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**Metro Detroiters step up for the Susan G. Komen Detroit Race for the Cure®,
May 30**

INSPIRING HOPE, SAVING LIVES, HELPING TO END BREAST CANCER FOREVER

DETROIT – Metro Detroiters have shown time and again that even in the most challenging of times, their generosity and support for others is heartfelt and unwavering. At a period when most headlines across the nation and world paint a somewhat bleak picture of Detroit and its future, nowhere do we feel a more determined spirit to rise above these challenges than right here in the Motor City. Just ask any of the 30,000 plus participants and the more than 100 local sponsors and underwriters who will take part in the 2009 Susan G. Komen Detroit Race for the Cure®, on Saturday, May 30, at Comerica Park, in Detroit.

The Barbara Ann Karmanos Cancer Institute has been the local presenting sponsor of the Komen Detroit Race for the Cure® for the past 17 years. Together, our community has rallied the support of family, friends, neighbors and coworkers to raise nearly \$2.3 million in 2008 alone in the fight against breast cancer. As a result, a record \$1.58 million funded breast health education, breast cancer screening and treatment programs in Wayne, Oakland and Macomb counties, allowing the uninsured and underinsured to receive the needed services they might not otherwise get. Additionally, \$676,000 was contributed to the Susan G. Komen for the Cure Award and Research Grant Program, with much of this funding benefiting Michigan scientists. Thanks to Race funds, Komen Detroit provides year-round resources to Wayne, Oakland and Macomb counties. Since 1992, the Detroit Race has raised a total of \$15.4 million in the fight against breast cancer.

Metro Detroiters are stepping up to the challenge to help end breast cancer. This year more than ever, we need everyone's support.

Every three minutes a woman in the United States is diagnosed with breast cancer and more than 40,000 women will die from breast cancer this year alone. Help us end breast cancer. Be part of the 2009 Susan G. Komen Detroit Race for the Cure®. Every step you take in this inspirational movement – a 5K competitive race, a 5K walk or a one-mile walk – will bring us closer to a cure.

**WHAT: 18th 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 30, 7:00 a.m. to 11:30 a.m.
7 a.m.: Street closures will begin; Onsite registration starts; Sponsor booths open
8 a.m.: Opening Ceremony honoring survivors and lost loved ones
9 a.m.: 5K Run and Walk and one-mile walk begin
10:30 – 11:30 a.m.: Closing Ceremony and Award Presentations

WHERE: Comerica Park - Midtown Detroit

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

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SOMETHING FOR EVERYONE

There is something for participants of all ages at the Race. Ten thousand pink ribbons will decorate the Race route along Woodward; 20 bands and entertainment groups will perform for the walkers and runners; a variety of sponsors will have giveaways and offer exciting interactive activities for participants. Here are just some of the exciting activities in store for this year's Race.

Children's Activities Area	Survivor Café
10,000 Pink Ribbons	Survivor Trolley
20 bands/entertainment groups	Numerous sponsors, giveaways, items to buy
Pink Carpet - Runway for Survivors	Shop for a Cure®
Ford's Warriors in Pink Drummers	Awards Ceremony
Ford's Warriors in Pink interactive Trailer and Pace Car	Many local media celebrities

HOW TO GET INVOLVED

- **Register: Online registration continues through 5 p.m. (ET), May 28.** Register at www.karmanos.org/detroitraceforthecure. This is a wonderful way to engage coworkers, friends, families, neighbors and others to be part of the breast cancer movement. You can also register on site May 30 starting at 7 a.m. Entry fees range from \$15 - \$35 prior to Race day, and \$20 - \$40 on May 30. Age 5 and under are free but must register to participate.
- **Be a Sponsor:** Sponsorships range from \$1,000 and up and are still welcomed.
- **Volunteer:** There is still a need for volunteers to help with Race duties. View volunteer opportunities at www.karmanos.org/detroitraceforthecure/volunteers.asp.
- **Make a Donation.** Perhaps you can't join us in person on May 30 but you want to help. Donations of all amounts are appreciated. Details at: www.karmanos.org/detroitraceforthecure/friendsfor.asp.

For more information go to www.karmanos.org and click the Race for the Cure® icon or call 1-800-KARMANOS and ask for the Komen Detroit Race for the Cure®.

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, Coldwater Creek, Ford Motor Company, FUZE, Mott's, New Balance and RE/MAX. The National Breast Cancer Survivor Recognition Program Sponsor is Zeta Tau Alpha. The National Volunteer Recognition Sponsor is Quilted Northern Ultra Plush. Local sponsors include: Absopure, Aditya Birla Minacs, Arab Community Center for Economic and Social Services (ACCESS), American Laser Centers, Art Van Furniture, AstraZeneca, Biker Bob's Harley-Davidson Motown, Binson's Home Health Care Centers, Inc., Compuware Corporation, Creative Designs, CVS, Detroit Lions, Detroit Shock, Detroit Symphony Orchestra, Detroit Tigers, Detroit Zoo, Dykema, EDS, Electronic Arts: Active, Fantasee Lighting, Fox Run, Genentech, Health Plan of Michigan, Kelly Services, McDonald's, Meijer, Metro Detroit Ford Dealers, Michigan Association of Certified Public Accountants (MACPA), Michigan Association of Nurse Anesthetists (MANA), Michigan Recreation and Parks Association (MRPA), National City, New Balance Farmington Hills & Troy, Nordstrom, Olympia Entertainment, Outback Steakhouse, Panera Bread, POH Regional Medical Center, Project S.N.A.P., Republic Services, Salon Grafix, Smith Barney, Smucker's, Team Detroit, Thunder Audio, UAW Local 245, UAW Region 1, University of Phoenix, UPS, Visions Spa Salon, Wayne State University, and Whole Foods Market. Media Sponsors are: Clear Channel Radio, FOX 2 WJBK, HOUR Magazine, Moms Like Me Detroit, Observer & Eccentric Newspapers, WDIV Local 4 and WWJ Newsradio 950.

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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, Komen for the Cure has invested \$1.3 billion to fulfill the 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 www.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 more than 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 or call (800) KARMANOS.

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