



3100 W. Central Avenue, 2nd Floor Toledo, OH 43606  
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**FOR IMMEDIATE RELEASE**

**August 3, 2007**

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Susan G. Komen Northwest Ohio Affiliate Race for the Cure® introduces a new rallying cry to motivate and empower women for breast health.

**(Toledo, Ohio)** The Northwest Ohio Affiliate of Susan G. Komen for the Cure® has added a new element to the 14<sup>th</sup> Annual Race for the Cure this year — an educational message — I AM THE CURE.™, which is designed to be memorable and inspire women to take an active role in their breast health.

The goal of the I AM THE CURE.™ educational initiative is to help women understand their opportunity to take a proactive approach in their own breast health and that being aware is the first step in that process.

Messaging will come to life through collateral and educational outreach leading up to the Race, and specifically on Race day through a new program called “Cure Leaders,” the official “cheerleaders” of the Race. Cure Leaders will lead sideline supporters in cheering on runners and walkers along the Race course while reminding them about important steps everyone should take to care for their breast health. Cure Leaders will impart powerful, action-oriented messages as runners and walkers move down the Race course toward the finish line including:

Best protection is early detection	I AM THE CURE.™!
Every person, Everywhere	I AM THE CURE.™!
Yearly check-ups can save lives	I AM THE CURE.™!
Raise your voices for healthy choices	I AM THE CURE.™!

I AM THE CURE.™ rallying cry is emotional, memorable and motivational. It speaks to the importance of early detection, since early detection is the best defense, and provides simple, action-oriented messages that Race participants can take home and put into action.

The Komen Northwest Ohio Affiliate serves the counties of Allen, Auglaize, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Lucas, Mercer, Ottawa, Paulding, Putnam, Sandusky, Van Wert, Williams, Wood and Monroe, MI.

Breast cancer knows no boundaries, be it age, gender, socio-economic status or geographic location.



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The goal of the I AM THE CURE.™ initiative is to teach people that:

- The greatest risk factors for breast cancer are being female and growing older
- Breast cancer knows no boundaries, be it age, gender, socio-economic status or geographic location
- The key to survival is early detection
- One in eight women will be diagnosed with breast cancer in their lifetime
- Three simple steps for early detection are regular mammograms, clinical exams and breast self-exams
- It is important to make healthy lifestyle choices
- Breast cancer affects more than just the patient — friends and family need support, too

The 14<sup>th</sup> Annual Race for the Cure® will be held on September 30, 2007 in Downtown Toledo. If you'd like to learn more about I AM THE CURE.™ or how you can take an active role in your own breast health, visit [iamthecure.org](http://iamthecure.org). Individuals interested in taking an active role in the I AM THE CURE.™ at the Race on September 30 can **contact Lori Nistel at 419-841-1313 or via email her at [lafnlor@bex.net](mailto:lafnlor@bex.net)**

The national sponsors of The Race include American Airlines, Coldwater Creek, Yoplait, Ford, Energizer, New Balance, Quilted Northern Ultra, SunChips, RE/MAX and Zeta Tau Alpha.

For information on the Komen Northwest Ohio affiliate, please visit [www.komennwohio.org](http://www.komennwohio.org). For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800-I'M AWARE.

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