



FOR IMMEDIATE RELEASE

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Row for the Cure® in Fight Against Breast Cancer

Eleven U.S. cities now host breast cancer benefit regattas founded in Portland, Oregon

SAN DIEGO, CA – July __, 2009 -- With record breaking attendance of 300 participants last year, Pattie Pinkerton, head coach of the UCSD's Women's Crew Team, will be collaborating yet again with Susan G. Komen for the Cure in San Diego for the eighth annual Row for Cure.

Taking place on Sunday, October 25, 2009 at North Ski Beach on Mission Bay, this year's regatta and fundraiser promises to provide the same great experience while raising funds and awareness for breast cancer; as all proceeds will go to Susan G. Komen for the Cure in San Diego.

Expecting to be bigger and better than ever before, Row for Cure will help those with breast cancer but will also educate the greater community of San Diego on this disease.

As one out of every eight women will be diagnosed with breast cancer during her lifetime, according to the Komen Foundation; we urge you to join UCSD's Women's Rowing Team in this year's race to help battle against this disease! With past athletes including intercollegiate, junior, and master's racing teams, kayakers, and others ranging from 10 to 82; ALL are welcome and encouraged to participate!

Non-rowers have the opportunity to take part in special "barge races" as either individuals, or by putting together their own group. Barge participants get a brief rowing lesson, and then head out in special double hulled rowing boats for short courses races. "Last year, we had a wedding party join sports groups and work groups in this fun event!" said Pinkerton. "It's a great way to take part, and it's open to everyone." Groups of 6-10 and 12-18 can take part in large or small barges.

Rowing events will start at 7 a.m. and will consist of single and double sculls as well as fours and eights over the 4.5 kilometer course. Barge races begin at 8am and compete over a shorter 1 km course. Races are scheduled for both men and women, including races specifically for juniors, masters, and novices. Kayak and surf ski races will also be included in the day's events!

"People tell me that they enjoy doing a sport they love and supporting a great cause at the same time," said Row for the Cure® founder Kathy Frederick, a master's rower at Portland's Station L Rowing Club.

To learn more about San Diego's Row for the Cure® regatta, please visit www.RowForTheCure.com or www.komensandiego.org or call us at 858-573-2760. Or register today at <https://www.regattacentral.com/index.jsp?tab=komen!>

About Susan G. Komen for the Cure, San Diego

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. The San Diego Affiliate of Komen was established in 1995. Since that time nearly \$7 million has been given to local San Diego organizations to serve the breast health needs of under served and uninsured women in our County.