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Seventeenth Annual Susan G. Komen Phoenix Race for the Cure® to be Held on Sunday, October 11

PHOENIX –(Jan. 14, 2009) – The Phoenix Affiliate of Susan G. Komen for the Cure® is pleased to announce that the 17th annual Susan G. Komen Phoenix Race for the Cure® will be held on Sunday, Oct. 11 in the State Capitol District. The Komen Phoenix Affiliate is also excited to welcome back Fry's Food Stores as its VIP Partner for the 2009 Race. This will mark the fifth year in a row that Fry's has participated as VIP Partner.

The 2009 Race Chair is Carolyn Evani, a community volunteer who lives in north Phoenix. Carolyn began volunteering for the Komen Phoenix Affiliate in the late 1990s. Last year, she and her daughter, Veera, co-chaired the Sleep In for the Cure Committee.

"The 2009 Phoenix Race for the Cure will be a wonderful event, at which families, individuals and teams of friends and colleagues can make a personal contribution to the fight against breast cancer," says Carolyn.

As VIP sponsor, Fry's will help promote the Race through posters, local advertisements, and in-store announcements. Also, all stores will sell breast cancer awareness merchandise. On Race day, Fry's will supply fruit and water for participants. Fry's is also establishing a large team to participate in the Race and is providing volunteers for Race day. The 2008 team included more than 300 participants and raised more than \$228,000.

"Fry's Food Stores is proud to once again support the Race for the Cure", said Jon Flora, president of Fry's Food Stores. "We are committed to working together with the communities we serve to find a cure to breast cancer."

The Phoenix Race is the largest 5K event in Arizona and also features a one-mile family fun run and walk. Last year, more than 31,400 participants helped raise a record \$2 million towards education, screening and treatment for the medically underserved throughout central and northern Arizona and national research efforts. For more information, please visit www.komenphoenix.org.

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. For more information about Komen for the Cure and its Phoenix Affiliate, call (602) 544-CURE (2873), or visit the organization online at www.komen.org.

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 in vital 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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