



## **Fast Facts about the Susan G. Komen Puget Sound Race for the Cure®**

### **The Race:**

- The Susan G. Komen Puget Sound Race for the Cure® on Sunday, June 6, 2010, raises money and awareness about breast cancer.
- This year's 1 Day 5K is at a new location, Seattle Center.
- If everyone in the Race raised just \$150, low-income women in Puget Sound who need a mammogram could receive one.
- Seventy-five percent of the money raised by Race for the Cure® stays here in our local communities throughout the Puget Sound area to support people with breast cancer and educate people about breast health.
- The other twenty-five percent is pooled with the other Susan G. Komen for the Cure® affiliates nationwide to fund cutting-edge research. In the next decade, Komen will raise more than \$1 billion for breast cancer research and support.

### **The Health Expo:**

- The Health Expo at the Seattle Center Exhibition Hall is on Saturday, June 5, and is the premier breast health and general health and fitness show.
- Healthcare providers, businesses and non-profit organizations will be on site, providing free wellness assessments, tests, screenings and services, advice, samples and general health information.
- If you're registered for the Race for the Cure® as an individual or team, your T-shirt, Bib and Timing Chip can be picked up at the Komen Health Expo.
- You can also register for the Race for the Cure® in person at the Expo.

### **I am the Cure:**

- The greatest risk factors for breast cancer are being female and growing older.
- Breast cancer knows no gender, geographic or social boundaries.
- Breast cancer affects more than just the patient -- friends and family need support as well.
- One in eight women will be diagnosed with breast cancer in their lifetime.
- Washington has one of the highest incidences of breast cancer in the nation.
- The key to survival is early detection.
- Three simple steps for early detection are regular mammograms, clinical breast exams and breast self-exams.
- It is important to make healthy lifestyle choices.

### **The Stats:**

- Too many Puget Sound women don't discover they have breast cancer until it's too late. That's why we need to raise \$1,700,000 for screening, education and research
- The greatest risk factors for breast cancer are being female and growing older.
- There are more than 60,000 uninsured women in Western Washington alone.
- One in eight women will be diagnosed with breast cancer in their lifetime.
- Early detection is the key to survival. Women diagnosed in the early stages have a 98% survival rate.
- Komen Puget Sound has launched a web 2.0 strategy with Facebook and Twitter to reach a whole new audience.

### **Background on Susan G. Komen for the Cure®:**

- Susan G. Komen for the Cure® is the largest and most progressive grassroots network fighting to end breast cancer forever.
- Susan G. Komen died from breast cancer at the age of 36 – and her sister, Nancy Brinker, promised her that she would keep her legacy alive by fighting to end breast cancer. That was more than 25 years ago – and the movement is stronger than ever today.
- With more than 100,000 survivors and activists, Komen for the Cure® is the voice of the global breast cancer movement.
- We are working every day – not just on Race days – to save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.
- Susan G. Komen for the Cure® will invest more than \$1 billion over the next decade on breast health care and treatment and on research to discover the causes of breast cancer and its cures.

### **Background on Komen in Puget Sound:**

- The Puget Sound Affiliate of Susan G. Komen for the Cure was founded in 1992, by CJ Taylor and a group of community volunteers, all of whom shared a vision of ending breast cancer forever.
- Komen Puget Sound made \$2.35 million in grants last year to make sure women get the information and help they need.
- Last year 14,000 participants raised more than \$1.7 million.
- Komen Puget Sound has awarded more than \$20 million to local nonprofit organizations serving underserved women providing education, screening and treatment support.