



Where the end of breast cancer begins.™



**FOR IMMEDIATE RELEASE**

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**Susan G. Komen Wisconsin's MORE THAN PINK Walk set for September 22**  
Over 6,000 participants to walk and fundraise to fight breast cancer

**MILWAUKEE, Wis. (September 13, 2019)** – Lace up your walking shoes — Susan G. Komen Wisconsin is preparing to host the second annual MORE THAN PINK Walk presented by Kohl's on Sunday, September 22 at Henry Maier Festival Park. More than 6,000 participants, including 500 survivors and metastatic breast cancer fighters and 150 volunteers, are expected to gather to raise funds for breast cancer treatment, patient advocacy and lifesaving research.

The newly imagined version of the event, formerly known as Race for the Cure, debuted in Milwaukee in 2018 with great success. With a renewed focus on four pillars – research, care, community and action – the event aims to educate the public on the mission-driven work Komen Wisconsin is doing throughout the state year-round and encourage fundraising which is essential to provide life-saving services to so many in need.

“The MORE THAN PINK Walk brings us one step closer to our Bold Goal of reducing breast cancer deaths in the U.S. by 50 percent by 2026,” said Nikki Panico, executive director. “The proceeds raised at the Walk directly fund cutting-edge research as well as provide financial support for breast health services and support services for those with breast cancer through the Komen Wisconsin Breast Cancer Assistance Fund.”

Last year, Komen Wisconsin's Breast Cancer Assistance Fund helped thousands of neighbors in need across the state as a result of the proceeds raised at events like the MORE THAN PINK Walk. The need for these services remains critically important as approximately 4,700 Wisconsin residents will be diagnosed with breast cancer in the coming year, and 700 local families will lose a loved one to the disease.

The MORE THAN PINK Walk will feature a variety of vendors and activities for all ages as well as a breakfast for survivors and those living with metastatic breast cancer. Gates open at 7:30 a.m. and a moving opening ceremony will start at 9:00 a.m. with emcee Dr. Sheri Prentiss, a breast cancer survivor, visionary and best-selling author. This year's route showcases beautiful views of downtown and the lakefront before concluding back at Henry Maier Festival Park.

Participants can register and fundraise for the MORE THAN PINK Walk at <https://komenwisconsin.org/walk>. Registration will also be available on Walk Day beginning at 7:30 a.m. Prior to September 21, adult registration is \$25 per person and youth (18 and under) registration is \$10, which includes entry to the event and an opening ceremony item. New this year, participants are asked

to fundraise \$100 to earn their commemorative t-shirt. All registered survivors and those living with metastatic breast cancer will receive their shirt regardless.

For more information about the MORE THAN PINK Walk and to register visit

<https://komenwisconsin.org/walk>

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### **About Susan G. Komen®**

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Born out of a promise between two sisters, Susan G. Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.

### **About Susan G. Komen® and Komen Wisconsin**

Komen Wisconsin is helping fuel research, advocate for patients and support people facing breast cancer locally through a variety of direct patient-centered services and by collaborating with area providers to remove barriers and connect people to needed care across Wisconsin. For more information, call 414-389-4888 or visit [www.komenwisconsin.org](http://www.komenwisconsin.org).