and advocates to be honored

COSTA MESA, Calif., February 10, 2010 – In an event to showcase breast cancer survivors as the superheroes they truly are, the [Orange County Affiliate of Susan G. Komen for the Cure](#) is presenting “[MasCUREade: A Celebration of Wellness](#)” at the Costa Mesa Community Center on Friday, March 5 at 6 PM. This interactive, educational community celebration is open to the public and will pay tribute to all survivors, while honoring the most inspirational breast cancer survivor, co-survivor and breast health advocate, chosen from nominations submitted by the community.

“MasCUREade is an opportunity to bring together people who are committed to ending breast cancer forever, and to honor the survivors and the people who love, care for and cherish them for being ‘masked superheroes’ in the community,” said breast cancer survivor and mother of three Rebecca Hultquist, who is co-chair of the event along with her sister, Laura Melendez.

Appetizers and refreshments will be provided, and guests will enjoy live music, networking, and engaging presentations by local companies and organizations on health and wellness. Among those featured include celebrity Chef LaLa demonstrating simple solutions to living healthy and eating right, as well as laughter yoga by the Cordelia Knott Wellness Center. The awards ceremony and a special survivor tribute will follow, while salsa dancing for wellness by Atomic Ballroom will round out the evening.

“This celebration is a grassroots effort to educate the public on health, wellness, and breast cancer awareness in a casual, intimate and fun setting,” said Lisa Wolter, executive director of the Komen Orange County Affiliate. “It’s also an opportunity to honor those who are the heart of our organization – it takes a support system of co-survivors and advocates to conquer this disease, and we are proud to recognize them alongside survivors for their dedication.”

MasCUREade: A Celebration of Wellness is free to the first 200 breast cancer survivors to register. Tickets are \$20 per person for non-survivors and all others who register by Feb. 19. After Feb. 19, tickets are \$25 per person. The deadline to register is Monday, March 1. Proceeds from ticket sales benefit Susan G. Komen for the Cure programs and breast cancer research.

To purchase a ticket or find out more information about the event, visit the Komen OC website at www.komenoc.org, or call 714-957-9157.



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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