

Press Release



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SUSAN G. KOMEN® SOUTH CAROLINA TO PREMIER NEW MORE THAN PINK WALK™ EVENT IN 2019

New Approach Improves Connection to Komen's Lifesaving Work

5/6/19– Susan G. Komen South Carolina announced today key changes to its annual community fundraising event. Komen is debuting the next evolution in its signature fundraising event series – the Susan G. Komen MORE THAN PINK Walk™ – which will be held on September 21, 2019 at Riverfront Park, N. Charleston.

The MORE THAN PINK Walk brings together an empowered community of hope to raise funds for breast cancer treatment, patient advocacy and lifesaving research.

Along with a new name, the event (formerly known as the Susan G. Komen Race for the Cure®) will include a fresh new experience that demonstrates how the fundraising efforts of every participant fuels lifesaving research, critical patient care, needed community programs and public policy advocacy in a personal and powerful way. The MORE THAN PINK Walk ensures that participants have a clear understanding of the value they provide in Susan G. Komen's overall mission and how their fundraising makes an impact in the fight against breast cancer.

"Much of what you have come to love about the Race will continue with our new More Than Pink Walk," said Lisa Jones, Director of Community Engagement. "The MORE THAN PINK Walk provides an opportunity to come together with others to share stories, laughter and tears while uniting behind a commitment to fight this devastating disease by raising money to save lives."

Rather than including a timed run element, this inspiring family-friendly event joins participants of all ages and abilities, coming together as one, and supporting those affected by breast cancer today, while helping to search for tomorrow's cures. This change will create a greater sense of community among participants and will provide a personalized, emotional experience for all who attend.

Komen Lowcountry MORE THAN PINK Walk 9/21/2019

Riverfront Park, N. Charleston, SC

Register Online Now – www.KomenSouthCarolina.org

"We're excited about this evolution of our signature community event and encourage everyone to register and begin fundraising! We look forward to seeing everyone walking on 9/21/2019 for a day of inspiration and hope as we honor those we have lost, celebrate those who have survived and support everyone currently living with breast cancer," added Taffy Tamblin, Executive Director. "Come walk with us!"

For more information on this event and to register, please visit us online at www.KomenSouthCarolina.org.