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

**FOR IMMEDIATE RELEASE
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**Give the gift that continues to remember, honor and celebrate loved ones –
Register now for the 2012 Komen Detroit Race for the Cure®**

JOIN US SATURDAY MORNING, MAY 26, 2012, AT COMERICA PARK

DETROIT – Although cold weather marks the beginning of the holiday season, plans are well underway for a warm and sunny 21st Annual Susan G. Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute. Next year's Komen Detroit Race for the Cure is set for Saturday, May 26, 2012, at Comerica Park. Now is the perfect time to register for one of metro Detroit's most inspirational events. It can be one of the most memorable holiday gifts you can give to remember, honor and celebrate a loved one who has battled this disease. Register at www.karmanos.org/detroitracefortheCure by January 1 to receive the Early Bird Registration price of \$25 (for adults).

Team Registration - ONLINE

- Youths age 6 – 17 and seniors age 65 and older: \$15 now through May 8.
- Adults age 18 – 64: \$30 now through May 8.
- Online team registration closes May 8.

Individual Registration - ONLINE

- Youths age 6 – 17 and seniors age 65 and older:
 - \$15 now through January 1
 - \$17 January 2 through May 23
 - \$25 on Race day
- Adults age 18 – 64:
 - \$25 now through January 1
 - \$35 January 2 through May 23 and
 - \$50 on Race day

Manual (paper forms) registration fees are slightly higher with a variety of one-stop locations around town, listed on the website.

Children ages 5 and under are free but must be officially registered by a parent or guardian to participate.

Why Get Involved?

Since 1992, the Komen Detroit Race for the Cure has raised and invested \$21 million to help end breast cancer. Each year, the Race awards 75 percent of the net proceeds to breast cancer screening, treatment and education programs for the medically underserved in Wayne, Oakland and Macomb counties. The remaining 25 percent funds breast cancer research grants awarded through Komen for the Cure.

Thanks to the generosity of more than 40,000 participants, including 1,850 breast cancer survivors, 1,200 volunteers, 700 teams and 100 sponsors and underwriters, the 2011 Komen Detroit Race for the Cure awarded \$1,475,000 to local breast cancer programs and contributed \$421,560 to the Susan G. Komen for the Cure Award and Research Grant Program.

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“Despite the continuing challenges of this economy, our community steps up to help end breast cancer,” said Maureen Keenan Meldrum, chair, Susan G. Komen Detroit Race for the Cure. “This is the 6th year in a row that we’ve been able to grant more than a million dollars to programs that provide underserved people access to life-saving screenings and treatments. We are very proud of that, as well as our funding of researchers whose work will benefit people around the globe.

“We are also greatly indebted to our national and local sponsors who play a key role with invaluable contributions to Detroit’s Race,” added Meldrum. “We invite everyone to join us for the 2012 Race as we continue our work to end breast cancer forever.”

Gerold Bepler, M.D., Ph.D., president and CEO of the Karmanos Cancer Institute added, “The Karmanos Cancer Institute is proud to continue to serve as the local presenting sponsor of the Komen Detroit Race for the Cure as we have since its inception in 1992. Nowhere has there been a greater movement to raise awareness and end breast cancer than through the work of Komen for the Cure and its affiliates. And nowhere is there a more dedicated team of physicians, researchers and staff who work tirelessly to develop new treatments for patients diagnosed with cancer than at Karmanos.

“We are grateful for our partnership with Komen, and for the many supporters in our community and beyond who share in our vision of a world free of cancer.”

Register for the 2012 Race at www.karmanos.org/detroitraceforthecure. A variety of sponsorship opportunities are also available at <http://www.karmanos.org/detroitraceforthecure/sponsorship.asp>.

The 2011 Komen Detroit Race-Funded Recipient Programs

After a stringent competitive process, a panel of community experts invested the 2011 Race proceeds in the following programs:

- **BREAST CANCER OUTREACH PROJECT – ACCESS, Awarded \$116,165**
Adnan Hammad, Ph.D., Arab American Center for Economic and Social Services

ACCESS will continue the Breast Cancer Outreach Project engaging the low-income Arab American community of Southeastern Michigan. Through the program, 2,000 women will receive comprehensive, one-on-one health education through in-home visits, and 1,500 women with no previous history of breast cancer screening will receive a free mammogram and clinical breast exam.

- **SISTER & SISTER PROGRAM, Awarded \$19,900**
Teresa Rodges, MSA, Pontiac Osteopathic Hospital Riley Foundation

The program will expand outreach to increase mammogram screening and survival rates among hard-to-reach uninsured African-American women through education programs in the Pontiac area. Survivors will teach other women about the importance of early detection by “witnessing” or talking about their cancer experiences. Church Health Outreach Ministry Leader will reach more than 400 women and 150 women will receive free mammogram screenings at the POH Regional Medical Center. Those in need will be navigated to follow-up care, including surgery, radiation, and chemotherapy, which will be provided free of charge by the POH Riley Foundation.

- **EXTEND & ENHANCE: BCCCP SERVICES TO WOMEN IN WAYNE COUNTY, Awarded \$943,592**
Robert Burack, M.D., MPH, Karmanos Cancer Institute/Wayne State University

The Wayne County Breast and Cervical Cancer Control Program (BCCCP) provides breast screening, follow up and treatment at no out-of-pocket cost to uninsured women in the Detroit region. This grant will “extend” the BCCCP by adding 1,316 screenings to the 6,517 funded by the Michigan Department of Community Health (MDCH) and will “enhance” the program by covering its gaps. (The MDCH does not provide coverage for breast biopsy facility fees or for breast cancer treatment among women denied Medicaid.)

- **HELPING HANDS: BREAST DIAGNOSTIC AND LIMITED SERVICES TREATMENT TO LOW-INCOME/UNINSURED PATIENTS AT THE WALT BREAST CENTER, Awarded \$395,271**

Laura Zubeck, R.N., BSN, MBA, Karmanos Cancer Institute

The Karmanos Cancer Institute's Alexander J. Walt Breast Center grant will cover diagnostic and limited treatment for uninsured and underinsured women and men who are not eligible for other community support due to program restrictions. The grant also covers service gaps for some patients enrolled in the Wayne County BCCCP. Karmanos staff will evaluate all requests for financial assistance and provide educational material, system navigation, follow-up guidance, and help with transportation and prescription needs.

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 \$1.9 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.

Komen Detroit Race for the Cure is Michigan's largest race and a top-tier event in Komen's series of 140 5Ks run around the world. Locally presented by Karmanos Cancer Institute since Detroit's first Race in 1992, the Komen Detroit organization has raised and invested \$21 million. Operating as a year-round community resource, Komen Detroit provides breast cancer education, patient and family navigation, public policy/advocacy and volunteer opportunities. To connect, visit www.karmanos.org/detroitraceforthecure, email raceforthecure@karmanos.org or call 248.304.2080.

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 or call 1-800-KARMANOS (1-800-527-6266.)

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