

# Sample Newsletter Article

The following article can be modified to fit your company newsletter, payroll stuffer, etc. Just insert your pertinent information where indicated.

## 18<sup>th</sup> Annual Susan G. Komen Detroit Race for the Cure® Locally Presented by the Barbara Ann Karmanos Cancer Institute Saturday, May 30, 2009 – Comerica Park

“A sporting event with a mission” – To end breast cancer forever! The 2009 Komen Detroit Race for the Cure® is a 5K competitive Run, 5K non-competitive Walk, and 1-Mile Walk that attracts 30,000 participants of all ages and athletic abilities. Its purpose is to educate and build positive awareness about breast cancer and the importance of good breast health. Most importantly, Race supporters are encouraged to raise funds to bring us all closer to “a world without breast cancer.” The event celebrates those who have survived the disease and takes time to remember those who have not. The Race raises significant funds for local screening, treatment, and education programs and for research grants awarded throughout the nation by Susan G. Komen for the Cure. Since the first local Race in 1992, the Komen Detroit Race for the Cure® has raised \$15.4 million.

From the 2009 Komen Detroit Race for the Cure® Chair, Maureen Meldrum: “We are very excited to have (*INSERT YOUR ORGANIZATION/TEAM NAME*) with us at the 18<sup>th</sup> Annual Komen Detroit Race for the Cure®. In one way or another we all have been touched by breast cancer. And, each of us has the ability to make a difference!”

This is (*INSERT YOUR ORGANIZATION/TEAM NAME*)’s (*INSERT HOW MANY YEARS, e.g., first, fifth, seventeenth, etc.*) year participating in the Komen Detroit Race for the Cure®. It has become an annual tradition for thousands, while growing into one of the area’s most exciting charitable events. It’s a rewarding day for all, full of excitement and special memories.

### SCHEDULE

6:30 a.m. to 7:45 a.m.  
7:00 a.m.

Team MEET open  
Packet Pickup, Registration, Survivor Café, Children’s Area, Shop for the Cure®, Stuff Check and Sponsor Booths open  
Survivor & Memorial Recognition Ceremony  
Competitive 5K Start (women and men)  
5K Walk Start (women and men)  
One-Mile Walk  
Closing Ceremony – runner and team awards

8:00 a.m.  
9:00 a.m.  
Following  
Following  
10:30 a.m.

### DETROIT RACE HIGHLIGHTS

- A crowd of 30,000
- Running/Walking events for all ages and fitness levels. Wheelers welcome!
- Survivor Café for breast cancer survivors and a Survivor Trolley
- Musical performers, cheerleaders and 10,000 pink ribbons lining the Woodward Avenue Race Route
- Shop for the Cure® with commemorative Race merchandise
- Team T-Shirt competition
- Children’s Area – A family-friendly area featuring activities for kids
- Breast cancer information
- Sponsor Area with great giveaways
- Stuff Check – secure storage of gear and packages courtesy of UPS

**REGISTRATION** – Online at [www.karmanos.org/detroitracefortheCure](http://www.karmanos.org/detroitracefortheCure), paper entry forms available. Reduced fees for online registrants, early registrants, youths and seniors.

For more information:

[www.karmanos.org/detroitracefortheCure](http://www.karmanos.org/detroitracefortheCure)  
1-800-KARMANOS  
(*INSERT CONTACT INFO FOR YOUR TEAM*)

**RACE – WALK – GET INSPIRED  
GET INVOLVED!  
JOIN US AS WE MAKE A DIFFERENCE!  
SEE YOU ON RACE DAY!**

2/12/2009

[www.karmanos.org/detroitracefortheCure](http://www.karmanos.org/detroitracefortheCure)