



FOR IMMEDIATE RELEASE

CONTACT: Jackie López
Office: 303-744-2088 ext. 313
jlopez@komencolorado.org

Frisco Turns Pink for Susan G. Komen® Colorado *Snowshoe for the Cure*

DENVER, CO, March 8, 2016 – On Saturday, March 5th, more than 1,200 participants from 21 states joined Susan G. Komen® Colorado at the Frisco Nordic Center to stomp out breast cancer at the *Snowshoe for the Cure*.

Snowshoers dressed in pink-gear and raised funds that will help provide breast cancer screening, diagnostics and treatment for Coloradan's across Komen's 22-county service area. Among the participants were 100 breast cancer survivors and 53 children.

This event was made possible through the support of *Snowshoe for the Cure* sponsors: Town of Frisco, 9NEWS, Denver Life Magazine, Breckenridge Grand Vacations, Little Secrets Premium Chocolate Candies, Tubbs Snowshoes, MTN Town Magazine, Woodward Copper, Athleta, KIND, St. Anthony Summit Medical Center, Vail Summit Orthopaedics, Bootprints, Goddess Garden, Hurraw!, Outlets at Silverthorne, Rio Grande Mexican Restaurant, Starbucks and Summit Daily News.

Komen Colorado believes all Coloradans deserve equal access to quality breast cancer services, reducing their risk of dying from this disease. Seventy-five percent of the net funds raised at all events support local non-profit health clinics, hospitals and community-based organizations. The remaining 25 percent of the funds raised are invested in national breast cancer research.

Komen Colorado is continuing the event fundraising through month-end, and those who would like to donate to *Snowshoe for the Cure* can do so at www.komencolorado.org.

About Susan G. Komen® and Komen Colorado

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$889 million in research and provided \$1.95 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

Komen Colorado is working to better the lives of those facing breast cancer in our community. They join more than a million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Race for the Cure®, Komen Colorado has invested \$41 million in community breast health programs in 22 Colorado counties (Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Eagle, Garfield, Gilpin, Jefferson, Larimer, Logan, Morgan, Park, Phillips, Pitkin, Sedgwick, Summit, Washington, Weld, and Yuma). Seventy-five percent of net proceeds generated by the Affiliate stays in Colorado. The remaining funds support breast cancer research. For more information, call 303-744-2088.

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