



ASPEN/SNOWMASS
RIDE FOR THE CURE

FOR IMMEDIATE RELEASE

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KOMEN ASPEN ANNOUNCES REGISTRATION STRONG FOR RIDE FOR CURE

Affiliate confident it will meet its \$3 million goal

ASPEN, Colo. – The Aspen Affiliate of Susan G. Komen for the Cure® announced today that registration is strong for the 6th annual Komen Aspen/Snowmass Ride for the Cure® presented by Specialized and *Body & Soul* August 22nd, 7:30am at the Snowmass Recreation Center.

As of today, there are just 16 less registrations compared to one week away from the event last year. Each registration carries a minimum \$600 combined registration fee and fundraising pledge, so this decrease would be considerable if the Ride team fundraisers were falling short of their goals. However, this is not the case. Today, the teams have raised over \$160,000 with 2009 Ride Co-Chair Raifie Bass's team, Still Not Dead Yet, in the lead at just over \$41,000. Currently, there are 300 Ride for the Cure registrations. The largest fundraiser for Komen Aspen, the Ride typically has 400 registrations total. Budget goal for the Ride this year is an ambitious yet attainable \$489,000 net.

In addition to the Rider donations and team fundraising, Komen Aspen opened its online auction today at www.komenaspen.org through August 31st with almost 100 items including fantastic trips, a Tour de France winner Lance Armstrong-signed jersey, and a very cool pink and white vintage townie bike. Plus, pink "Sharing the Promise" bracelets are available (for a \$1 suggested donation) to show local support valley-wide at Ajax Bike & Sports, Saxys Cafe, Dos Gringos, and Mountain Sports Outlet.

2009 Komen Aspen/Snowmass Ride for the Cure®, August 22nd

The 6th annual Aspen/Snowmass Ride for the Cure® – with 10-, 30-, 50-, and 100-mile route options – has a new date and place this year. It begins and ends at the Snowmass Village Recreation Center, Saturday, August 22, 2009, starting at 7:30am. Parking is available, but carpooling is recommended. Registration is \$100 thru August 21st. In addition, a fundraiser first and ride second, each rider is required to pledge \$500. Registration includes meals, jersey, a goody bag, and a finish line party with music, liquid refreshment, fabulous food, free massage, and fun activities for the whole family. The Ride for the Cure® is fully supported with sag wagons, medical and mechanical services, fun cheerleaders and great food at every aid station.

Ride Honorary Guests

The 2009 Ride for the Cure co-chairs, Raifie Bass, John Wilkinson and Michael Faas, are pleased to announce that Jessica Phillips, an Aspen native who recently placed first in the U.S. professional women's elite time trials, will again be the 2009 Honorary Cyclist, and lead the 100-mile route. She is joined by Honorary Ride Chair Mark Alderdice, director of Cycling Programs at the Aspen Club & Spa and owner of Aspen Cycling, and Honorary Survivor Chair Nancy Reinisch, author and triathlete coach.

Fundraising for the Community

A fundraiser first, ride second, the net funds raised from the Ride (and, just recently, our 19th annual Komen Aspen Race for the Cure® which net approximately \$150,000 – 4 percent over budget goal) help save lives and end breast cancer forever in our very own community!

Each year, 75 percent of net funds raised from the Ride stays in the Aspen Affiliate of Susan G. Komen for the Cure's tri-county service area to fund grants that help underserved or uninsured women with the resources they need to fight against breast cancer including no-cost mammograms, clinical breast exams, state-of-the-art mammography equipment, breast health education and information on local health resources. The remaining 25 percent funds the national Komen for the Cure Research & Awards Program -- vital in the discovery of new treatments, and in finding a cure for breast cancer.

In its 19th year, the Affiliate has granted over \$4 million dollars to fund a variety of necessary local breast cancer programs in its tri-county (Pitkin, Garfield and Eagle) service area. From funds raised at its major fundraisers and other individual and business donations last year, Komen Aspen granted approximately \$282,000 in 2009 to a group of qualified, non-profit organizations that offer breast-health related services in the Roaring Fork Valley and along the I-70 corridor. The Affiliate is the largest medical grant-making organization in its service area.

Komen for the Cure® Breast Cancer Facts

Currently, it is estimated that 1.3 million women and 1,910 men are diagnosed with breast cancer each year. Breast cancer is the most frequently diagnosed cancer and is the leading cause of cancer death among women; it is second only to lung cancer in cancer deaths among women in the U.S.

One in eight women in the U.S. (one in seven in Colorado) will be diagnosed with breast cancer in her lifetime which means a woman is diagnosed with breast cancer every three minutes, and a woman in the U.S. dies from breast cancer every 13 minutes. Somewhere in the world, a woman dies from breast cancer every 68 seconds.

Also in the U.S., approximately 95 percent of all breast cancers occur in women 40 years of age and older, and approximately 5 to 10 percent of breast cancers are due to inherited mutations in the BRCA1 or BRCA2 breast cancer gene (less than 1 percent of the general population).

Breast cancer is the leading cause of cancer death among women in the U.S. ages 40-59. In the U.S. in 2009, an estimated 192,370 women will be diagnosed with invasive breast cancer, 1,910 new cases of breast cancer will be diagnosed in men, and 40,170 women and 440 men will die from breast cancer.

The good news is that the five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent (compared to 74 percent in 1982). There are about 2.5 million breast cancer survivors alive in the U.S. today, the largest group of cancer survivors in the world. Early detection is the key to survival.

Our Sponsors

The 2009 Komen Aspen/Snowmass Ride for the Cure® is presented by Specialized and *Body & Soul* magazine. Other sponsors include the Town of Snowmass Village, Sky Hotel, Shaw Regional Cancer Center, The Apen Club & Spa, *The Aspen Times*, The Silvertree Hotel, *Cure* magazine, Local Spirits, Ajax Tavern, Alpine Bank, *Aspen Sojourner* magazine, Aspen Valley Hospital, Culligan, Gran Farnum Printing, Hickory House, KSPN, KSNO, and Aspen Motorsports Park.

Our Mission

Komen Aspen is a trusted, local resource for women living with breast cancer, and encourages all women to take charge of their present and future breast health care by doing monthly self breast exams, receiving yearly mammograms and doctor's exams after the age of 40, by leading a healthy lifestyle and by staying informed about current breast health issues. For more information about the

Komen Aspen/Snowmass Ride for the Cure, or to register or volunteer, call: 970-920-0250 or visit: www.komenaspen.org. End.