

## Press Release

Date: August 23, 2007  
Contact: Ellen Richter, Board Fundraising Chair,  
Susan G. Komen for the Cure® - Madison Affiliate  
608-233-2470  
Michelle Heitzinger, Board President,  
Susan G. Komen for the Cure® - Madison Affiliate  
608-274-6858 [mheitz@charter.net](mailto:mheitz@charter.net)

Madison, WI

### **In Madison, Victory Wears Red, Hope Wears Pink**

Have you ever seen the Capitol dome turn pink? You will on October 19 & 20 as part of the Passionately Pink for the Cure campaign in honor of National Breast Cancer Awareness month. The Susan G. Komen for the Cure®- Madison Affiliate's 10<sup>th</sup> Anniversary celebration has Madison turning pink from the Capitol to Camp Randall and many points around town.

Everyone is invited to get involved and here are a couple of options:

1) Passionately Pink for the Cure™ is a simple awareness and fundraising campaign held on Friday October 19, 2007. Businesses, corporations, friends & family, social & religious groups, schools, anyone in our community can register free online for their participation kit, then make a personal minimum \$5. donation and wear PINK for the day. The kit includes:

- Posters to promote their day
- Participation booklets
- Breast health information
- Passionately Pink for the Cure™ pins.

Register for your Free kit at [www.komenmadison.org](http://www.komenmadison.org)

2) Light your building or storefront PINK! Together with Komen Madison, Full Compass Systems, we'll help you turn your business PINK as part of the fundraising and awareness campaign. For details on how to get a lighting kit suited to your business, contact Ellen Richter at [info@komenmadison.org](mailto:info@komenmadison.org).

While you wear pink- get Free bagels! The Madison area Panera Bread Restaurants have joined the Passionately Pink for the Cure™ campaign by offering a FREE bagel of your choice for anyone coming in wearing pink on Friday, October 19.

Continue the Pink Party at the UW Volleyball game on Sunday, October 21, as the Badger women take on Penn State for one of the biggest games of the season! It is also Susan G. Komen for the Cure day with a portion of each ticket sold going to the Komen Madison Affiliate. Help us sell out the Kohl Center for the Cure!

Our media sponsors helping to get the message out for breast cancer awareness and finding a cure include Adams Outdoor, WISC-TV3, Madison Magazine and Midwest Family Broadcasting.