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FOR IMMEDIATE RELEASE

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**Beyond Pink TEAM Kicks Off National Breast Cancer Awareness Month
With Pink Ribbon Run and Pink Ribbon Bagels®**

WATERLOO, IOWA – 9/22/2009 – The Beyond Pink TEAM, a program of the Cedar Valley Cancer Committee, will be fighting harder than ever to raise awareness for and funds to support local women affected by breast cancer. They will kick off October's National Breast Cancer Awareness month with pink ribbons lining the lampposts of downtown Cedar Falls during the Third Annual Pink Ribbon 5K Walk/Run on Saturday, October 3 at 8:00 a.m., with each participant receiving a pink-ribbon-shaped bagel from Panera Bread® bakery-cafe as part of the month-long Pink Ribbon Bagel® campaign.

The Pink Ribbon Run/Walk walk invites all members of the Cedar Falls/Waterloo community to gather in front of the Cedar Falls Public Library to run, walk or march through downtown Cedar Falls in honor of all those touched by the disease. All proceeds from the \$25 entry fee will go to further the breast cancer activities of the Beyond Pink TEAM, such as: providing a support group to women with breast cancer, quarterly education events for Young Cancer Survivors, producing a quarterly newsletter focused on breast cancer awareness and updates, offering free and reduced cost screening mammograms for women who can't afford them and lobbying legislators to support breast cancer research funding.

Last year, more than 250 participants and volunteers came out to support the race, with the 2009 race committee already expecting a larger crowd this year. Registration and check-in for the race begins at 7:00 a.m. while pre-registration forms can be found at www.cedarvalleybreastcancer.org. At the conclusion of the race, there will be several speeches on the fight against breast cancer, followed by race awards for six different age groups. Additionally, the first 200 runners will receive a KWWL/Panera Bread water bottle.

Each race participant will receive an official Pink Ribbon T-shirt, with breast cancer survivors receiving a special-recognition pink shirt. Panera Bread will be stationed at the finish line to provide each participant with a special Pink Ribbon Bagel to promote its 2009 Pink Ribbon Bagel campaign were 25 cents from every Pink Ribbon Bagel sold in the Waterloo and Cedar Falls Panera Bread bakery-cafes will be donated to the Beyond Pink TEAM. Last year the Pink Ribbon Bagel campaign raised nearly \$800 for the cause, or the equivalent of six mammograms.

"Panera Bread of Iowa is committed to serving the local community, many of whom have had their lives touched by breast cancer," said Ken Matlack, Panera Bread of Iowa district manager. "We are proud to partner with the Beyond Pink TEAM because we know they provide exceptional resources to our community and our donation is being used to change the lives of our friends and neighbors right here in the Cedar Falls/Waterloo area."

"Since October is National Breast Cancer Awareness Month and everyone is 'thinking pink,' we want everyone in the community to know that the Beyond Pink TEAM is here for all those in the Cedar Valley touched by this disease," Dee Hughes, President of the Beyond Pink TEAM. "Starting the month off with the Pink Ribbon Run and continuing throughout the month with the Pink Ribbon Bagel campaign is great opportunity for our organization to talk with the community about all of the financial and emotional support we can provide local breast cancer fighters."

The Cedar Valley Cancer Committee is a non-profit organization made possible by the collaborative efforts of many health organizations, businesses and dedicated individuals' throughout the Cedar Valley. The Beyond Pink TEAM focuses on breast cancer in the Cedar Valley. Going beyond pink ribbons, beyond pink light bulbs, beyond pink trinkets; Beyond Pink, we accomplish our mission by **T**aking action, **E**ducation, **A**dvocating and **M**aking a difference.

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