



CONTACT:

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

LOCAL COMMUNITIES SUPPORT 2007 KOMEN ATLANTA RACE FOR THE CURE

Thousands of Atlanta Area Residents to Participate in Annual Breast Cancer Race

ATLANTA, GA – Thousands of local residents will unite on Mother's Day weekend to participate in the 2007 Komen Atlanta Race for the Cure® on Saturday, May 12, at Atlantic Station. The 17th annual race will be run for the first time using the new name - Susan G. Komen for the Cure Greater Atlanta Affiliate. As the most successful fundraising and education event for breast cancer in Atlanta, the Greater Atlanta Affiliate anticipates the event will reach the \$1.5 million mark with more than 15,000 participants.

The Komen Atlanta Race for the Cure® is an Atlanta tradition for many residents, with participants returning year-after-year to run the race dedicated to ending breast cancer forever. Participants will line up in front of the Wachovia building, and enjoy 5K route that crosses the 17th Street Bridge, winds through midtown and back to the mini-city of Atlantic Station to finish in the retail/entertainment district area for a large expo of race sponsors, non-profit organizations and exhibitors. Additional plans for race day include a Jazzercise aerobic warm-up, one-mile walk through the shops and parks in Atlantic Station and a breast cancer survivor recognition ceremony.

Participants can register as individuals or teams. Race for the Cure® teams are a mixture of friends, family, co-workers, church and civic groups, schools and neighbors, and are often formed to celebrate or honor a life that has been touched by breast cancer. "The Race for the Cure® is all about creating a team and having fun," said Kelly Dolan, executive director, Greater Atlanta Affiliate. "This is an amazing opportunity to bond with friends, family and co-workers, and raise money that significantly benefits the local community."

Registration is \$25 per person, and is available online at www.komenatlanta.org. The deadline for online registration is Wednesday, May 9, 2006. Print applications will also be available in local businesses in March, including Kroger and Ford dealerships.

- more -

Along with Wachovia, Kroger joins the 2007 Komen Atlanta Race for the Cure as a presenting sponsor. Additional sponsors include Georgia-Pacific at the diamond level, and Atlanta Area Ford Stores and Dr. P. H. Beegle Jr. at the gold level. Media sponsors include *The Atlanta Journal-Constitution*, B98.5FM, Star 94 and WSB-TV. Komen sponsors at the silver level include UPS, Kaiser Permanente, InterContinental Hotels Group, SCANA Energy, The Paradies Shops, Northside Hospital, Bug Busters, Inc., Shane Co., Valley Fresh Chicken, Bright Starts and Lumene. Bronze sponsors are Avenue

A Razorfish, Match, Inc., Nalley Automotive Group, Oreck, Peachtree Hematology-Oncology, Saint Joseph's Hospital and Standard Press.

The first Komen Atlanta Race for the Cure® was held in 1991 with several hundred participants. In 2005, more than 12,000 runners and walkers participated in the race, raising a total of \$1.2 million. For more information on the Race for the Cure® and the Greater Atlanta Affiliate, please visit www.komenatlanta.org or call 404-459-8700.

ABOUT SUSAN G. KOMEN FOR THE CURE GREATER ATLANTA AFFILIATE

Susan G. Komen for the Cure Greater Atlanta Affiliate, formerly Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate, serves as a local resource for those seeking opportunities for education, screening, treatment and support. Through annual events, including the Race for the Cure®, Komen Atlanta raises funds to support breast cancer outreach projects and programs. Seventy-five percent of all funds raised by the Affiliate remains in the local community to fund breast cancer outreach projects and programs for the medically underserved, and twenty-five percent of funds raised supports the Komen Foundation Award and Research Grant Program.

ABOUT SUSAN G. KOMEN FOR THE CURE

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 I'M AWARE.

###