



FOR IMMEDIATE RELEASE

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More Than Pink Rally to Celebrate Breast Cancer Community

Komen Michigan hosts celebration in Kalamazoo for Breast Cancer Awareness Month.

KALAMAZOO, MI August 29, 2018 - The More Than Pink Rally, hosted by Komen Michigan, is scheduled for Saturday, October 6 from 1-4 p.m. at Bronson Park in Kalamazoo to celebrate the Southwest Michigan breast cancer community. This is a **free**, family-friendly event with live music, dancing, kids activities, food trucks and more!

"The rally is a way to celebrate the spirit of Southwest Michigan by bringing everyone together for a day of celebration. We thank those who have and continue to support our mission so that we can meet the most critical needs in our communities," said Erica Bills, Executive Director of Komen Michigan. "We want to take this opportunity to rally around those who have battled breast cancer, their families and their community to honor their journey, as well as stress the importance of early detection."

Partnering with the Kalamazoo Area Runners, the rally celebrates the breast cancer community in advance of the 2019 Winter Blast Race scheduled for February 24, 2019. The Portage Winter Blast will take the place of the annual Southwest Michigan Race for the Cure. All proceeds will go to Komen Michigan to help in their fight against breast cancer. Interested Winter Blast racers and their teams who attend the More Than Pink Rally will receive a discount on their registration fee.

"Kalamazoo Area Runners is thrilled to partner with Komen Michigan and the City of Portage for the Portage Winter Blast 2019 Half Marathon, 10k and 5k and focus the event's fundraising efforts on supporting the fight against breast cancer," said Bonnie Sexton, President of Kalamazoo Area Runners. "Breast cancer has touched the lives of many in our local community, including those within our community of runners, and we are thankful to be able to honor them through this collaborative effort. The More Than Pink Rally is a fantastic opportunity to launch the efforts in Southwest Michigan as we re-imagine the Portage Winter Blast event."

The Portage Winter Blast has been a staple of the Portage community for many years. This year is the first partnership with Komen Michigan with the hope to grow the event together in Portage for years to come. "The only emotion greater than fear is hope," said Portage Mayor and breast cancer survivor, Patricia Randall. "Hope is what we cling to to help persevere through the challenges of life. As a breast cancer survivor, hope is a critical part of the path to wellness. Remember, there is always hope."

Come celebrate and learn more about how Komen Michigan is making an impact across the state. This is a free event, but we ask that you please RSVP if you plan to attend at komenmichigan.org/rally.

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About Komen Michigan

Komen Michigan is committed to saving lives and reducing breast cancer deaths in Michigan. Through targeted, culturally-relevant education programs, screenings, diagnostics, transportation, survivor support programs and events like Race for the Cure®, Komen Michigan touched more than 69,000 lives in Michigan in 2017. Over the past 20 years, Komen Michigan has funded over \$12 million in community breast health programs and support across 24 counties, filling the gap for much-needed services. Contact us at (616) 752-8262 or komenmichigan.org.

About Susan G. Komen

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50% in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed her life. Learn more at komen.org.

About Kalamazoo Area Runners

Kalamazoo Area Runners (KAR) is a non-profit organization dedicated to the promotion of a healthy lifestyle through the sport of running while enhancing the quality of life in the community. They are committed to offering exceptional value and connecting the community through offering quality events and programs at low cost. Through the sport of running, they are dedicated to developing volunteer leadership; equipping, enabling and empowering them to serve within the organization, as well as within the running and greater community. Learn more at kalamazooarearunners.org.