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**16TH ANNUAL SUSAN G. KOMEN PHOENIX RACE FOR THE CURE®
REACHES FUNDRAISING GOAL OF \$2 MILLION OR 16,000 MAMMOGRAMS**

PHOENIX – (Oct. 12, 2008) – The Phoenix Affiliate of Susan G. Komen for the Cure® announced today that the 16th Annual Susan G. Komen Race for the Cure® - which took place earlier today, Sunday, Oct. 12 – raised an estimated \$2 million, which equates to approximately 16,000 mammograms.

Up to 75 percent of the net proceeds raised will stay in central and northern Arizona to fund education, screening and treatment projects, and 25 percent will go directly to the Komen Research Grants and Awards program to fund breast cancer research.

"We set a very aspirational fundraising goal this year and are sincerely grateful the community responded with such incredible support," said Pat Elder, executive director of the Komen Phoenix Affiliate. "The theme of this year's race was 'Imagine' because a world without breast cancer is the one vision we all share. With results like this, we are closer to realizing this vision."

The Phoenix Race is the largest 5K event in Arizona with approximately 33,000 participants in 2008, including 2,000 survivors, 556 teams and 1,200 volunteers working year-round for the one-day event. Also engaging this year was the online community, with more online donations to race participants than ever before.

The event features something for everyone, including a one-mile family fun run and walk, Breast Cancer Survivors' 5K Run, 5K Run and 5K Walk in the State Capitol District. This year's race featured several new elements, including a Pretty in Pink Survivor Parade that served as an inspiration for participants prior to the first race event. Governor Napolitano – a survivor – also attended, addressing participants of the Breast Cancer Survivors' 5K Run prior to its start and participating in the 5K Walk.

"On behalf of the Komen Phoenix Affiliate Board of Directors, I would like to express my sincere gratitude to our race chair – Jessica Schulte – and all the volunteers, survivors, race participants, sponsors, and staff who make this annual event so successful," said Denise McClain, president of the board for the Phoenix Affiliate. "Race Day support extends throughout the year in the form of education, screening and treatment programs – and every individual participating today has made a significant impact."

Last year, Race participants raised \$1.9 million. This is part of the \$13.4 million total granted since the first race in 1993. With more than \$1 billion invested to date, Komen is the world's largest source of nonprofit funds dedicated to curing breast cancer at every stage – from the causes, to the cures, to the pain and anxiety of every moment in between.

"We've made tremendous strides in our promise to end breast cancer forever since the first race 16 years ago. We look forward to extending today's support to the community in the coming year and planning an even more successful 17th Annual Komen Phoenix Race for the Cure," added Elder.

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 Susan G. Komen Race for the Cure®, it has invested more than \$1 billion to fulfill that 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 1-877 GO KOMEN.

About the Phoenix Affiliate of Susan G. Komen for the Cure®

The Phoenix Affiliate of Susan G. Komen for the Cure®—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. We join more than 100,000 breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Susan G. Komen Phoenix Race for the Cure®, we have invested over \$13 million in local breast health and breast cancer awareness projects in the nine counties of Central and Northern Arizona, and breast cancer research. Up to 75 percent of all funds generated by Komen Phoenix stay in the local area while the remaining income goes to Komen for the Cure's Grants Program supporting research, awards and educational and scientific programs around the world. Join us by calling 602-544-CURE (2873) or visiting us online at www.komenphoenix.org.

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