



2025 West Oklahoma Avenue #116
Milwaukee, Wisconsin 53215
phone 414-389-4888 | Helpline 1-877-GO-KOMEN
KomenWisconsin.org | info@komenwisconsin.org

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Melanie Tobiasz
608-836-1083
info@komenwisconsin.org

Susan G. Komen Wisconsin's MORE THAN PINK Walk returns after successful first year
The 2019 event will take place Sunday, September 22 at Henry Maier Festival Park in Milwaukee

MILWAUKEE, Wis. (January 22, 2019) – Susan G. Komen Wisconsin is making a statewide change to its annual fundraiser series known as Race for the Cure® after a successful pilot event in Milwaukee in 2018. This year the events in Madison, Wausau and Milwaukee will be part of twenty-six locations across the country to launch the new nationwide program known as the MORE THAN PINK Walk™.

In 2018, over 5,300 people participated in the inaugural Southeast Wisconsin MORE THAN PINK Walk in Milwaukee. It was the largest fundraising event for Komen Wisconsin and generated over \$500,000 for the affiliate. This year's Southeast Wisconsin MORE THAN PINK Walk will return to Henry Maier Festival Park, and includes a two mile route with picturesque views of Milwaukee's lakefront. The day will offer a variety of family-friendly activities and a focus on Komen Wisconsin's mission.

"Last year's MORE THAN PINK Walk was truly an inspiring and humbling experience, especially as a survivor," said Janet Wood, past MORE THAN PINK Walk participant. "The walk really pulled our community together and did a wonderful job of highlighting the lifesaving work Komen does right here in Wisconsin. I am excited for the event to return for a second year, and I encourage everyone to come out and walk with me on September 22."

The proceeds raised at the MORE THAN PINK Walk will fund cutting-edge research as well as provide financial support for breast health services and those with breast cancer through the Komen Wisconsin Breast Cancer Assistance Fund. The fund helps pay for services such as mammograms and clinical breast exams, as well as support services like childcare, insurance copays, rent, transportation and more. The need for these services throughout the state remains critically important. Approximately 90 Wisconsinites are diagnosed with breast cancer each week and 13 people die from the disease.

"Our first MORE THAN PINK Walk exceeded our expectations," said Nikki Panico, executive director. "We're excited to have everyone join us for the second year 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."

Those interested in registering can take advantage of a special deep discounted registration rate. From now through May 12, 2019, participants can register for the Southeast Wisconsin MORE THAN PINK Walk for only \$10.

KOMEN WISCONSIN 2019 MORE THAN PINK WALKS

**South Central Wisconsin
MORE THAN PINK Walk**
Saturday, June 8, 2019
*Willow Island at Alliant Energy
Center
Madison*

**Central Wisconsin
MORE THAN PINK Walk**
Sunday, August 11, 2019
*400 Block
Downtown Wausau*

**Southeast Wisconsin
MORE THAN PINK Walk**
Sunday, September 22, 2019
*Henry Maier Festival Park
Milwaukee*

For more information and to register for the MORE THAN PINK Walk, visit the events page at www.komenwisconsin.org.

###

About Susan G. Komen Wisconsin

Since 1999, Komen Wisconsin has invested over \$18 million in the local community. This past year alone, vital services have been provided to women and men, including 3,918 screenings, 3,017 receiving support services, 1,340 diagnostic services, 8,544 navigation services and education to 16,011 people. Komen Wisconsin has also invested over \$6.4 million in national breast cancer research. Together with sister affiliates across the country, Susan G. Komen is investing more than \$33 million this year to fund 86 research projects; 44 percent of which are focused on metastatic research to understand and ultimately prevent the breast cancer that kills.

