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KOMEN ATLANTA ENCOURAGES COMMUNITY TO RUN FOR THEIR LIVES
Organization announces 2011 Race for the Cure registration deadlines

ATLANTA, GA – Now through January 15th, participants can register online for the 21st Annual Komen Atlanta Race for the Cure and receive the Early-Bird Discount of \$5 off their registration fees. Adults may register for \$25 and pay only \$15 for children during this time.

Race for the Cure will take place on Saturday, May 7th at Atlantic Station. Following the Early-Bird deadline, fees will increase to \$30 for adults and \$20 for children until April 15th. The final rate change to \$35 for adults and \$20 for children will last from April 16th until Race Day.

“Most Race participants have been personally affected by breast cancer and desire to make a difference in the fight against the disease,” said Kelly Dolan, Executive Director of Komen Atlanta. “Our goal is to encourage early registration to maximize fundraising efforts so that we are able to fund vital screening services and research that enable women in our community to detect and survive breast cancer.”

Attracting 17,000 participants for the 2010 Race for the Cure, Komen Atlanta hopes to welcome 18,000 this year and raise \$2 million.

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Visit www.komenatlanta.org to register for the Komen Atlanta Race for the Cure and get up-to-date information about the event. For questions, please e-mail race@komenatlanta.org or call the Komen Atlanta office at 404-459-8700.

Please be advised of the following Important Dates:

- **January 15 (5 p.m.)**
Early Bird Discount Ends (\$25 for adults, \$15 for children*, \$40 for Sleep in for the Cure)

- **January 27**
Race team recruitment event, 7-9 p.m. at The World of Coke. To RSVP, call 404-459-8700.
- **April 15 (5 p.m.)**
Deadline for early registration online (\$30 for adults, \$20 for children*, \$40 for Sleep in for the Cure). If registering by mail, send all signed registration forms and fees together - postmarked by April 15th. This is also the deadline to receive race numbers by mail. Numbers will be mailed to individual participants.
- **May 3 (5 p.m.)**
Deadline to register online (\$35 for adults, \$20 for children*, \$40 for Sleep in for the Cure). Participants registered after April 15th will pick up their race numbers on Race day.
- **May 7**
RACE DAY! Registration will open beginning at 6:45 a.m. (\$35 for adults and \$20 for children*).
- **May 31**
Deadline for pledge money to be received. Donations must include the participant's name to count towards fundraising goals. Pledge Prizes will be mailed in July.

*Kids for the Cure is limited to the first 750 registered.

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 \$1.2 billion towards the cause.