

For Immediate Release – May 3, 2010



Registration Opens for 19th Annual Portland Race for the Cure®

Portland, Ore. – Registration is officially open for the 19th annual Portland Race for the Cure benefiting the Oregon and SW Washington Affiliate of Susan G. Komen for the Cure. Last year's Race turned out 41,000 participants who raised more than \$2.4 million dollars to fight breast cancer. Seventy-five percent of the funds raised stayed local to fund critical breast cancer screening, breast cancer education and support services. The Affiliate is also pleased to announce the inaugural Komen Eugene Race for the Cure event on 10-10-10 at Autzen Stadium.

Oregon has one of the highest rates of breast cancer in the nation. Each week in Oregon, 51 women are diagnosed with breast cancer and 9 will die from the disease. Early detection is the key to surviving breast cancer and additional funds are needed for critical screening and outreach to educate about the importance of early detection. Join thousands of breast cancer survivors, co-survivors and activists at Waterfront Park September 19, 2010 in the largest annual breast cancer fundraiser on the West Coast. With options to walk, run or sleep-in for the cure, this event has something for everyone.

With links to a Facebook profile application and Twitter feed @KomenOregon, registrants can raise money by tapping into their social networks and help raise awareness about breast health issues. Visit www.komenoregon.org for more information, to register, or to make a contribution.

Founded in 1982, Susan G. Komen for the Cure is the only grassroots organization fighting to cure breast cancer at every stage, from the causes to the cures and the pain and anxiety of every moment in between. Celebrating life and continuing a mission to live in a world without breast cancer motivate Race planners, volunteers and participants.

WHEN: Sunday, September 19, 2010

WHERE: Tom McCall Waterfront Park
SW Naito Parkway and SW Taylor Street

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