

FOR IMMEDIATE RELEASE/public service announcement

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THE ASPEN AFFILIATE OF SUSAN G. KOMEN FOR THE CURE(r) REACHES OUT TO THE COMMUNITY DURING ITS 19TH RACE FOR THE CURE BY INCLUDING OTHER WOMEN-BASED ORGANIZATIONS AND SPONSORING THE ASPEN CANCER CONFERENCE
Funds raised from Race will help Komen expand into Mesa County

ASPEN, Colo. - Voted the Best 5K in 2008 by Colorado Runner magazine, the Komen Aspen Affiliate will open its 19th annual Susan G. Komen Aspen Race for the Cure(major fundraising event this year to include other women-based organizations throughout the Roaring Fork Valley, and raise funds to expand its reach to Mesa County, and beyond.

2009 Susan G. Komen Aspen Race for the Cure(r), Saturday, July 18th

The Komen Aspen Race for the Cure(r) 5K co-ed, run/fitness walk presented locally by City Market will begin and end at Rio Grande Park, Saturday, July 18, 2009, starting at 8:30am. Register now through July 16th: online at www.komenaspen.org for \$30. Registration includes an official 2009 Race T-shirt. Other activities at the park include a one-mile PAWS For The Cure(tm) dog walk and Family Fun Walk, and the free Komen Kids(100-Yard Dash Fun Run for kids 12 and under with a great silent auction, awards, prizes, music, sponsor product sampling, and more.

Walk-up registration is available starting Monday, July 13th at the following locations: Aspen Sports, 408 E. Cooper, July 13-17, 9:30am-6pm; City Market, El Jebel, July 15-17, 12pm-5pm; and City Market, Glenwood Springs, July 15 - 17, 12pm - 5pm. At the Carbondale Farmers Market, 4th Street, July 15, 10am-3pm. In the Vail Valley, Rifle, and Grand Junction area, registration forms can be picked up at Shaw Regional Cancer Center and City Market service desks.

During the last 19 years, the Affiliate has granted over \$4 million dollars to fund a variety of necessary local breast cancer programs in its service area: Pitkin, Garfield and Eagle counties from the 1-70 corridor in Silt to Vail, Colo., as well as the Roaring Fork Valley. It is one of the largest medical grant-making organizations in its service area with plans to expand into Mesa county and beyond in 2010 -- first focusing on education and resources followed by funding for screening. Eventually, Komen Aspen, along with the Denver and Colorado Springs Affiliates of Komen for the Cure, hope to bring service to everyone who needs it in Colorado. Through funds raised at events like the Race for the Cure, Komen Aspen will one day also serve: Mesa, Montrose, San Miguel, Dolores, Gunnison, Delta, Ouray, Gunnison, Lake and Rio Blanco counties.

When a woman faces the battle of breast cancer, there are sometimes other obstacles or distractions in her way to treatment and recovery. This year, in addition to our 2009 grantees: Pathfinders, Family Visitor Program, Community Health Services, and others, the Affiliate will provide space and information in the Women's Resource Center booth for other women-based organizations such as Advocate Safehouse, Response and the Women's Foundation.

Komen Aspen is pleased to sponsor the "Breast Cancer: Prevention, Diagnosis, and Therapy" special session at the annual Aspen Cancer Conference at the Paepcke Auditorium in Aspen, Monday, July

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20, 3-6pm. Speakers include: Nancy Davidson, M.D. from the University of Pittsburgh Cancer Institute, Leslie Bernstein, Ph.D. from the City of Hope National Medical Center, Lisa Corbin, M.D. from the University of Colorado Hospital and Carolyn Kaelin, M.D. from the Brigham & Women's Hospital. A panel discussion will include speakers and guests Dr. Jason Martin from the Aspen Institute of Plastic & Reconstructive Surgery, and Nancy Reinisch, author. This event is free and open to the public. For more information, call the Affiliate: 970-920-0250.

Tough Enough to Wear Pink(tm) Rodeo, Thursday, July 16th

A fun way to honor and celebrate survivors this year will be a BBQ reception at a "pink rodeo" two days before the Race. Sponsored by Catherine Store Wine and Liquor and GrassRoots TV12, Komen Aspen is pleased to announce it has again partnered in 2009 with the Carbondale Wild West Rodeo and Wrangler's "Tough Enough to Wear Pink" series to hold a special breast cancer survivor event on Thursday, July 16th at the Gus Darien Riding Arena in Carbondale.

The 6:30pm reception for all Roaring Fork Valley survivors and their families will include food, drink, and pink bandanas. Entrance to the rodeo and BBQ dinner is complimentary to survivors. General admission is \$8 adults/children (under 10) free with ten percent of the gate donated to the Affiliate. The rodeo begins at 7pm sharp, and BBQ from Big Mama's Home Cookin' is also available for \$8, Pink attire is definitely encouraged. For more information or to RSVP by July 9th, call the Race Hotline: 970-920-0250.

