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## Susan G. Komen Orange County to Unveil New Race Course at 25<sup>th</sup> Anniversary Race for the Cure \$25 | 25 Years | 9.25.16

*Enhanced course to provide additional space, smoother route for participants*

COSTA MESA, Calif., July 5, 2016 – In celebration of the 25<sup>th</sup> Anniversary [Susan G. Komen Orange County Race for the Cure](#)<sup>®</sup>, the nonprofit has announced a host of new elements for the signature event: a new race course, commemorative medal, website and extended early-bird registration pricing. 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 in Newport Beach, 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 'race' 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. Robin Pollak, who has been involved with the Komen Orange County Race for the Cure since its inception, is fighting her third battle with breast cancer. Since 2000, Pollak has performed the National Anthem at the beginning of each Race. To salute the Affiliate's 25-year journey, Pollack also will sing 'Fight Song' at the emotional Survivor Tribute, which will honor more than 1,200 local survivors wearing pink beads, one strand to symbolize each year of survivorship.

"25 years of service in Orange County is a milestone 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. Until July 31, registration is reduced to \$25 in honor of the 25 years of the Race for the Cure raising millions of dollars to help local women struggling with breast cancer. The “PLUS Timing Chip” option returns this year, allowing competitive runners to show off their skills and track their times for an additional \$5 fee. PLUS Timing Chip participants will receive a Komen-branded timing chip to attach to their shoelaces, and they will run in the 7:15 a.m. Race ahead of all other participants. Times will be posted following the Race. 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. Seventy-five percent of funds raised stay in Orange County and provide breast health education, screening, and treatment for uninsured or underinsured community members. The other 25 percent raised benefit Komen research and scientific grant programs, which support groundbreaking breast cancer research. Throughout its 25-year history, 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.

### **Race Day Schedule**

The 25th annual Komen Orange County Race for the Cure kicks off with a Wellness Expo at 6:30 a.m. in front of the Pacific Life Building at 700 Newport Center Drive. At 9 a.m., breast cancer survivors will be honored during the Survivor Tribute. Three difference races will begin on Newport Center Drive. Times are as follows:

- 5K Run/Walk – 7:15 a.m.; Separate starting area for runners/PLUS Timing Chip participants
- Kids One-Mile Fun Run & Walk – 8 a.m.
- 5K Run/Walk – 9:45 a.m.

### **Register Online**

Participants can register individually or as a team at <http://www.komenoc.org/race>. Participants also can celebrate 25 years of Race for the Cure by making a donation of \$25 at the time of registration to receive a limited edition 25<sup>th</sup> anniversary commemorative medal. Those who can’t attend, but are interested in supporting the Komen Orange County Race for the Cure, can sign up to “Sleep In for the Cure” for \$40 and will receive a T-shirt and bib by mail after the Race.

### **About Susan G. Komen®**

Nancy G. Brinker promised her dying sister, Suzy, she would do everything in her power to end breast cancer. Today, Susan G. Komen® works to end breast cancer in the U.S. and throughout the world by investing more than \$750 million in breast cancer research and \$1.5 billion in community outreach programs over the past 30 years; providing funding to help low-income and uninsured women get screened and get treatment; advocating for cancer research and outreach programs; and working globally in more than 30 countries. Visit [komen.org](http://komen.org). Connect on [Facebook](#) and [Twitter](#).

For more information on Susan G. Komen Orange County, please visit [www.komenoc.org](http://www.komenoc.org) or call 714-957-9157.

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