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LOCAL CLUBS SET TO 'ROW FOR THE CURE' ALONG THE CHATTAHOOCHEE

Event to raise funds for Komen Atlanta and promote active lifestyles

ATLANTA, GA— In an effort to demonstrate the importance of healthy and active lifestyles, Komen Atlanta is teaming up with several local rowing clubs to present the 5th annual Row for the Cure on Saturday, September 17th. The 12-hour row-a-thon, which will begin at 7:00 a.m. at Azalea Park in Roswell, has raised nearly \$200,000 for Komen Atlanta since 2007.

Trained rowers from St. Andrew Rowing Club, Atlanta Rowing Club, Atlanta Junior Rowing Association and 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 be made by visiting <http://www.komenatlanta.org/events/rowfortheure.html>.

"Even though the greatest risk factors for breast cancer are being a woman and getting older, research has proven that physical activity and maintaining a healthy lifestyle positively impacts breast health," said Kelly Dolan, Executive Director of Komen Atlanta. "Rowing is an activity that all women, regardless of age, can participate in and enjoy. Row for the Cure is the perfect event to help us promote healthy living and its potential impact on breast cancer and breast cancer outcomes."

Row for the Cure is open to the public and spectators are welcomed to play volleyball or frisbee and picnic along the Chattahoochee River. For a donation of \$25, members of the community are also invited to experience rowing on the Chattahoochee River during the *Learn to Row* classes. The 1½ hour rowing experience includes a basic introduction to the sport and water time.

Row for the Cure raised more than \$75,000 for Komen Atlanta in 2010. For general information about the event and to register for *Learn to Row*, visit www.rowforthecureAtlanta.org.

2011 Row for the Cure Local Sponsors: Teamwork – Kroger, SCANA Energy, the Atlanta Journal-Constitution, **Leadership** – B98.5 FM

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 \$30 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 \$1.9 billion towards the cause.

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