

FOR IMMEDIATE RELEASE

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Announcing the 2017 Komen Central Virginia Race for the Cure® on Sat., May 13

CELEBRATING OUR 20TH ANNUAL RACE FOR THE CURE®

RICHMOND, VA – The 20th Annual Komen Central Virginia Race for the Cure® will be held on Sat., May 13. This year, we are celebrating 20 years of service to Central Virginia and the part our Affiliate has played in Susan G. Komen's first 35 years.

To commemorate this milestone event, we have planned the best ever Komen Central Virginia Race for the Cure with exciting new Race attractions including:

- The **More Than Pink™ Mustang Raffle** where one lucky person will win a 2017 Ford Mustang courtesy of Richmond Ford. The raffle drawing will take place at 10:15 AM.
- The **Reflection Walk** across the Potterfield Memorial Bridge where you can reflect upon your breast cancer journey, celebrate a breast cancer survivor, or remember a loved one lost to the disease.
- The **More Than Pink™ PLAY Mornings Show with Melissa & Jack** from 103.7 PLAY LIVE and commercial free from 7:00 AM to 9:00 AM from Brown's Island.
- **"Joanne's Garden,"** the expanded **Survivor Tent** named in memory of Joanne Norvell, the mother of Komen Central Virginia Race for the Cure Founder, Jennifer Norvell-Saunders, will offer a complimentary Survivor Breakfast provided by Kroger.
- The **KoMEN Cave**, an area of the Race dedicated to male breast cancer survivors and men who support the cause, featuring outdoor sporting equipment and a pull-up contest.

Register online at www.komentcentralva/raceforthecure or by calling (804) 320-1772. Registration fees range from \$20 to \$35.

2017 Komen Central Virginia Race for the Cure®
May 13, 2017 - Brown's Island, Richmond
7:00 AM to 11:00 AM
www.komentcentralva.org/raceforthecure
(804) 320-1772

Since 1998, the Komen Central Virginia Race for the Cure has been our largest fundraiser and has helped us provide over \$5.9 million to community organizations that provide breast health screenings and services to uninsured and underinsured women and men here in Central Virginia. Additionally, we have contributed over \$2 million to fund cutting-edge research to find treatments and cures for breast cancer. Information about the current Komen Central Virginia Grantees is available at www.komentcentralva.org/grants.

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About Susan G. Komen® and the Central Virginia Affiliate

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. That promise has become Komen's promise to all people facing breast cancer. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

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