



Contacts:

toglesby@komenatlanta.org
Susan G. Komen for the Cure Greater Atlanta Affiliate
404-459-8700

Terrica Oglesby

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METRO-ATLANTA ROWING CLUBS GEARING UP TO 'ROW FOR THE CURE'

Event to demonstrate the importance of active lifestyles for positive breast health

ATLANTA, GA— In an effort to encourage healthy and active lifestyles, Komen Atlanta is teaming up with several local rowing clubs to present the 4th annual Row for the Cure on Saturday, September 11th. The 12-hour row-a-thon, which will begin at 7:00 a.m at Azalea Park in Roswell, has raised more than \$100,000 for Komen Atlanta since 2007.

Trained rowers from St. Andrew Rowing Club, Atlanta Rowing Club, Atlanta Junior Rowing Association, Georgia State Crew and Georgia Tech Crew will all take part in this year's Row for the Cure. Each participating club determined its own fundraising goals and row-a-thon schedule for the day-long event. Donations can still be made by visiting <http://www.komenatlanta.org/events/rowfortheure.html>.

"Studies have shown that a healthy lifestyle reduces breast cancer risk. We believe physical activity and maintaining a healthy lifestyle positively impacts breast health," said Kelly Dolan, Executive Director of Komen Atlanta. "Not only is this a fun event and a great fundraiser, but it's also an opportunity to remind the community that we can all take charge of our own health."

Row for the Cure is open to the public and spectators will enjoy volleyball and frisbee events and *Learn to Row* classes. Event attendees will also receive breast cancer education materials and have the opportunity to picnic along the Chattahoochee River.

With more than 1,000 donors, Row for the Cure raised \$37,000 for Komen Atlanta in 2009. For general information about the event, visit <http://www.komenatlanta.org/events/rowfortheure.html>.

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2010 Row for the Cure Local Sponsors: Presenting – Kroger, Leadership – The Coca-Cola Company, SCANA Energy, Media – B98.5 FM, Community – smartwater

ABOUT SUSAN G. KOMEN FOR THE CURE GREATER ATLANTA AFFILIATE

Komen Atlanta is the local resource for breast cancer screening, treatment, education and support. Through events, including the Race for the Cure, and contributions, the Affiliate raises funds to enable women to detect and survive breast cancer. Seventy-five percent of all funds stay in Atlanta to provide breast health services for women who could not otherwise afford them. Twenty-five percent supports national research efforts to finding a cure. Komen Atlanta has raised \$26.7 million since its inception in 1991. The Affiliate is part of the national Susan G. Komen for the Cure organization, which strives to save lives and end breast cancer forever. Komen is the largest private funder in the fight against breast cancer and has invested more than \$1.5 billion towards the cause.

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