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SUSAN G. KOMEN® WISCONSIN TO PREMIER NEW 'MORE THAN PINK WALK' EVENT IN 2018

New name, reimagined event will enhance experience, connection to Komen's lifesaving work

MILWAUKEE – JUNE 12, 2018 – Susan G. Komen Wisconsin announced today exciting changes to its annual fundraising walk this fall on Milwaukee's Lakefront. The Komen organization has been hard at work on the next evolution in the history of its Race for the Cure® series, and residents of Southeast Wisconsin will be among the first in the country to experience it.

Komen Southeast Wisconsin is honored to have been selected as one of eight locations across the country to pilot test a new Susan G. Komen More Than Pink® Walk™ event. Along with a new name, the walk will include a fresh new look and experience focused on energizing the community around the lifesaving work Komen's supporters make possible. The new approach is based on input from participants across the country, and by Komen's own observations from years as the leader in breast cancer walks.

"Much of what our community has come to love about the Race will continue with our new More Than Pink Walk," said Julie Gerber, event chair. "These changes are intended to enhance the experience and increase people's connection to and understanding of 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."

One of the biggest differences is that the More Than Pink Walk will not have a run element, focusing instead on the walk, which reflects the vast majority of the event's participants who historically walk, rather than run, during the event. The change is intended to create a greater sense of community among participants and will provide a more moving, personalized experience for all who attend.

KOMEN SOUTHEAST WISCONSIN MORE THAN PINK WALK

September 23, 2018, 9:00 AM

Milwaukee's Lakefront

Register Online Now: KomenWisconsin.org/Walk

\$10 discount on registration through July 4, 2018

“We’re excited about this new chapter and encourage everyone to register and begin fundraising,” added Nikki Panico, executive director of Komen Wisconsin. “We look forward to seeing everyone walking on September 23 for a day of inspiration 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.”

This year’s celebration will kick off at the Summerfest grounds and the walk will wind around the picturesque Lakeshore State Park before culminating at Urban Park for activities designed for the entire family. Komen Southeast Wisconsin’s annual walk event is the organization’s largest fundraiser of the year, and 75 percent of the money raised stays right here in Wisconsin to fund local projects to help meet the most critical needs of the local breast cancer community

To register, or for more information on this event and what changes to expect, please visit us online at [KomenWisconsin.org/Walk](https://www.komenwisconsin.org/Walk).

About Susan G. Komen® and Komen Wisconsin

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 Wisconsin is working to better the lives of those facing breast cancer in the local community. Through events like the annual fundraising walks across the state, Komen Wisconsin has invested \$18.6 million in community breast health programs in twenty-two counties, and has helped contribute to the more than \$920 million invested globally in research. For more information, call [414-389-4888](tel:414-389-4888) or visit [komenwisconsin.org](https://www.komenwisconsin.org).

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