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350 Schalm Elementary School students decorate Pink Ribbons, March 20
Creating Hope and Awareness: The 2009 Susan G. Komen Detroit Race for the Cure®

DETROIT, MI – Anyone can be touched by cancer, including young children. Just ask the students at Schalm Elementary School, in Clawson, Michigan.

On Friday, March 20, from 1 - 3 p.m., approximately 350 students from Schalm will decorate Pink Ribbons for the 18th Annual Susan G. Komen Detroit Race for the Cure®. The decorating will take place at the school, located at 940 N. Selfridge, in Clawson. ***(Media need to enter from the small parking lot off N. Selfridge and ring the doorbell for entry.)***

This year's Komen Detroit Race for the Cure® will be held on Saturday, May 30, at Comerica Park. The students' decorated ribbons will be among the 10,000 pink ribbons that will line the entire Race route along Woodward Ave. for the 5K run/walk and a one-mile walk. The large pink ribbons will serve as a warm welcome to approximately 30,000 participants taking part in the Race. The annual event, locally presented by the Barbara Ann Karmanos Cancer Institute, enhances awareness of breast cancer prevention and raises funds for local breast cancer programs by engaging residents southeastern Michigan and beyond in the ongoing movement to end breast cancer.

"There is no family that has been untouched by cancer," said Patricia Pell, principal at Schalm Elementary School. "Our school family is no exception. Two staff members and one student at Schalm have been diagnosed with cancer."

The Michigan Association of Certified Public Accountants (MACPA) has sponsored the Komen Detroit Race for the Cure® for the past six years. In addition to engaging staff to participate in the Race, they also donate 100 rolls of pink ribbons, as well as craft supplies to decorate the ribbons. The pink ribbons are often personalized in memory of someone who has died of breast cancer or to honor a breast cancer survivor.

"The Michigan Association of CPAs is extremely proud of our long standing sponsorship of the Susan G. Komen Detroit Race for the Cure®, just one of the many ways that we try to give back," expressed Peggy Dzierzawski, president and CEO, MACAP.

Dzierzawski added, "I truly believe that small children have big hearts. Working with students is such a wonderful way to teach them just how valuable and helpful they can be. In the end they will know that their efforts have helped someone, maybe even saved a life, and the sparkle in their eyes at that point is priceless!

"This is just another example of how Michigan CPAs are reaching out and how we understand that it's never just about the numbers, it's about finding a cure."

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Every three minutes a woman in the United States is diagnosed with breast cancer and, according to the American Cancer Society, more than 40,000 women will die from breast cancer this year alone.

Pell added, "I believe that a cure will be found in these students' lifetime. I want our students to remember having a small part in reaching that goal."

"We are so grateful for wonderful partners like the MACPA and Schalm Elementary School," said Maureen Meldrum, chair of the Susan G. Komen Detroit Race for the Cure®. "Every runner and walker participating in the 2009 Komen Detroit Race for the Cure® will see these ribbons as a sign of hope and know that our community, including the students and staff at from Schalm, support them in their journey."

For more information on the Susan G. Komen Detroit Race for the Cure® Pink Ribbon Program go to <http://www.karmanos.org/detroitraceforthecure/releases/Pinking%20Up%20the%20Town%202009.pdf>

For more information on the 2009 Susan G. Komen Detroit Race for the Cure® or to register for the Race, go to www.karmanos.org/detroitraceforthecure.

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 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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