



**MEDIA CONTACT:**

**Patricia A. Ellis, Karmanos Cancer Institute, 313.576.8629 or cell, 313.410.3417**

**FOR IMMEDIATE RELEASE**

**7:55 a.m. ET, May 16, 2011**

**Susan G. Komen Detroit Race for the Cure® Saturday, May 21**

***20TH ANNUAL RACE CONTINUES TO INSPIRE HOPE, HELP SAVE LIVES, AND RAISE RESOURCES TO  
END BREAST CANCER FOREVER***

DETROIT – An estimated 40,000 people of all ages will gather this Saturday, May 21, at Comerica Park, for the 20<sup>th</sup> Annual Susan G. Komen Detroit Race for the Cure®. More than 10,000 pink ribbons will line Woodward Ave. and circle Comerica Park to celebrate survivors, honor loved ones and greet supporters who are walking or running in Michigan's largest race. Metro Detroiters continue to demonstrate their remarkable spirit, compassion and generosity, even in the toughest of times. Nowhere do people feel a more powerful sense of hope and determination to end breast cancer forever than at the Komen Detroit Race for the Cure®. The Detroit Race is a top-tier event in the Komen Race for the Cure Series in the United States, and one of 140 such Races worldwide.

The Barbara Ann Karmanos Cancer Institute has been the local presenting sponsor of the Komen Detroit Race for the Cure® since the first Race in 1992. Since then, our community has rallied the support of family, friends, neighbors and coworkers to raise and invest \$20 million to help end breast cancer forever. Seventy-five percent of the net proceeds fund breast cancer screening, treatment and education programs for medically underserved in Wayne, Oakland and Macomb counties; and the remaining 25 percent supports groundbreaking breast cancer research awarded through Susan G. Komen for the Cure Award and Research Grant Program. In 2010 alone, the Detroit Race raised \$2.3 million, providing year-round resources, \$1.55 million in community grants and more than \$428,300 to support global breast cancer research.

Since its inception, Susan G. Komen for the Cure® has invested an unprecedented \$1.9 billion in breast cancer programs and research worldwide.

Every three minutes a woman in the United States is diagnosed with breast cancer. Worldwide, a woman dies of breast cancer every 69 seconds. Help end breast cancer. Join the 2011 Susan G. Komen Detroit Race for the Cure®. Every step in this inspirational movement – a 5K competitive race, a 5K walk or a one-mile walk – will bring us closer to a cure.

**WHAT: 20<sup>th</sup> Annual Susan G. Komen Detroit Race for the Cure®  
5K Run/Walk and 1-Mile Walk  
Locally presented by the Barbara Ann Karmanos Cancer Institute**

**WHEN: Saturday, May 21, 7:00 a.m. to 11:30 a.m.**  
7 a.m.: Street closures begin; onsite registration starts; all booths open  
8 a.m.: Opening Ceremony honoring survivors and the memory of lost loved ones  
9 a.m.: 5K Run, followed by 5K Walk and 1-Mile Walk  
10:30 – 11:30 a.m.: Closing Ceremony with runner and team awards

**WHERE: Comerica Park - Midtown Detroit**

**WHY: To help save lives and end breast cancer forever.**

**WHO: 40,000 participants, 2,000 breast cancer survivors and their co-survivors, 700 teams, 1,200 volunteers, numerous sponsors and several dignitaries will attend.**

- more -

## **SOMETHING FOR EVERYONE**

There is something for participants of all ages. Ten thousand pink ribbons will decorate the Woodward Race route; bands and entertainment groups will perform for the walkers and runners; a variety of sponsors will have giveaways and offer exciting interactive activities. Here are just some of the exciting activities in store for this year's Race.

Children's Activities Area

10,000 Pink Ribbons

20 plus bands/entertainment groups

Pink carpet-runway for Survivors

Warriors in Pink Drummers, powered by Ford

Ford Warriors in Pink interactive trailer

Memorial Site – communal art project

Surprises from Route Neighbors

Survivor Café

Survivor Trolley

Numerous sponsor giveaways

Shop for the Cure®

Warriors in Pink apparel

New Balance Lace up for the Cure® gear

Closing Ceremony with runner and team awards

Local media celebrities

## **HONORARY CHAIRS**

The Honorable Senator Carl Levin and Ms. Barbara Levin

The Honorable Senator Debbie Stabenow

The Honorable Congressman Hansen Clarke and Ms. Choi Palms-Cohen

The Honorable Governor Rick Snyder and Michigan's First Lady Ms. Sue Snyder

The Honorable Dave Bing and Detroit's First Lady Ms. Yvette Bing

## **HOW TO GET INVOLVED**

**Register: Online registration recommended through 6 p.m. (ET), May 19.** Registration fees range from \$15 - \$35 prior to Race day. You can also register at several locations around metro Detroit and on-site Race day, from 7 - 8:45 a.m. Fees will be \$20 - \$40 on Race day. Children age 5 and under are free but must be registered to participate. Details at: <http://www.karmanos.org/detroitraceforthechcure/registration.asp>

