



## POUGHKEEPSIE ROW FOR THE CURE®

Press Release,

On Sunday, June 2, 2019, Wappingers Crew Club will be hosting their 12<sup>th</sup> 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 1993 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 \$300,000 to their local affiliate of Komen for the Cure.

In 1999, the Seattle Row for the Cure® began the nationwide expansion of these events. 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. By 2006 some 11 cities across the U.S. and Frankfurt, Germany had hosted a Row for the Cure®.

In 2011, Row for the Cure incorporated as Rowing Cares and officially became a national 501(c)(3) nonprofit.

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 <https://www.rowforthecure.org/>. 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 \$2.7 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 each year since June 2008. The idea to host a Row for the Cure was made by Wappingers Crew Club high school students. Student athletes organized the regatta along with the support of their parents, Hudson River Rowing Association, and the crew clubs of Hudson Valley Rowing League. This first regatta raised almost \$4,500.

Today the Row for the Cure® in Poughkeepsie has raised over \$100,000 for the Greater NYC Affiliate of Susan G. Komen for the Cure®.

Since 2015, as a result of all of the efforts of those involved in organizing the regatta, including Wappingers Crew Club, Hudson Valley Rowing League, Hudson River Rowing Association and all of the other crew teams that help out and participate in the regatta, [Miles of Hope Breast Cancer Foundation](#), which serves New York's Hudson Valley, has received grants from the Greater NYC Affiliate of Susan G. Komen for the Cure®.

The Row for the Cure – Poughkeepsie is a US Rowing sanctioned regatta. The regatta has events for High School teams and Open events. The regatta includes sculling events, in addition to crew. For information on available events, or to register for the regatta, please go to: <https://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 6:00 am, and will likely be complete before 1:00 PM.

Those that cannot attend, but wish to donate, 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.

Donations may also be made online by going to <https://www.rowforthecure.org/> and clicking where it says, “**Find a RFTC Near You**”, selecting “**Poughkeepsie**” and then click on “**Donate to Poughkeepsie RFTC**”, or by going directly using this: <http://www.komennyc.org/rowforthecure>.

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

Pledge donations are tax-deductible.

For additional information, please contact the following:

Nicole Rooney – Regatta Organizer <a href="mailto:nrooney@frontiernet.net">nrooney@frontiernet.net</a>
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Row for the Cure® is a registered trademark of Susan G. Komen for the Cure®.