



Connecticut Affiliate
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**Susan G. Komen for the Cure® and Pepperidge Farm Team Up For Family Fun Walk
*Walk Reaches Out to Fairfield County Residents in the Fight against Breast Cancer***

WESTPORT - October 8, 2008 - In recognition of **National Breast Cancer Awareness Month**, the Connecticut Affiliate of Susan G. Komen for the Cure® announces its first **Family Fun Walk** to fight breast cancer in Fairfield County on **October 25, 2008**.

Pepperidge Farm is the presenting sponsor of the 4K Walk, which will be held in Sherwood Island State Park in Westport on Saturday, October 25th. Registration is \$25 and participants can register in advance at komenct.org. Registration is also available the morning of the Walk, beginning at 8:30AM. The Walk will start at 10:00AM.

The Walk is the first major event the Komen Connecticut Affiliate is organizing in the Fairfield area, with the goal of spreading their lifesaving messages throughout the state. "We have a strong presence in the Hartford area," says Affiliate Executive Director Anne Morris, "and we're working to build relationships across the state. As an organization that invests 75% of its funds right here in Connecticut in local breast cancer screening, treatment, education and outreach, we want to make sure we reach all counties."

The Komen Connecticut Affiliate is able to have such a strong local impact due in large part to the fundraising efforts of its community members. In 2008 alone, the Affiliate was able to grant \$725,000 in funding for breast health programs at organizations throughout Connecticut, including five in Fairfield County. In all, Susan G. Komen for the Cure® has invested \$17 million in Connecticut's fight against breast cancer by funding research, education, screening and treatment throughout the state, including research projects at Yale University and University of Connecticut Health Center, focused on decreasing breast cancer incidence and mortality.

Currently, Komen Connecticut's grantees in Fairfield County include Stamford Hospital's African American & Hispanic Mobile Mammography Outreach, Education and Screening Project; the Medically Underserved project at The Norma F. Pfriem Breast Care Center; the Hispanic Breast Cancer Project at Hispanic Center of Greater Danbury; the Breast Cancer Support and Education Project at Cancer Care of Connecticut; and Project Success at the Russo Family Foundation.

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

Family Fun Walk, Add 1

Pepperidge Farm is committed to pursuing the cures needed to end breast cancer and is joining the fight as a proud sponsor of Susan G. Komen for the Cure® and a National Series Sponsor of The Breast Cancer 3-Day series of walks. To learn more about Pepperidge Farm's Inspiration for the Cure™, visit www.pepperidgefarm.com/pink.

The Komen Connecticut Affiliate and Pepperidge Farm challenge all families in the area to join in the promise to save lives and end breast cancer forever by participating in the Walk.

For additional information, visit komenct.org or call 860-728-4955.

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 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.

About Pepperidge Farm Pepperidge Farm, Incorporated, based in Norwalk, Connecticut, is a leading provider of premium quality fresh bakery products, cookies, crackers, and frozen foods. Among the company's most popular products are Chocolate Chunk and *Milano®* cookies, *Goldfish®* crackers, and more than 50 varieties of fresh baked breads including Swirl, *Pepperidge Farm Farmhouse*, 100% Natural and Whole Grain.

Pepperidge Farm was founded in Connecticut in 1937 by Margaret Rudkin, an entrepreneurial homemaker who began baking fresh, all-natural bread for her allergic son. The company is now a nationwide business with 8 manufacturing facilities, almost 5,000 employees, almost 4,000 independent distributorships, and over \$1 billion in sales. Pepperidge Farm was acquired by Campbell Soup Company in 1961.

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