- **Be a Sponsor:** Sponsorships are still available and welcome. Visit: <http://www.karmanos.org/detroitraceforthechcure/sponsorship.asp>
- **Volunteer:** A few volunteer opportunities are still available at: [www.karmanos.org/detroitraceforthechcure/volunteers.asp](http://www.karmanos.org/detroitraceforthechcure/volunteers.asp).
- **Make a Donation.** Everyone can help - donations of all amounts are appreciated. For details and incentives visit: <http://www.karmanos.org/detroitraceforthechcure/friendsfor.asp> Participants can also stop by the Friends for the Cure® booth on Race day to learn more.

For more information go to [www.karmanos.org](http://www.karmanos.org) and click the Race for the Cure® icon or call 1-800-KARMANOS (1-800-527-6266); or call the Komen Detroit office at 248-304-2080.

## **SPECIAL THANKS TO OUR SPONSORS**

The Susan G. Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute, is grateful for the support of its generous national and local sponsors. The National Presenting Sponsor of the Race series is Yoplait. The National Series Sponsors include: American Airlines, Bank of America, Ford Motor Company, New Balance, RE/MAX International and SELF Magazine. The National Breast Cancer Survivor Recognition Program Sponsor is Zeta Tau Alpha Fraternity. The National Volunteer Recognition Sponsor is Quilted Northern Ultra Plush.

Local sponsors include: Absopure, Arab Community Center for Economic and Social Services (ACCESS), American Italian Pasta Company, American Laser Skincare, Art Van Furniture, AstraZeneca, Binson's Home Health Care Centers, Inc., BondDesk, Celgene, Community Care Associates, Compuware Corporation, Detroit Lions, Detroit Pistons, Detroit Symphony Orchestra, Detroit Tigers, Dykema, Ford Motor Company, Genentech, HP Enterprise Services, Kelly Services, LemonadeDay.org, Marathon Oil, McDonald's, Meijer, Michigan Association of Certified Public Accountants (MACPA), Michigan Association of Nurse Anesthetists (MANA), Michigan Institute of Urology, Minacs Marketing Solutions, Morgan Stanley Smith Barney, New Balance Farmington Hills & Troy, Nordstrom, Oakland MRI, Olympia Entertainment, Panera Bread, Play it Again Sports, POH Regional Medical Center, Quicken Loans, Republic Services, Salon Grafix, Team Detroit, UAW Local 245, UPS, Visions Spa Salon, Wayne State University, and Whole Foods Market.

Media Sponsors are: CBS Outdoor, Clear Channel Radio, FOX 2 WJBK, HOUR Magazine, Local 4 WDIV, Michigan Chronicle, Observer & Eccentric Newspapers, WWJ Newsradio 950 and WXYZ Channel 7.

**About Susan G. Komen for the Cure®**

*Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.*

*Thanks to events like the Komen Race for the Cure® and the Susan G. Komen 3-Day for the Cure®, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [komen.org](http://komen.org) or call 1-877 GO KOMEN.*

**About the Barbara Ann Karmanos Cancer Institute**

*Based in Detroit, Michigan, the Barbara Ann Karmanos Cancer Institute is committed to a future free of cancer. The Institute is one of 40 National Cancer Institute-designated comprehensive cancer centers in the United States. Caring for nearly 6,000 new patients annually and conducting more than 700 cancer-specific scientific investigations programs and clinical trials, the Karmanos Cancer Institute is among the nation's best cancer centers. Through the commitment of 1,000 staff, including nearly 300 faculty members, and supported by thousands of volunteers and financial donors, the Institute strives to prevent, detect and eradicate all forms of cancer. The Karmanos Cancer Institute was originally established in 1943 as the Detroit Institute for Cancer Research, which then became the Michigan Cancer Foundation. The Institute was renamed the Barbara Ann Karmanos Cancer Institute in 1995 in memory of the late wife of Peter Karmanos, Jr., chairman and CEO of Compuware Corporation. Barbara Ann died at the age of 46 after an eight-year battle with breast cancer. To learn more about the Barbara Ann Karmanos Cancer Institute, its activities, or how you can get involved, visit [www.karmanos.org](http://www.karmanos.org) or call (800) KARMANOS.*

###