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**FOR IMMEDIATE RELEASE**

**May 15, 2010**

***Walk, run, race for a cure***

**Susan G. Komen Detroit Race for the Cure® Saturday, May 22**

***INSPIRE HOPE, SAVE LIVES, HELP END BREAST CANCER FOREVER***

DETROIT – More than 30,000 people of all ages will gather on Saturday, May 22, at Comerica Park for the 19<sup>th</sup> Annual Susan G. Komen Detroit Race for the Cure®. More than 10,000 pink ribbons and 240 large, pink street banners will line Woodward Ave. and around Comerica Park to greet supporters, honor loved ones and celebrate survivors who are walking or running in Michigan's largest footrace. Metro Detroiters continue to demonstrate that even in the most challenging of times, their generosity and support for others is heartfelt and unwavering. Nowhere do we feel a more powerful sense of hope, and determined spirit to end breast cancer forever, than at the Komen Detroit Race for the Cure®. Just ask any of the 30,000+ participants and the more than 100 local sponsors and underwriters who will take part in this special Race.

The Barbara Ann Karmanos Cancer Institute has been the local presenting sponsor of the Komen Detroit Race for the Cure® for the past 18 years. Together, our community has rallied the support of family, friends, neighbors and coworkers to raise \$2 million in 2009 alone in the fight against breast cancer. As a result, \$1.5 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, \$320,600 was contributed to the Susan G. Komen for the Cure Award and Research Grant Program, with much of this funding benefiting Michigan scientists. Since 1992, the Detroit Race has raised a total of \$17.5 million in the fight against breast cancer.

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 2010 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: 19<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 22, 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 the memory of 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.**

**HONORARY CHAIRS:**The Honorable Senator Debbie Stabenow; The Honorable Congresswomen Carolyn Cheeks Kilpatrick; The Honorable Governor Jennifer M. Granholm and First Gentleman Mr. Daniel G. Mulhern; and The Honorable Mayor and Mrs. Dave Bing

## 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; 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

Ford's Warriors in Pink Drummers

Ford's Warriors in Pink interactive Trailer and Pace Cars

Survivor Café

Survivor Trolley

Numerous sponsors, giveaways, items to buy

Shop for a Cure®

Awards Ceremony

Local media celebrities

## HOW TO GET INVOLVED

- **Register: Online registration continues through midnight (ET), May 20.** Register at [www.karmanos.org/detroitraceforthecure](http://www.karmanos.org/detroitraceforthecure). 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.
- **Be a Sponsor:** Sponsorships are still available. Visit <http://www.karmanos.org/detroitraceforthecure/sponsorship.asp>
- **Volunteer:** There is still a need for volunteers to help with Race duties. View volunteer opportunities at [www.karmanos.org/detroitraceforthecure/volunteers.asp](http://www.karmanos.org/detroitraceforthecure/volunteers.asp).
- **Make a Donation.** Perhaps you can't join us in person on May 22 but you want to help. Donations of all amounts are appreciated. Details at: [www.karmanos.org/detroitraceforthecure/friendsfor.asp](http://www.karmanos.org/detroitraceforthecure/friendsfor.asp), or stop by the Friends for the Cure® booth on Race Day.

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) 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, Ask.com, 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, Aditya Birla Minacs, Arab Community Center for Economic and Social Services (ACCESS), American Italian Pasta Company, American Laser Centers, Art Van Furniture, AstraZeneca, Binson's Home Health Care Centers, Inc., BioMed Specialty Pharmacy, Bonddesk, Community Care Associates, Compuware Corporation, Creative Designs - Creative Care, Detroit Lions, Detroit Pistons, Detroit Symphony Orchestra, Detroit Tigers, Dykema, extreme V, Fathead, 5-Hour Energy, Ford Motor Company, FUZE, Genentech, Genisys Credit Union, Good Shepherd Credit Union, HP Enterprise Services, Kelly Services, Komen Circle of Promise, McDonald's, Meijer, Michigan Association of Certified Public Accountants (MACPA), Michigan Association of Nurse Anesthetists (MANA), Michigan Institute of Urology, Morgan Stanley/Smith Barney, New Balance Farmington Hills & Troy, Nordstrom, Oakland MRI, Olympia Entertainment, Outback Steakhouse, Panera Bread, Play it Again Sports, PNC, POH Regional Medical Center, Quicken Loans, Republic Services, Salon Grafix, Skinny Cow, Slows Bar-B-Q, Team Detroit, T-Mobile, UAW Local 245, UAW Region 1, UPS, Visions Spa Salon, Wayne State University, and Whole Foods Market.

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

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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 more than \$1.5 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](http://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 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 1-800-KARMANOS.

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