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SUSAN G. KOMEN ON THE GO BRINGS BREAST CANCER AWARENESS TO DETROIT RIVER DAYS

DETROIT – The Komen Detroit Race for the Cure® will host Komen On the Go™ at the Detroit River Days, June 23 – June 26. This stop along the nationwide tour rallies people of all ages to take four critical steps to reduce their risk of dying from breast cancer: Know your risk, get screened, know what is normal for you, and make healthy lifestyle choices. Participants will learn how to make these steps part of their everyday lives and share this information with others via Facebook, Twitter, and email.

WHAT: The Komen On the Go™ signature bright pink vehicles convert into an interactive learning center. This fun, hands-on experience features computer kiosks full of information on the breast cancer movement, life-saving recommendations about breast self awareness, inspirational videos, and information on free breast screening for uninsured women and how to get involved with Komen in Metro Detroit and throughout Michigan. Visitors will also be able to contribute to a Komen Detroit communal art project memorializing treasured lives lost to breast cancer.

WHEN:

Thursday, June 23	4 p.m. – 7 p.m.
Friday, June 24	11 a.m. – 7 p.m.
Saturday, June 25	11 a.m. – 7 p.m.
Sunday, June 26	11 a.m. – 7 p.m.

WHERE: Detroit RiverWalk, Rivard Plaza
1340 Atwater St., Detroit (Rivard south of Jefferson to Atwater)

CONTACT: For more information regarding Komen On the Go™ in Detroit contact:
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About Komen On the Go™

Currently in its eighth cross-country tour, Komen On the Go will be on exhibit in more than 30 communities across the United States, educating and elevating thousands of people with messages of hope. The tour is made possible, in part, by founding sponsor, the Val Skinner Foundation and the LIFE (LPGA Pros In The Fight To Eradicate Breast Cancer) Event series.

About Komen Detroit Race for the Cure®

Komen's metro Detroit presence is most visible through the Susan G. Komen Detroit Race for the Cure®, locally sponsored by the Barbara Ann Karmanos Cancer Institute. The May 21, 2011 event at Comerica Park welcomed a crowd of 40,000-plus. A top-tier event in Komen's Race for the Cure series of 5K runs/fitness walks, Detroit's Race has raised and invested more than \$20 million since 1992. Seventy-five percent of the net income from the Race stays in Wayne, Oakland and Macomb counties to fund breast cancer screening, treatment support and education programs; the remaining twenty-five percent supports the Komen Award and Research Grant Program, which funds groundbreaking breast cancer research, meritorious awards and educational, scientific and community outreach programs around the world. Komen Detroit works year-round to end breast cancer, providing breast health education, resources and navigation for breast cancer survivors and their families, public policy/advocacy and volunteer opportunities. Learn more at: www.karmanos.org/detroitraceforthecure or call 248-304-2080.

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