

**Media Contact:**  
April Conn  
951.201.7981  
april@reveilleinc.com



**SUSAN G. KOMEN® ORANGE COUNTY HELD 'MORE THAN PINK WALK' RALLY ON JUNE 26**  
*More than 100 Community Members, Volunteers, Walk Participants, and Breast Cancer Survivors and Co-Survivors Gathered To Support and Hear Survivor Stories*

**IRVINE, Calif., (July 1, 2019)** - To build excitement for Susan G. Komen Orange County's new annual MORE THAN PINK Walk (formerly the Race for the Cure), the nonprofit hosted a rally for community members, supporters and survivors to learn more about the inaugural event on June 26 at The District at Tustin Legacy. More than 100 attendees had the opportunity to hear personal stories from breast cancer survivors, volunteers, and long-time participants, while they enjoyed food from Prego Mediterranean, interacted with Komen Orange County partners including BeachCandy Swimwear and local lifestyle influencer Alison Barker (@allthingsalison), participated in raffle drawings, and more.

During the event guests heard more about the changes to the annual event, including its new name, new look and experience, focused on fundraising and energizing the community around the lifesaving work Komen's supporters make possible. In addition to this, attendees heard testimonials from long-time volunteers and survivors urging people to register for the Walk to make a change for those impacted by breast cancer in the greater Orange County community.

"I am honored to be at the helm of this incredible organization that focuses on local action to help women and families impacted by this disruptive, horrific disease," said Susan G. Komen Orange County CEO Megan Klink. "At Komen Orange County, our extremely dedicated volunteers, board of directors, community partners, staff, and neighbors are taking action to fund quality research, patient care, community support, and advocacy that will move the dial and help cut breast cancer deaths by 50% nationwide by 2026."

In Orange County, five women are diagnosed with breast cancer and one woman will die from the disease every day. Susan G. Komen Orange County recently announced exciting changes to its annual fundraising walk and the new initiatives that will take this trademark fundraising event, formerly the Race for the Cure, beyond awareness and towards action for all who participate. 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 energizing the community around the lifesaving work Komen's supporters make possible and will bring awareness to the Komen Orange County's research, advocacy and community outreach for women and men.

Funds raised at the MORE THAN PINK 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.

Community members are encouraged to sign up now to participate in the inaugural MORE THAN PINK Walk as individuals or teams, with registration prices ranging from \$20-\$30. For more information on this event, please visit [komenoc.org/walk](https://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](https://komenoc.org).

###