



Where the end of breast cancer begins.™



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ASPIRUS ANNOUNCED AS LOCAL PRESENTING SPONSOR FOR INAUGURAL SUSAN G. KOMEN CENTRAL WISCONSIN MORE THAN PINK WALK

WAUSAU, Wis. (July 17, 2019) — Susan G. Komen Wisconsin is excited to announce Aspirus as the local presenting sponsor for the 2019 Central Wisconsin MORE THAN PINK Walk. Central Wisconsin is one of twenty-six locations across the country to launch the new nationwide program known as the MORE THAN PINK Walk, an evolution of Komen's annual fundraiser series formally known as Race for the Cure.

This is the third consecutive year Aspirus has joined Komen Wisconsin in the fight against breast cancer as the local presenting sponsor for the annual fundraising event in Central Wisconsin.

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.

"We are thrilled to continue our partnership with Susan G. Komen Central Wisconsin," said Darrell Lentz, Aspirus Wausau President. "We are dedicated to supporting the fight against breast cancer and look forward to providing local women and men access to the resources they need for prevention, screening, diagnosis and treatment of breast cancer."

The 2019 Central Wisconsin MORE THAN PINK Walk will take place at the 400 Block of Downtown Wausau. Participants will walk along the northern portion of the River's Edge Trail, offering picturesque views of the Wisconsin River.

Walk participants will also have the opportunity to tour the Aspirus 3-D Mammography vehicle on walk day. The 40-foot vehicle makes a difference in breast cancer detection by bringing the screening service to local clinics and businesses across the state.

For more information and to register for the MORE THAN PINK Walk, visit 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 2,684 screenings, 2,810 receiving support services, 1,671 diagnostic services and education to 25,805 people. Komen Wisconsin has also invested over \$6 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.

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