



Charity Spotlight: Komen Race for the Cure Celebrates 25 Years

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The number 25 looms large for a noted nonprofit organization this year.

In celebration of the 25th Anniversary of the Susan G. Komen Orange County Race for the Cure, the nonprofit has announced new elements for the signature event: a new race course that starts in Fashion Island but encompasses new areas, a commemorative medal, a new website, and early-bird registration priced at \$25 through July 31.

The introduction of a new course is the first of its kind in the event's 25-year history in Newport Beach, and will maximize participant enjoyment and excitement with fewer hills and additional space for race teams, along with more music and a pink cheer zone.

The annual event, set for Sunday, Sept. 25 at Fashion Island, will once again unite thousands of supporters, breast cancer survivors, advocates and families to celebrate the Affiliate's quarter-century impact on the Orange County breast health community.

For the third consecutive year, Doug McKay, district grant chair for Macy's Orange County, will serve as Race chair and guide the Race leadership committee. McKay lost his wife to cancer and knows firsthand the hardship a family endures while battling a terrible disease with a loved one.

"Breast cancer touches nearly every single person in Orange County in some way, so I'm proud to play a role and encourage everyone to rac' for a cure," said McKay. "The Race for the Cure is an emotional event that celebrates life, memorializes those who lost their fight and inspires hope that one day no other family has to go through the heartache that follows a cancer diagnosis."

The Komen Orange County Race for the Cure is open to participants of all ages and skill levels. The first 5K begins at 7:15 a.m. with a "PLUS Timing Chip" for those who plan to run the course. The Kids One-Mile Fun Run & Walk presented by Knott's Berry Farm begins at 8 a.m. A second 5K will begin at 9:45 a.m. for those that prefer a slower pace. As always, guests don't have to run the event. Thousands walk and stroll with family and friends.

At 8:45 a.m., thousands of survivors will begin filling the steps of the Pacific Life Building during a Breast Cancer Survivor Parade, followed by a 9 a.m. Survivor Tribute – an inspirational ceremony that includes the release of white doves to recognize survivors for their strength, and memorialize friends and family members who lost their battle to the disease.

“This 25-year milestone is one we share with our Race partners, advocates, committee members and supporters who have tirelessly worked alongside us in our mission of saving lives,” said Lisa Wolter, executive director of Komen Orange County. “Nearly 2,000 Orange County women will receive a breast cancer diagnosis this year, and that’s why Race for the Cure is so vitally important – it’s an opportunity to rally new warriors and unite with old friends in the fight against breast cancer.”

Race registration is now open at a special \$25 anniversary price through July 31. Beginning Aug. 1, general registration for adults is \$35; breast cancer survivors, seniors and youth ages 6 to 17 are \$25; children five and under are \$5; and day-of registration is \$40 for all participants. A no-cost expo will engage participants to learn more about breast health, community resources and more.

The Susan G. Komen Orange County Race for the Cure is the largest and most successful breast cancer fundraiser in California. The signature event raises critical funds annually for community outreach, breast cancer detection and treatment, education programs and groundbreaking research.

Over the past 25 years, race participants have raised more than \$36 million at the Komen Orange County Race for the Cure.

Local Presenting Sponsors include The Allergan Foundation, Chevron, Knott’s Berry Farm, Ralphs and Food 4 Less. Platinum Sponsor is Pacific Life Insurance Company (Home of the Race). Diamond Sponsors are First American Title Insurance Company and Hot Ticket Racing. Gold Sponsors are Macy’s and Park Newport Apartment Community. Silver Sponsors include Myriad Genetics, Cox Communications and Greenberg Traurig LLP.

For more information on Susan G. Komen Orange County, please visit komenoc.org or call (714) 957-9157.