



*Inaugural
5k walk, run & fun*

2010 Komen Eugene Race for the Cure® Media Fact Sheet

For more information, or to schedule interviews with key participants, please contact Dana Turell (dana@cawood.com) or Jodie Rogers (jodie@cawood.com), phone 541-484-7052.

Date: Sunday, October 10, 2010 (10-10-10)

Time: 8:30 am

Place: Autzen Stadium, Eugene

Activities:

- 5k chip timed run
- 5k untimed co-ed run
- 5k walk
- 1 mile family walk
- Activities honoring survivors, entertainment, sponsor giveaways, sampling, more

Cost to register: \$30

Register as an individual or form a team: www.komenoregon.org

Online Team Registration deadline September 29, 2010, noon

Online Individual Registration deadline October 7, 2010, noon

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2010 Komen Eugene Race for the Cure – 10-10-10, Autzen Stadium, Eugene

Join the movement.

Together, we can end breast cancer forever.

KNOW what's normal for you. Do your monthly self-checks. See your doctor once a year. And, if you're over 40, schedule your annual mammogram.

REGISTER as a team or individual. It's easy. Visit www.komenoregon.org.

DONATE. Your fundraising dollars pay for local programs and life-saving research.

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Race For the Cure Background

- World's largest charity walk/run
- Event raises awareness of and funding for breast cancer detection, treatment, and research for the cure.
- 1983 - First race held in Dallas with 800 runners. Since 2005, nearly one million people have participated in RFTC events in their local communities.
- 1991 – Pink ribbon first used at a race.
- 2010 – Inaugural Eugene Race for the Cure.

Local Breast Cancer Statistics:

- The Pacific Northwest has the some of the highest incidence rates of breast cancer in the nation.
- Nearly 34,000 Lane County women ages 18-64 are 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 uninsured women to ensure early detection.

About Komen Oregon and Susan G. Komen for the Cure:

- Komen Oregon, in partnership with the State of Oregon, was able to provide more than 2,600 mammograms in the past five years to uninsured and low-income women in Lane County – but thousands more remain uninsured and in need of screenings. We can and must do more.
- 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 much more.
- Moved by her sister Susan's compassion for others during her long fight with breast cancer, Nancy G. Brinker promised that she would do everything in her power to end breast cancer forever. That promise has now become Susan G. Komen for the Cure, the world's largest source of nonprofit funds dedicated to the fight against breast cancer.
- Globally, Susan G. Komen for the Cure has funded more than 1,800 research projects over the past 26 years. Every major advance in breast cancer treatment has been linked to Komen research.
- Susan G. Komen for the Cure has been named the #1 most recognized cause-marketing brand in the world by a recent Harris poll. It was named among the two most trusted nonprofits.