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Karmanos Cancer Institute, Local Presenting Sponsor for Komen Detroit Race for the Cure®

FOR IMMEDIATE RELEASE

IT'S ALL ABOUT THE SHIRT!

***Susan G. Komen for the Cure® Launches Donation Program to
Select the New Race for the Cure® T-Shirt***

Detroit, MI – October 2, 2009 – Susan G. Komen for the Cure® is giving its supporters a chance to make an impact on the wardrobes of more than 1.5 million people. Now through November 8, Komen for the Cure will collect votes for the t-shirt design for the 2010-2011 Komen Race for the Cure® series, the largest 5K run/walk in the world. Those interested in voting can do so by donating at least \$5 online at komen.org/raceshirt.

"We're so excited about this campaign," said Maureen Keenan Meldrum, Chair of the Susan G. Komen Detroit Race for the Cure®. "The opportunity to choose the t-shirt for our May 22, 2010 Race—and the whole series-- is a great way to get involved and bring us one step closer to finding a cure."

The design with the most dollars raised by midnight, Pacific Standard Time, on November 8, 2009 will become the official t-shirt for the 2010-2011 Race for the Cure series. Seventy-five percent of the funds raised locally through the t-shirt selection will stay in the Komen Detroit service area to fund local programs offering breast health education and breast cancer screening and treatment. The remaining twenty-five percent will support breast cancer research.

The Susan G. Komen Race for the Cure® Series originated 26 years ago in Dallas, Texas and is recognized as the world's largest and most successful series of 5K run/fitness walk events designed to raise public awareness of breast cancer. When Ambassador Nancy G. Brinker organized the first Race for the Cure event in 1983 in Dallas, 800 people participated. Thanks to the interest, hard work and collaboration of a variety of non-governmental agencies (NGOs), governmental agencies, and individuals who want to make a difference in breast cancer mortality rates, Komen Race for the Cure events are being organized around the world. This year, 136 Races will be held worldwide, attracting more than 1.5 million participants and over 100,000 volunteers. Thirty thousand are expected at Detroit's May 22, 2010 event at Comerica Park.

About Susan G. Komen for the Cure® and the Komen Detroit Affiliate

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever, and in 1982, that promise became Susan G. Komen for the Cure. The Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute since its inception in 1992, is part of the world's largest and most progressive grassroots network fighting breast cancer. Detroit's Race, a top-tier event in the Komen series, has raised \$17.5 million which has helped fund community breast cancer programs in Wayne, Oakland, and Macomb Counties. Up to seventy-five percent of net proceeds generated by Komen Detroit stay in the tri-county area and the remaining twenty-five percent funds international breast cancer research. For more information about Komen Detroit, call 248-351-1861 or visit www.karmanos.org/detroitraceforthecure.

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