

WHY WE WALK

Susan G. Komen 3-Day® Facts

- The Susan G. Komen 3-Day® is a 60-mile walk for women and men who want to be a part of something bigger – ending breast cancer forever. Participants raise a minimum of \$2,300 and walk an average of 20 miles a day for three consecutive days, educating tens of thousands of people about breast health and raising funds for breast cancer research and community outreach programs with every step.
- Since its inception in 2003, the Susan G. Komen 3-Day® has raised more than \$750 million.
- Seventy-five percent of the net proceeds raised by the Susan G. Komen 3-Day® help support Komen's Research and Training Grant Program and large public health outreach programs for women and men facing breast cancer. The remaining 25 percent helps fund local community and Affiliate support and outreach programs.
- The Susan G. Komen 3-Day® is a place where differences are embraced, bonds are formed and every moment is full of meaning, emotion and celebration. As participants cover the mileage on foot, volunteers help along the way. Each night of the event, walkers experience an incredible mobile city that's more than just sleeping tents and warm showers; it's where they can eat, relax and make memories with old and new friends.
- Presenting sponsor for the Susan G. Komen 3-Day® is Bank of America, national series sponsor is New Balance and the Young Women Walking program sponsor is the Val Skinner Foundation.

The 2014 Susan G. Komen 3-Day® Series includes seven events in:

Michigan (Aug. 15-17)	Atlanta (Oct. 18-20)
Twin Cities (Aug. 22-24)	Dallas/Fort Worth (Nov. 7-9)
Philadelphia (Sept. 12-14)	San Diego (Nov. 21-23)
Seattle (Sept. 20-22)	

Breast Cancer Facts

- Each year, more than 200,000 cases of breast cancer are diagnosed in women and nearly 2,000 cases are diagnosed in men in the U.S.
- One in eight women in the U.S. will be diagnosed with breast cancer in her lifetime.
- One case of breast cancer is diagnosed among women every two minutes in the U.S.
- Each year it is estimated that nearly 40,000 women and 400 men will die of breast cancer in the U.S.
- Early detection and effective treatment for breast cancer have resulted in a 34 percent decline in breast cancer mortality in the U.S. since 1990.



WHY WE WALK

- In 1980, the 5-year relative survival rate for women diagnosed with early stage breast cancer (cancer confined to the breast) was about 74 percent. Today, that number is 99 percent.
- There are nearly 3 million breast cancer survivors in the U.S. today, the largest group of cancer survivors in the U.S.

About Susan G. Komen®

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 \$800 million in research and provided almost \$1.7 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 Facebook at facebook.com/susangkomen and Twitter @SusanGKomen

About the Susan G. Komen 3-Day®

The Susan G. Komen 3-Day® is a 60-mile walk for women and men who want to be a part of something bigger – ending breast cancer forever. Participants raise a minimum of \$2,300 and walk an average of 20 miles a day for three consecutive days, educating tens of thousands of people about breast health and raising funds to help support breast cancer research and community outreach programs. With every step, Susan G. Komen® has helped make significant progress in the fight against breast cancer thanks to events like the Komen 3-Day. Seventy-five percent of the net proceeds raised by the Susan G. Komen 3-Day help support Komen's Research and Training Grant Program and large public health outreach programs for women and men facing breast cancer. The remaining 25 percent helps fund local community and Affiliate support and outreach programs. Please visit www.The3Day.org or call 800-996-3DAY for more information. Susan G. Komen® would like to thank presenting sponsor Bank of America, national series sponsor New Balance and the national Young Women Walking program sponsor Val Skinner Foundation for their support of our promise to end breast cancer forever and their continued sponsorship of the 2013 3-Day® Series.

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