



POUGHKEEPSIE ROW FOR THE CURE®

Press Release,

On Sunday, June 3, 2012, the Wappingers Crew Club will be hosting their 5th annual Row For the Cure® Regatta. This regatta will raise money for the Greater NYC Affiliate of Susan G. Komen for the Cure®. Komen Greater NYC uses these funds to provide breast health education, screening, treatment, and support services to underserved women and to provide funding for peer-reviewed national research programs. Seventy-five percent of net money raised goes to Local Community Health Grants, while twenty-five percent of the funds raised are used for National Research.

The Row for the Cure® was originally established in 1994 by Kathy Frederick and Station L Rowing Club. This was to support the Oregon and SW Washington Affiliate of the Susan G. Komen for the Cure in the search to find the cures for Breast Cancer.

The first regatta was a parade of rowing boats on the Willamette River with just 46 rowers. Organizers included men, as well as women, because Breast Cancer affects the whole family. After 1997, when the Station L barge sank, Station L continued to attend this regatta every year. They have contributed over \$125,000 to their local affiliate of Komen for the Cure.

In 1999, the Seattle Row for the Cure® began the nationwide expansion of these events. By 2006 some 11 cities across the U.S. and Frankfurt, Germany had hosted a Row for the Cure®. The U.S. women's national eight-oared crew helped raise awareness of the fight against breast cancer by competing in a Komen for the Cure benefit sprint following the Munich, Germany World Cup stop in 2005.

Today, the Row for the Cure® is a national land and water based multi-sport regatta series which includes rowing shells, canoes, kayaks, dragon boats, and Native American canoes. The national website is <http://www.RowForTheCure.com>. The regattas are official third party events which raise money for local affiliates of Komen for the Cure. They are sanctioned and supported by the national ruling body, the United States Rowing Association. Row for the Cure® is also supported by partnership with Regatta Central and counts among its sponsors the Pocock Racing Shell manufacturing company. Over the years the events have contributed over \$2 million to the cause of early detection, patient and family support and research to eliminate breast cancer as a life threatening disease.

Wappingers Crew Club (WCC) has hosted a Row for the Cure since June 1, 2008. The idea to host a Row for the Cure was made by Kelly Kranz and Nicole Rooney, who were both seniors at John Jay High School at the time, and were members of WCC. Kelly and Nicole organized the regatta along with the support of other WCC students at Roy C. Ketcham High School and John Jay High School, the WCC coaches, parents, HRRA, and the other local crew clubs. This first regatta raised almost \$4,500.

Today the Poughkeepsie Row for the Cure® has raised over \$33,000 for the Greater NYC Affiliate of Susan G. Komen for the Cure®

Continuing the annual tradition this year are four Wappingers seniors, Brandon Formicola, Cayla Kiernan, Anna Pace and Gabby Schreffler. Following the examples of the previous years, these four student athletes hope to hold a regatta that is again an enjoyable event for all participants that also supports this worthy cause.

The Poughkeepsie Row for the Cure is a US Rowing sanctioned regatta. The regatta has events for High School teams, and Masters. The regatta also includes sculling events, in addition to crew. For information on available events, or to register for the regatta, please go to: <http://www.regattacentral.com>.

Anyone is welcome to view the regatta, even if they are not competing. The regatta is held at the Hudson River Rowing Association Community Boathouse. For directions to the boathouse, visit <http://www.hudsonriverrowing.org/>. For those not familiar with regattas, please be aware that this regatta will be starting around 6:30 am, and will likely be complete before 1:00 PM.

Those that cannot attend, but wish to make a donation, may make a check out to "Komen Greater NYC", with "Poughkeepsie Row for the Cure" on the memo line, and sent to: Wappingers Crew Club, P.O. Box 221, Hopewell Junction, NY 12533-0221.

Online donations may be made by going to <http://www.rowforthecure.com/poughkeepsie> and clicking where it says **Online Donations:** [Poughkeepsie Row for the Cure Online Donation](#)

If donating on behalf of one of the participating teams, please select their name on the online donation form or along with your check.

Pledge donations are tax-deductible.

For additional information, please contact one of the following:

Brandon Formicola – 2012 Organizer ap107b@gmail.com	Cayla Kiernan – 2012 Organizer rowforever2012@gmail.com	Anna Pace – 2012 Organizer cfmfc93@optonline.net
Gabby Schreffler – 2012 Organizer gabby_schreffler@hotmail.com	Kelly Kranz: Kellym90@aol.com	Nicole Rooney: nrooney@frontiernet.net (845) 705-8963

Row for the Cure® is a registered trademark of Susan G. Komen for the Cure®.

Prior Student Organizers:

2008: Kelly Kranz and Nicole Rooney

2009: Shelby Stangl and Jacqueline Van den Bergh

2010: Sarah Ruvo and Holly Smith

2011: Ericka Knox, Kayla Morano and Jon Schmierer