



MORE THAN 10,000 BREAST CANCER SURVIVORS AND SUPPORTERS UNITE AT SUSAN G. KOMEN ORANGE COUNTY'S INAUGURAL MORE THAN PINK WALK IN NEWPORT BEACH

Fundraising Continues through October 31 to Fund Komen OC's Lifesaving Research, Advocacy, and Patient Support

IRVINE, Calif., (September 27, 2019) - Susan G. Komen Orange County, the second largest Susan G. Komen affiliate in the nation, brought together more than 10,000 breast cancer survivors, "thrivers," and supporters at its new signature fundraising event, the "MORE THAN PINK" Walk, on September 22 at Fashion Island in Newport Beach. The event, previously known as the Race for the Cure, united the community as men, women and children rallied around their loved ones affected by breast cancer and raised funds for the lifesaving research, advocacy, and support that Komen OC provides.

Two-time breast cancer survivor Jacque Ruddy kicked off the opening ceremony by welcoming participants and sharing her journey battling the disease and the amazing support she received, thanks to Komen Orange County. Following Jacque, guests heard from Sandi Spivey, who has been living with metastatic breast cancer for more than 20 years and spoke about the research and care needed to fuel hope and her life. Sandi provided insight into her journey with Stage IV breast cancer, saying she would not be alive today if it weren't for her participation in clinical trials – an all-too-familiar reality for many metastatic thrivers.

Following this presentation, more than 600 survivors kicked off the Walk as they led a Survivor and Thriver Parade, donning colorful tutus, customized team shirts, "More Than Pink" wraps and more. After walking down the Pathway of Hope, survivors and thrivers were joined by thousands of friends, families and supporters to complete the 5k route.

During the event, attendees got a firsthand look into the lifesaving research being funded by of all participants in attendance, as well as an introduction to the care, community initiatives and advocacy programs that Komen OC leads. Komen Orange County's research, care, community and action tents provided guests with the opportunity to learn about breast cancer in new and interactive ways, including looking through a microscope at real breast cancer cells.

At the Whole Health Pavilion, sponsored by Kaiser Permanente, attendees visited partner booths and engaged with health-focused sponsors before and after the Walk. Walkers had the opportunity to warm up with Orangetheory Fitness who led short boot camp classes throughout the day and visit a mobile mammography unit to learn more about Komen OC's partnership with Alinea Medical Imaging and YWCA of North Orange County to bring free mammograms to underinsured or uninsured women in the county. Guests also reflected on the lives of loved ones who lost their battle with the deadly disease by writing a message and sharing it in the "We Remember" tent.

"Breast cancer is changing and so is Komen Orange County. There is much to do beyond wearing your favorite shade of pink--awareness is important, but action saves lives. And that's why the funds raised at the MORE THAN PINK Walk are so important for men and women in Orange County battling breast cancer," said Susan G. Komen Orange County CEO Megan Klink. "Funds raised at this event will not only



support research that will help us tackle the most deadly breast cancers and better understand metastatic breast cancer, but to fuel local programs that provide increased access to early detection and care, and critical advocacy on behalf of patients.”

The research made possible by Komen supporters nationwide has resulted in a 40% decline in breast cancer mortality in the U.S. in the past five years, but the fight is not over. In Orange County, five women are diagnosed with breast cancer and one woman will die from the disease every day. Funds raised at the MORE THAN PINK Walk will benefit these 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 event was presented by Bank of America, with sponsors including The Allergan Foundation, ABC7, Kaiser Permanente, Pacific Life Insurance Company, Fashion Island, Pacific Premier Bank, Natrelle, City of Hope, Cox Communications, The District at Tustin Legacy, Experian, Macy’s, Mentor Worldwide, Spa Gregorie’s, AudioVisual Solutions, Inc., Bank of the West, Hoag Memorial Hospital Presbyterian and UCI Health.

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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 Race for the Cure®, 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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