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FOR IMMEDIATE RELEASE

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Susan G. Komen's South Central Wisconsin Race for the Cure becomes MORE THAN PINK Walk *New name/approach improves experience and connection to Komen's lifesaving work*

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®. 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™.

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.

“As a cancer survivor and fundraiser for Komen Wisconsin, I am excited to see the refresh that is happening with this event,” said Rhonda Hilmershausen, past Race for the Cure participant. “Komen Wisconsin’s mission holds a special place in my heart, and I know the changes will strengthen the lifesaving work already happening in our communities.”

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. This new approach is based on input from participants across the country, data from the pilot events in 2018 and by Komen’s own observations from years as the leader in breast cancer walks.

In addition to the new event, the South Central Wisconsin MORE THAN PINK Walk, based in Madison will be returning to Willow Island at the Alliant Energy Center in 2019. The walk route will wind through picturesque ponds and willow trees while providing a stunning view of the downtown Madison skyline.

“Much of what you have come to love about the Race will continue with our new MORE THAN PINK Walk,” said Nikki Panico, executive director. “These changes are intended to increase people’s connection to 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.”

The biggest difference is that the MORE THAN PINK Walk will not have a separate timed run element, focusing instead on the vast majority of the event’s participants who walk, rather than run, during the event historically. This change will create a greater sense of community among participants and will provide a more personalized, emotional experience for all who attend.

Those interested in registering can take advantage of a special deep discounted registration rate. From now through March 17, 2019, participants can register for the South Central 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*

“We’re excited about this new chapter and encourage everyone to register and begin fundraising! We look forward to seeing everyone walking across Wisconsin for a day of community and hope in support of all those living with breast cancer, those who have survived, and to remember and celebrate the lives we’ve lost to the disease,” added Panico.

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

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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.

