



Where the end of breast cancer begins.™



FOR IMMEDIATE RELEASE

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Local community partners join Komen Wisconsin in the fight against breast cancer

Over 6,000 people expected to take part in annual event on September 22

September 16, 2019 – Thirty-three local community partners will join Susan G. Komen Wisconsin in the fight against breast cancer for the upcoming Southeast Wisconsin MORE THAN PINK Walk presented by Kohl's on September 22. Now in its second year, the MORE THAN PINK Walk brings together an empowered community of hope to raise funds for breast cancer treatment, patient advocacy and lifesaving research. For the 10th year, Kohl's will be the local presenting sponsor for the event.

"We are so thankful to have Kohl's as the local presenting partner in the fight against breast cancer," said Nikki Panico, executive director. "This year's support by Kohl's and their employees ensures that we can help people in our community by funding breakthrough breast cancer research and providing support services for local neighbors through our Breast Cancer Assistance Fund."

Additionally, three community partners will act as representatives for the pillars of Komen's mission: research, care, community and action.

Froedtert Hospital & the Medical College of Wisconsin will sponsor the research pillar, representing Komen Wisconsin's breast cancer research initiatives, including research funded at the Medical College of Wisconsin and across the state.

Cancer Treatment Centers of America will represent the care pillar, highlighting Komen Wisconsin's effort to close gaps in access to care and improve health outcomes for all through the Komen Wisconsin Breast Cancer Assistance Fund.

"Cancer Treatment Centers of America was founded on the ideal of patient-centered care, empowering patients from diagnosis through survivorship," said Pete Govorchin, President and CEO, CTCA® Chicago. "The Komen Care Pillar supports that empowerment, ensuring patients and their loved ones have access to comprehensive resources and navigational support to make informed decisions during and after a breast cancer diagnosis."

Waterstone Bank will champion the community pillar, representing the efforts of individuals, teams, and local organizations who join together to raise funds that help fight breast cancer, celebrate breast cancer survivors and honor those who have lost their lives to this disease.

"The community Pillar sponsorship is a perfect fit and alignment with Waterstone Bank's mission to give back to the communities it serves," said Julie Glynn, Vice President of Retail Banking. "So many local neighbors and families are affected by breast cancer. WaterStone Bank is proud to help strengthen the bonds that engage the community and make the work of Susan G. Komen Wisconsin possible."

A fourth ACTION pillar brings attention to the action Komen Wisconsin takes to mobilize the breast cancer community to advocate for increased research funding and ensure affordable access to care.



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Last year, Komen debuted the new event (formerly known as the Susan G. Komen Race for the Cure®) with an overwhelmingly positive response. More importantly, it raised over \$656,000 in the fight against breast cancer. The MORE THAN PINK Walk ensures that participants have a clear understanding of the value they provide in Susan G. Komen's overall mission and how their fundraising makes an impact in our community.

Komen Southeast Wisconsin MORE THAN PINK Walk
Sunday, September 22
Henry Maier Festival Park
Register Online Now: www.komenwisconsin.org/walk

For a full list of community partners and to register for the Southeast Wisconsin MORE THAN PINK Walk, please visit 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 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.