



FOR IMMEDIATE RELEASE

Holly Ford – Media Inquires
Susan G. Komen for the Cure
901-461-1167
Holly_E_Ford@yahoo.com

PASTNER GOES PINK TO FIGHT BREAST CANCER

Coach Pastner named as the 2011 Race for the Cure Honorary Chair

MEMPHIS, TN – August 1, 2011 – University of Memphis Men's Basketball Head Coach, Josh Pastner, will serve as the 2011 Honorary Chair for the 19th Annual Susan G. Komen Memphis-MidSouth Race for the Cure, scheduled to take place on October 29, 2011 at the Shops of Saddle Creek. Coach Pastner will attend the Memphis-MidSouth Race for the Cure and serve as Master of Ceremonies at Race kick-off.

In addition, Coach Pastner has a Race team and is encouraging Mid-Southerners to join him in the fight against breast cancer. "It's a privilege to serve as honorary chair of Komen Memphis-MidSouth Race for the Cure," says University of Memphis Men's Basketball Head Coach, Josh Pastner. "Breast cancer is a disease that affects so many lives – the victims, their families and friends. Anything that helps funding for research and, more importantly, brings awareness to find a cure for breast cancer is a worthy cause that I'm proud to be a part of!" Coach Pastner's team name is Pastner Goes Pink for the Cure and joining his team is open to the public.

The responsibility of the Honorary Chair is to help promote the Race and create awareness for the cause. "We are thrilled to have Coach Pastner as the Honorary Chair this year. Just as Coach Pastner excites Tiger Nation, we hope Tiger Fans will join him in going pink for a day to help raise money in the fight against breast cancer," says Elaine Hare, Executive Director of the Memphis-MidSouth Affiliate of Susan G. Komen for the Cure.

Participants can register now for just \$20 at www.komenmemphis.org. Early registration will end on August 19th.

About Susan G. Komen for the Cure® and the Komen Memphis-MidSouth Affiliate

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. The Memphis-MidSouth Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community joining more than 1 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 Memphis-MidSouth Race for the Cure®, the Memphis-MidSouth Affiliate has invested \$6.5 Million in community breast health programs in Shelby, DeSoto, Tunica, Tipton and Fayette Counties. Up to 75 percent of net proceeds generated by the Affiliate stays in the Memphis-MidSouth area. The remaining income goes to the national Susan G. Komen for the Cure Grants Program to fund research. For more information, call (901) 757-8686 or visit www.komenmemphis.org.

###