



**FOR IMMEDIATE RELEASE**

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**2016—THIS IS YOUR TIME TO JOIN THE FIGHT**

*5<sup>th</sup> Annual SUSAN G. KOMEN NORTHEAST OHIO AKRON RACE FOR THE CURE<sup>®</sup>  
Held at Canal Park Stadium*

AKRON, OHIO (July 22, 2016) – The Susan G. Komen Northeast Ohio Akron Race for the Cure<sup>®</sup> takes place on July 23, 2016. The Race for the Cure includes a brand new 5K Race/Walk route through Downtown Akron and a 1-Mile Fun Walk. Canal Park Stadium is the new home to the Akron Race for the Cure and provides a great starting point for a scenic Race course. Komen Northeast Ohio brings together members of its 22 county service area on Race day with a single goal: to make an impact in the fight against breast cancer.

The Northeast Ohio Race for the Cure Series is Komen Northeast Ohio's primary local fundraiser. Komen Northeast Ohio hopes to raise \$170,000 through the Akron Race and the fundraising efforts of individuals. Race teams are rewarded as they make an impact on breast cancer. The top 10 Race for the Cure fundraisers are recognized by The Pink Honor Roll and will receive a gift package, an Honor Roll T-shirt, recognition on Komen's website, plus a special Race bib for the following year's Race.

With activities like the inspiring Survivor Ceremony, Kids' Dash, the 5K Race/Walk, and a 1-Mile Walk, the Race for the Cure is sure to please everyone in the family. The Susan G. Komen Race for the Cure Series is the world's largest and most successful fundraising and education event for breast cancer ever created. Your participation in this event helps Komen Northeast Ohio provide significant funds and bring awareness about breast cancer to our local community. Whether you walk, run, volunteer, or donate, your support is helping us save lives and provide priceless support to those in need. Not a runner? No problem! You can participate by walking our 5K or 1-mile course or just relax by the finish line and cheer for the finishers.

"This is a big year for the Susan G. Komen Akron Race for the Cure! It is our fifth anniversary and we are very excited to host this year's event at Canal Park Stadium in Downtown Akron. There are so many people affected by breast cancer in Northeast Ohio and we are just starting to make an impact in this amazing community," explains Sean Shacklett, Executive Director. "We still need your help to build this event and raise the necessary funds to serve the most vulnerable, uninsured, and underinsured individuals in our community. This terrible disease does not discriminate and touches all of us. Sign up for the Akron Race for the Cure today and join us in our fight against breast cancer!"

Susan G. Komen is the global leader of the breast cancer movement, having invested nearly \$1.95 billion in research and support programs since its inception in 1982. Locally, Komen Northeast Ohio has invested over \$15 million dollars into the community since 1994. Up to 75 percent of the funds raised through the Race for the Cure stay in the community for educational programs, free mammograms and diagnostic services, and survivor support programs. The remaining 25 percent helps fund the Susan G. Komen National Research and Awards Program.

We race to fight together because no one stands alone. In 1980, the 5-year relative survival rate for women diagnosed with early stage breast cancer (cancer confined to the breast) was about 74 percent. Today, that number is 99 percent! Komen has played a critical role in every major advance in the fight against breast cancer - transforming how the world talks about and treats this disease and helping to turn millions of breast cancer patients into breast cancer survivors. This progress was made with the

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community's continued support and participation in the Race for the Cure Series. Together, we can reach our vision of a world without breast cancer.

Participants can register on Friday, July 22<sup>nd</sup> at Canal Park from 3:00pm-7:00pm or on Race day. For registration questions, please call Hermes Sports and Events at 216.623.9933.

### **About Susan G. Komen Northeast Ohio**

Susan G. Komen Northeast Ohio is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Northeast Ohio Cleveland and Akron Race for the Cure, Komen Northeast Ohio has invested more than \$15 million in community breast health programs in our 22-county region of Northeast Ohio and has contributed more than \$5.7 million to the \$889 million invested globally in research. For more information, call 216.292.CURE or visit [www.komenneohio.org](http://www.komenneohio.org). Connect with us on Facebook at [facebook.com/komenneohio](https://facebook.com/komenneohio) and Twitter [@KomenNEOhio](https://twitter.com/KomenNEOhio).

### **About Susan G. Komen®**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$889 million in research and provided \$1.95 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).

### ***Vision: to create a world without breast cancer***

- Susan G. Komen Northeast Ohio® serves a 22- county region of Northeast Ohio and is one of 102 Affiliates around the globe responsible for leading the global movement to end breast cancer forever.
- The Northeast Ohio Affiliate serves 22 counties that include: Ashland, Ashtabula, Belmont, Carroll, Columbiana, Coshocton, Cuyahoga, Geauga, Harrison, Holmes, Jefferson, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull, Tuscarawas, and Wayne.
- Komen Northeast Ohio is the primary breast health resource that empowers people to take charge of their own health. Our promise is to save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures. Up to 75% of the net proceeds generated by Komen Northeast Ohio each year stays in Northeast Ohio through our community grants program. These grants are given to local organizations that provide free or low-cost breast health education, outreach, screening, and survivor support programs. The remaining 25% goes to the Susan G. Komen National Research Grant Program to fund breast cancer research.
- Every two years, the Komen Northeast Ohio Affiliate assesses breast health education, screening, and treatment services in all 22 counties to identify specific unmet breast health needs. Conducted at the local level, the Northeast Ohio Community Needs Profile is used to direct the Affiliate's grant making decisions to ensure that programs funded will fill gaps without duplicating existing services. This process is unique to Komen.
- In 2016, Komen Northeast Ohio granted nearly \$350,000 to five organizations in our local community. More than 6,500 Northeast Ohio individuals with little or no insurance will receive important breast health information, a free mammogram, or support services. In addition, thousands will benefit from breast health education programs provided by Komen Northeast Ohio, such as our annual survivors' symposium and through our speakers group, the Komen Community Representatives.

- Since 1994, Komen Northeast Ohio has provided over \$15 million in community grants to Northeast Ohio agencies working to end breast cancer. As excellent financial stewards, general administrative and overhead expenses, excluding fundraising expenses, are held to less than 15%.
- The Komen Northeast Ohio Race for the Cure® is the Affiliate's primary fundraiser. Held each year in the summer/fall, over 10,000 participants including 2,000 breast cancer survivors come together to raise funds and awareness while demonstrating support for those battling breast cancer. More than 60 Northeast Ohio Corporations support the Race through corporate sponsorships.
- The Komen Northeast Ohio Affiliate is a volunteer driven organization. With only five full-time staff, the Affiliate relies on over 500 volunteers each year to carry out its fundraising and mission initiatives.

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