

FOR IMMEDIATE RELEASE



Laura Bianco
Alliance Communications
(813) 978-1992 ext. 227
Cell: (813) 786-4471
laura@alliancecommunications.net

**9TH ANNUAL SUSAN G. KOMEN FLORIDA SUNCOAST
RACE FOR THE CURE[®] DATE ANNOUNCED**

Race to raise over \$1 million to help fight breast cancer

St. Petersburg, FL, May 23, 2007— The Florida Suncoast Affiliate of Susan G. Komen for the Cure has set Saturday, October 6th as the date for the 9th Annual Susan G. Komen Florida Suncoast Race for the Cure[®].

The run/walk starts and finishes at Vinoy Park in St. Petersburg with a Survivors Tribute Ceremony following the end of last race. A corporate sponsor Expo begins at 7:30 a.m. on Race day and will highlight local businesses.

Participants can choose between a competitive 5K race, a 5K walk or a one-mile Fun Run/Walk along the waterfront and historic Northeast St. Petersburg. Children ages 10 and younger are invited to participate in the Kids for the Cure[®] race and other fun activities. All fitness levels are encouraged to participate.

Teams are also encouraged to participate. Many businesses gather employees to enter at this level, but any group of individuals can enter the race as a team. Teams are welcome to create and wear their own t-shirts and carry banners or signs during the race/walk.

For those who are not able to participate in the run/walk, two options are available. A "Proud in the Crowd" participant receives a t-shirt and is encouraged to cheer runners/walkers on from the sidelines. For those who can't open an eye this early in the morning, "Sleep in for the Cure" is the perfect solution. This participant will receive a pillow case to show their support of the walkers/runners and are encouraged to sleep late the day of the race.

Entry fees are \$30 for adults, \$10 for children 10 years old and under. Fees increase to \$35 for adults on September 26th. There are four ways to register for the Komen Florida Suncoast Race for the Cure:

ONLINE: at www.komensuncoast.org or www.komensuncoast.com

BY MAIL: Mail a paper registration form by September 19th to
Komen Florida Suncoast Race for the Cure
P.O. Box 14452,
St. Petersburg, FL 33733

IN PERSON – MALL REGISTRATION
Saturday September 29th from 10 AM to 6 PM
Sunday September 30th from 12 noon to 6 PM
Westshore Plaza, Tampa – In front of Macy's
Tyrone Square, St. Petersburg – In front of Macy's

IN PERSON – VINOY PARK

Friday October 5, 2007 from 10 AM to 7 PM

Saturday October 6, 2007 from 6 AM to 7:30 AM

This year's goal is to raise at least \$1 million for the fight against breast cancer and have 14,000 people participate in the Race. The 2006 Race boasted 12,500 participants, and raised nearly \$900,000. Seventy-five percent of the money raised from the Race is used locally. In April of this year (from the monies the Affiliate raised in their 2006-2007 fiscal year) the Affiliate awarded nearly \$1 million to 20 programs in the Florida Suncoast area focusing on breast cancer education, screening, treatment and support programs.

Both corporate and private sponsorship opportunities are available. Please call 727-734-7832 for more information.

Kevin Coward is serving as Honorary Chairman in honor of his late wife, Carolyn Coward, who died of complications of breast cancer earlier this year. Carolyn was named Honorary Chairman of the 9th Annual Race before her death in March. She passed away at the age of 36 and is survived by her husband and son. The Affiliate is honored to have Mr. Coward continue his wife's appointment as honorary chairman.

Race Co-chairs/organizers are Susan Maxwell and Robert Eschenfelder, Esq.

Since its origination in Dallas, Texas in 1983, the Susan G. Komen Race for the Cure Series has grown from one local race with 800 participants to a national series of more than 100 Races with over 1.4 million people expected to participate in 2007.

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About the Florida Suncoast Affiliate of Susan G. Komen for the Cure

The Florida Suncoast Affiliate of Susan G. Komen for the Cure—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. We join more than 100,000 breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Florida Suncoast Race for the Cure, we have invested \$6 million in local breast health and breast cancer awareness projects in six Florida counties: Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota. Up to 75 percent of net proceeds generated by the Komen Florida Suncoast Affiliate are returned to the community while the remaining income goes to the Susan G. Komen for the Cure Award and Research Grant Programs supporting research, awards and educational and scientific programs around the world. In 2007, the Florida Suncoast Affiliate awarded 20 grants for a total of nearly a million dollars to the community to support a variety of programs supporting breast cancer awareness, screening, and treatment. For more information visit, www.komensuncoast.org or call 727-734-7832.