



3100 W. Central Avenue, 2nd Floor Toledo, OH 43606
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FOR IMMEDIATE RELEASE

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Race for the Cure
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EASTWOOD HIGH SCHOOL TEAM VOLLEYS FOR A CURE

Eastwood high school coaches recently attended the state volleyball clinic where they learned of the VOLLEYBALL FOR THE CURE initiative. Eastwood has adopted the cause and has designated their September 27 game for the cure.

They will play their game using special volleyballs (pink and made especially for this cause by Molten, a company that makes volleyballs), wearing pink uniform shirts and doing various raffles to raise funds, education and awareness on Thursday, September 27 at 7:30 pm.

VOLLEYBALL FOR THE CURE was created as a way to honor and celebrate the heroic fights against breast cancer by friends Marcy Kanter and Ellen Ganson. These two define the true meaning of being a champion in every way. This event was dedicated to all men and women who have been touched by breast cancer with the hope that this devastating disease will one day be cured. It was started last year through a collaboration between Loveland and Sycamore High Schools' volleyball teams to convert a regular varsity match into a breast cancer awareness event, in honor of a friend with breast cancer.

With approval from the OHSAA, the players and referees wore custom pink shirts and the teams were allowed to fabricate a special "halftime" which consisted of funny games with fan involvement. Over 900 pink t-shirts were sold in advance and discounted admission was offered to anyone wearing pink (students were free, adults paid \$4 vs. the normal \$6).

Funds and excitement were also raised through a bake sale, raffle and split-the-pot tickets. The event was publicized with the help of local media, school announcements, signs, banners, and emails. The schools buzzed with pink on game day as the players, students and staff wore pink and pink decorations hung throughout the halls.

The Komen Northwest Ohio Affiliate serves the counties of Allen, Auglaize, Defiance, Erie, Fulton, Hancock, Hardin, Henry, Lucas, Mercer, Ottawa, Paulding, Putnam, Sandusky, Van Wert, Williams, Wood and Monroe, MI.

Breast cancer knows no boundaries, be it age, gender, socio-economic status or geographic location.



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Attendance exceeded 1000 fans (vs. the normal 50-75) and over \$4000 was raised for breast cancer research. Enthusiasm to host VOLLEYBALL FOR THE CURE next year immediately followed. Not to be overlooked, Sycamore took in \$700 in ticket sales vs. the usual \$100 per home volleyball game. This year, the OHSA has challenged each high school in Ohio that plays interscholastic volleyball – 800 teams - to dedicate one home game to promote breast cancer education, awareness and fundraising. For more information on the Volleyball for the Cure, contact the OHSSA at www.ohsvca.org/volleyforcure/index.php

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The 14th Annual Susan G. Komen Northwest Ohio Race for the Cure® will take place on Sunday, September 30, 2007, in downtown Toledo. The run/walk ends with a celebration and ceremony at Fifth Third Field, along with the third annual Kids Run for the Cure.

To register for the Race go to www.komennwohio.org.

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. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

The national sponsors of The Race include Yoplait, American Airlines, Coldwater Creek, Ford, Energizer, New Balance, Quilted Northern Ultra, SunChips, RE/MAX and Zeta Tau Alpha.

For information on the Komen Northwest Ohio affiliate, please visit www.komennwohio.org. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800-I'M AWARE.

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