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Susan G. Komen announces Passionately Pink for the Cure

“Pick your pink. Play your part. End breast cancer forever!” Mid-Missouri’s Susan K. Komen is putting on Passionately Pink for the Cure during the month of October. It is encouraged that all businesses, organizations and civic groups are invited to participate in this national fundraising education program that encourages employees or memberships to pick a day in October to donate \$5 to wear pink.

As the nation's largest private funder of community-based breast health education and breast cancer screening and treatment programs, the Komen Affiliate Network plays an active role in the breast cancer movement, working to make a real difference in 125 cities and communities around the world. Komen Affiliates mobilize communities of friends, neighbors and loved ones each year through events like the Komen Race for the Cure Series, the world’s largest and most successful education and fundraising event for breast cancer. Thanks to the efforts of our Affiliates, Komen is the most progressive grassroots organization fighting breast cancer today.

Since 1982 Susan G. Komen has been trying to find cures and has lunched several types of global breast cancer movements. Now it’s Mid-Missouri’s turn to show their support for the breast cancer movement. The goal of this event is to get the Missouri Health Care involved with the Susan G. Komen foundation as well as education Mid –Missouri how serious and important it is that we keep fighting. The event will be held downtown in the heart of Mid-Missouri and will have live music, several types of food vendors, live entertainment, and a walk for the cure. Free t-shirts will be handed out to those who participate as well as pink ribbons and a free kit with event day ideas. Donations are welcome.

Our goal is to get all of the community involved. The students at Stephens College have offered their time and hard work to help put this event on. Promotional materials will be handed out to all businesses, schools, organizations, and civic groups.

Most women have more then one known risk factor for developing breast cancer without even knowing it. These things are something they have no control over. We must remember there is no one cause of breast cancer. So get your walking shoes on and “End breast cancer forever!”

Groups can register at www.passionatelypink.org and for more information please contact Dawn McGhee at dawn@dawnmcghee.com or (573) 876-2816 with the Mid-Missouri affiliate Susan G. Komen For The Cure.