PAWS for the Cure(tm), Saturday, July 18th

The sixth annual Komen Aspen PAWS for the Cure(tm), sponsored by Aspen Wags to Riches and Aspen Daily News, a moderate one-mile dog walk along the Rio Grande Trail, will be held on Saturday, July 18th and start at 9:30am from Rio Grande Park. Registration fee is \$30 for one dog and \$40 for two dogs, and includes doggie bags from Aspen Wags to Riches for our four-legged friends, and an event

T-shirt for their owners. Individuals and breed-teams are invited to participate, leashes are required, and strollers or baby-joggers are welcome.

Other "For the Cure" Events

In addition to PAWS, other events at the Race this year include: Sleep In for the Cure(tm) with a special prize drawing, a great silent auction, the continuation of the "I Am the Cure(tm)" activist program, and other special events. Sleep In for the Cure is for supporters who would rather "snooze than cruise" with a registration fee of \$30 that includes a T-shirt, and the opportunity to win a special prize by raising \$100 or more in donations.

Open to the general public, the silent auction includes many items from local and regional retailers and service-industry businesses and includes designer clothing, accessories and fine jewelry, sports and fitness certificates and items, luxurious spa treatments and products, and dinners at the best restaurants from Aspen to Glenwood Springs.

Activist Programs

"We're very pleased to announce we will continue the activist program called 'I Am the Cure(tm)' to help support runners and walkers along the Race route. It's open to people of all ages who aren't necessarily interested in running or walking, but who would like to help in another way," said Leann Katchuk, 2009 Komen Aspen Race chair.

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I Am the Cure(tm) Workshop, Tuesday, July 14th

The Komen Aspen "I Am the Cure(tm)" activist leaders will be out in force supporting runners and walkers along the 5K route of its 19th annual Komen Aspen Race for the Cure(r), Saturday, July 18th at Rio Grande Park. Open to anyone who would rather cheer than run or walk, there will be a free Cure Leader workshop at the Dance Progressions Studio, 403 Aspen Business Center, Tuesday, July 14th from 4:30 to 6:30pm. Call Heather Starr-Kallas for more information: 970-544-9771.

At the workshop, all Cure Leaders will learn inspiring cheers and how to use the fun megaphones, pennants, hand fans, and other supplies to help cheer-on Race participants. All Cure Leaders will receive a T-shirt. There will also be an interactive "I Am the Cure" education tent at Rio Grande Park on Race day.

Breast Cancer Survivors

The 2009 Honorary Survivors are Richard Pierce and Nina Hawn Zale. "Breast Cancer survivors who wish to be recognized at the Komen Aspen Komen Race for the Cure(r) will receive a complimentary pink cap and pink T-shirt. In addition, 'In Memory Of' and 'In Celebration Of' back bibs are available for Race participants who would like to recognize special people who have been touched by

breast cancer. This is an emotionally powerful way to honor the men and women who have either pioneered their recovery or lost their battle to the disease," said Jan Sarpa, 2009 Survivor Chair. More information about the Breast Cancer Survivor Recognition Program, sponsored nationally by ZTA sorority, is available by calling the Race Hotline: 970-920-0250.

Teams, Cheer Banners & Tinkled Pink

Another way to participate, if you're part of a business, is to either purchase a Cheer Banner to be placed at the beginning or end of the Race route, or to put together a team of your employees or work-mates. Teams of 4 or more are definitely encouraged to register as a team. Purchase a Cheer Banner to be placed at the beginning or end of the Komen Aspen Race for the Cure 5K route, Saturday, July 18th for \$150 or renew for \$100. More information about the tax deductible Cheer Banners by calling the Race Hotline: 970-920-0250

This year, teams like City Market, Buttercup Babes, Save the Boobs and Obama for America Health Care Reform Now! can also help raise money and have fun by decorating a "Tinkled Pink" port-o-potty at Rio Grande Park before the Race, Saturday, July 18th. Tinkled Pink potties will be judged with \$1 donations, and the team with the most donations wins bragging rights and the traveling trophy!

More information about the tax deductible Cheer Banners, team registration, or Tinkle Pink contest is available by calling the Race Hotline: 970-920-0250.

Komen Aspen Mission

The Aspen Affiliate of Susan G. Komen for the Cure(r) currently serves three counties (Eagle, Garfield and Pitkin) and is looking at an additional six counties for potential future expansion (Mesa, Montrose, San Miguel, Dolores, Gunnison, Delta, Ouray, Gunnison, Lake and Rio Blanc). According to a recently completed Community Profile that assessed the need in its existing counties, all three had low percentages of women who had not had a mammogram in the last 12 months which means educational outreach efforts are working, but still, there was a high breast cancer incidence rate for women ages 40-64 and 65+ groups in Eagle county.

