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FIRST TIME PARTICIPANT WALKS TO FIGHT BREAST CANCER, BECOMES A TOP FUNDRAISER AT FAMILY FUN WALK

WESTPORT - November 3, 2008 - Each year Loring Allen contemplated whether she wanted to participate in a Susan G. Komen for the Cure® fundraiser to fight breast cancer or just donate to the cause. "Every year I found an excuse to think about it next year," Allen said.

This year was different. Allen was motivated to join the fight against breast cancer when her colleagues at Pepperidge Farm participated as "Team Maggie" in the Boston Breast Cancer 3-Day benefiting Susan G. Komen for the Cure earlier this year.

"If Team Maggie can walk three days, I can certainly walk 4K," Allen said.

But that is not the real reason she decided to participate in the Connecticut Affiliate of Susan G. Komen for the Cure®'s first Family Fun Walk to Fight Breast Cancer on Saturday, Oct. 25, 2008 in Westport.

Allen chose to fundraise and walk because of her family history. "For as long as I can remember, breast cancer has been a part of my life. Both my maternal grandmother and my mother had breast cancer before they were 50," Allen said.

Allen's mother also walked, to celebrate her fifteen-year survivorship and her birthday. By gathering all of her friends and family, Allen raised \$1,523, becoming one of the top fundraisers at the Walk.

The Walk, sponsored by Pepperidge Farm, was the first major event the Komen Connecticut Affiliate organized in the Fairfield area, with the goal of spreading their lifesaving messages throughout the state.

"We walk in remembrance of those in our lives who fought a courageous battle against breast cancer and lost because a cure was not yet found in time to help them," Allen said.

About Susan G. Komen for the Cure® and the Komen Connecticut Affiliate

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. The Connecticut Affiliate of

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Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.

Finally Inspired, Add 1.

Susan G. Komen for the Cure was established in 1993 to fund research and better the lives of those facing breast cancer in the local community by supporting local organizations that focus on breast health issues and access to care. Seventy-five percent of net proceeds from the Affiliate stay in the community to fund local breast health programs and in 2008 alone, the Affiliate granted \$725,000 to fund breast health programs at organizations throughout Connecticut. Combined with national research dollars, Komen Connecticut has made a \$17 million impact on Connecticut's breast health and the breast cancer movement. For more information, call 860-728-4955 or visit komenct.org.

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