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**SUSAN G. KOMEN® ORANGE COUNTY TO PREMIERE NEW MORE THAN PINK™ WALK IN
SEPTEMBER 2019**

*Previously Known as Race for the Cure, New Name and Approach Improves Experience and
Connection to Komen's Lifesaving Work*

IRVINE, Calif., (March XX, 2019) – Susan G. Komen Orange County shared exciting changes to its annual fundraising walk and a new initiative to take the event beyond awareness towards action with key volunteers and supporters at a launch event on March 26. Komen has been hard at work on the evolution of the Race for the Cure® series, and residents of Orange County will be among the first in the country to see it.

Komen Orange County, the second largest Susan G. Komen affiliate in the nation, will hold the new MORE THAN PINK Walk™ event on September 22, 2019. The event, along with a new name, will feature a fresh new look and experience focused on fundraising and energizing the community around the lifesaving work Komen's supporters make possible. This new approach and name, which is being adopted by Komen affiliates across the country, is based on input from participants across the country, data from nine pilot events in 2018, and by Komen's own observations from years as the leader in breast cancer walks.

"Much of what the community has come to love about the Race will continue with our new MORE THAN PINK Walk," said Megan Klink, CEO of Komen Orange County. "These changes are intended to increase people's connection to our work beyond breast cancer awareness. Together, we are more than pink—a community of people who want to do more for research, more for our communities, more for those among us who are living with breast cancer – including metastatic breast cancer – and more action to get us to cures."

In Orange County, every day, 5 women are diagnosed with breast cancer—each day one local woman will die from the disease. Funds raised at the walk benefit both local Orange County women, men and families, as well as national research—75% supports local programming, while 25% goes to national research. Komen OC supports local patients, caregivers, and survivors with resources including patient navigation, research, free mammograms, wigs, transportation, diagnostics services, education and financial assistance.

The biggest change to the new MORE THAN PINK Walk is that it will not include a separate timed run element, focusing instead on the vast majority of the event's participants who walk, rather than run, during

the event historically. This change will create a greater sense of community among participants and will provide a more personalized, emotional experience for all who attend.

“We’re excited about this new chapter and encourage everyone to register and begin fundraising! We look forward to seeing everyone walking on September 22 for a day of community and hope in support of all those living with breast cancer, and those who have survived, and to remember and celebrate the lives we’ve lost to the disease,” added Klink.

For more information on this event and what changes to expect, please visit komenoc.org/walk

About Susan G. Komen® and Komen Orange County

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. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life. Komen Orange County is working to better the lives of those that face breast cancer in the local community. Through events like the Komen Orange County More Than Pink Walk, Komen Orange County has invested more than \$42 million in community breast health programs and has helped contribute to the more than \$920 million invested globally in research. For more information, visit komenoc.org.

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