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“MORE THAN PINK Walk” Features New Name but Same Fundraising Mission

St. Louis, MO – October 3- The Susan G. Komen Foundation will hold its annual “MORE THAN PINK Walk” on June 13, 2020 in downtown St. Louis to raise money for those affected by breast cancer.

“This is our largest fundraising opportunity throughout the year” Suzanne Fontaine, Executive Director of Susan G. Komen Missouri explained. “In addition to raising funds, we really enjoy using this opportunity to celebrate breast cancer survivors and acknowledge the tough battle that they’ve been through” Fontaine said.

This fundraising event was known up until 2018 as “The Race for the Cure” but switched to the “MORE THAN PINK Walk.” Over 5,000 people registered for last year’s walk and it raised over \$600,000 according to KSDK.

“I was struck by the support that all those thousands of people gave to the breast cancer survivors” Christine Fox 2009 and 2014 “Race for the Cure” participant explained. “It was joyful and uplifting to celebrate the survivors and feel like you were doing something to help those struggling with this disease” Fox said.

To learn more about the “MORE THAN PINK Walk”, visit komenmissouri.org.

Susan G. Komen Missouri is a local nonprofit organization on a mission to save lives by meeting the critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. Komen Missouri is dedicated to meeting the breast health needs of the women, men and families in its 38-county Missouri/Illinois service area. Seventy-five percent of the organization’s net proceeds stays in the local community to fund breast cancer screening, breast health education and patient navigation and support services. The remaining 25 percent of net proceeds funds cutting-edge breast cancer research. For more information, visit www.komenmissouri.org or call 314-644-5400.

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