



join the movement

EUGENE 10.10.10

Inaugural  
5k walk, run & fun

**FOR IMMEDIATE RELEASE – May 3, 2010**

## Registration opens for 2010 Komen Eugene Race for the Cure

**Eugene, Ore.** – Registration is now open for the Inaugural Komen Eugene Race for the Cure to benefit the Oregon Affiliate of Susan G. Komen for the Cure®. Oregon is the first state in the nation to host two races, the first being the well-established Portland Race for the Cure.

“With so many uninsured women in Lane County and surrounding areas, and the Pacific Northwest having some of the highest incidence rates of breast cancer in the nation, we need to get the word out to more women about the benefits of early detection and regular mammograms,” says Christine McDonald, Executive Director of Komen Oregon.

With running and walking events for all ages, celebrations for survivors and their families, entertainment, sponsor giveaways, sampling, and more, the 2010 Komen Eugene Race for the Cure offers something for everyone.

Teams and individuals can register or donate now at [www.komenoregon.org](http://www.komenoregon.org).

**WHEN:** Sunday, October 10, 2010, 8:30 am

**WHERE:** Autzen Stadium, Eugene

### Key Facts

- More than 34,000 women ages 18-64 in Lane County are currently uninsured – the second-highest number in the state. Most of these women are putting off life-saving screenings such as mammograms.
- The rate of late-stage breast cancer diagnosis in Lane County is higher than the state average – further illustrating the need for more access to screenings for local women to ensure early detection.

### About Komen Oregon, Race for the Cure and Susan G. Komen for the Cure®

- The Portland Race for the Cure is currently in its 19<sup>th</sup> year, and remains one of the highest-attended Komen-sponsored races in the nation, with more than 40,000 participants in 2009.
- In the past five years, Komen Oregon, in partnership with the State of Oregon, invested more than \$720,000 in Lane County alone, providing diagnostic tests for uninsured women, help for rural women to access treatment, educational programs, survivor support and more.
- Seventy-five percent of funds raised by Komen Oregon funds local and statewide support services, critical breast cancer screening programs and education.

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