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In its 19th year, the Komen Aspen Affiliate has granted over \$4 million dollars to fund a variety of necessary local breast cancer programs in its tri-county (Pitkin, Garfield and Eagle) service area. From funds raised at its major fundraisers and other individual and business donations last year, the Affiliate granted approximately \$282,000 this year to a group of qualified, non-profit organizations that offer breast-health related services in the Roaring Fork Valley and along the I-70 corridor. The Affiliate is the largest medical grant-making organization in its service area.

What does this mean for the community? "As a pass-through organization, it means 75 percent of total net income from all fundraising efforts stays here in our tri-county service area to fund grants that help underserved or uninsured women with the education and mammograms they need to fight against breast cancer. The remaining 25 percent funds the national Komen for the Cure Research & Awards Program which is vital in the discovery of new treatments, and in finding a cure for breast cancer," said Claudia Curry Hill, Komen Aspen executive director. The Affiliate is required, as one of 120 affiliates in 48 states, to keep at or under a 25 percent Cost of Fundraising -- which includes all event expenses including salaries and business overhead.

In 2008, when the Affiliate granted close to \$600,000, approximately 2,000 local service-area women received low-cost or no-cost breast exams and educational information on breast self-exam and breast health, approximately 2,500 local women received low-cost or no-cost mammograms, an additional estimated 100 local women received low-cost or no-cost medically necessary ultrasounds.

The total fundraising goal this year for both the Komen Aspen Race for the Cure and the Aspen/Snowmass Ride for the Cure(r) on August 22nd in Snowmass Village, in a depressed economy when people are losing their jobs and their insurance, so the need is much greater, is an ambitious yet achievable \$489,000.

Komen for the Cure(r) Breast Cancer Facts

Like our 2009 Honorary Survivor Co-Chairs, Nina Hawn Zale and Richard Pierce, about 1.3 million women and 1,910 men are diagnosed with breast cancer each year. Breast cancer is the most frequently diagnosed cancer and is the leading cause of cancer death among women; it is second only to lung cancer in cancer deaths among women in the U.S.

One in eight women in the U.S. (one in seven in Colorado) will be diagnosed with breast cancer in her lifetime which means a woman is diagnosed with breast cancer every three minutes, and a woman in the U.S. dies from breast cancer every 13 minutes. Somewhere in the world, a woman dies from breast cancer every 68 seconds.

Also in the U.S., approximately 95 percent of all breast cancers occur in women 40 years of age and older, and approximately 5 to 10 percent of breast cancers are due to inherited mutations in the BRCA1 or BRCA2 breast cancer gene (less than 1 percent of the general population).

Breast cancer is the leading cause of cancer death among women in the U.S. ages 40-59. In the U.S. in 2009, an estimated 192,370 women will be diagnosed with invasive breast cancer, 1,910 new cases of breast cancer will be diagnosed in men, and 40,170 women and 440 men will die from breast cancer.

The good news is that the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent (compared to 74

percent in 1982). There are about 2.5 million breast cancer survivors alive in the U.S. today, the largest group of cancer survivors in the world. Early detection is the key to survival.

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Komen Aspen Recommends

Komen Aspen is a trusted local resource for women living with breast cancer, and encourages all women to be familiar with their own bodies and report any changes in their breasts to their health care provider right away. Younger women should have clinical breast exams by a health care provider at least every 3 years starting at age 20, and every year after 40. Women under the age of 40 with a family history of breast cancer or other concerns should talk with a health care provider as screening tests may be needed more often and/or started earlier. It is also important that all women know their family medical history, understand their personal risk for breast cancer and make healthy lifestyle choices that may reduce their risk of breast cancer.

Our Sponsors

The 2009 national Susan G. Komen Race for the Cure(series is presented by Yoplait and sponsored by American Airlines, Bank of America, Coldwater Creek, Ford Motor Co., Fuse, Motts, New Balance, and Re/Max. Local, regional and other national sponsors include: presenting sponsor City Market, News Channel 5, Shaw Regional Cancer Center, The Aspen Club, The Aspen Times, Cure, Your Radio, KSPN, KSNO, Aspen Sports, Qittle, Aspen Valley Hospital, Vectra Bank, 2 Rivers Video Productions, Glenwood Springs Ford, WIN Institute, Meridian Jewelers, Glenwood Springs Chamber of Commerce, Competitor Magazine Colorado, Aspen Wags to Riches, Remede Spa, Peak Party Rentals, City of Aspen, Aspen Public Radio, Grand River Hospital District, Olde Towne Moving & Storage, Ann Hodges Graphics, David Meeker and Specialized Protective Services, Paradise Bakery, Aspen Daily News, and Valley View Hospital. Komen Aspen invites all Race participants to visit the Goody Tent where many products, samples and educational materials from our sponsors will be available.

The national Komen Race for the Cure(r) series is the world's largest and most successful education and fundraising event to support the breast cancer movement. For more information about the 19th annual Komen Aspen Race for the Cure(events, I Am the Cure(tm) activist campaign or the "Tinkled Pink" team contest, or to volunteer, please call the Race Hotline: 970-920-0250, email: info@komenaspen.org, or visit: www.komenaspen.org. End.