

FOR IMMEDIATE RELEASE

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Make a Difference While You Sleep

TEMECULA, California (September 2, 2005) – Runners across the Murrieta-Temecula valley are already warming up for the Inland Empire Susan G. Komen Breast Cancer Foundation 2005 Race for the Cure. This race is the largest series of 5K runs/fitness walks in the world. In 2004, the Temecula race drew over 8,300 participants, and more are expected this year. But not everyone loves to run. Some people prefer sleeping.

Leasa Stephenson, Co-Chairperson for the 2005 Race for the Cure, observed, “many people want to participate in this event, but some will be out of town on race day, some are unable to run or walk, and there are those who just don’t want to get out of bed that morning.” The Sleep-In for the Cure provides a delightful way for everyone to participate.

“Just imagine - you can be part of the world’s largest 5K race, raise money to help fight breast cancer and help those afflicted with the disease, and even get a chance to win some great prizes – all without leaving the comfort of your own bed,” said Stephenson. “It’s going to be great fun for the whole family, whether you show up or not. All you have to do is care, register, and pledge,” she added. This year, adults will receive one drawing entry for every \$300 in pledges, with prizes ranging from clothing, to airline tickets, to a \$1,000 shopping spree at the Temecula Promenade. Kids can join the fun, too, earning a chance to win Mulligans gift certificates, bikes, CD players, and more.

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(Make a Difference While you Sleep – continued)

Here's how it works. Fill out an entry form as if you are going to race, get pledges of support, and even sign up to be part of a team. Then check "Sleep-In" on the form, and Komen will send you a custom-designed Race for the Cure pillowcase and Sleep-In tee shirt. That's it – you're in! Entry forms are available from race sponsors, including Ralphs, Albertsons, Starbucks, the Press Enterprise, and more. You can also download forms from the Inland Empire Susan G. Komen Foundation website at www.iekomen.org.

"You can register for the Sleep-In anytime before race day, but if you register before October 1st, you should receive your Race for the Cure tee-shirt and pillowcase in the mail in time to use them for the event," said Stephenson. Just to make sleeping in on October 16th all the more comfortable.

For more information about the Sleep-In or Race for the Cure, call 951-304-9500, or visit www.iekomen.org.

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The Inland Empire Susan G. Komen Breast Cancer Foundation 2005 Race for the Cure[®] is scheduled for October 16th at the Promenade in Temecula. The Inland Empire office of the Susan G. Komen Breast Cancer Foundation is located at 26765 Madison Avenue, Suite 108, in Murrieta. The telephone number is 951-304-9500.

For more than 20 years, the Susan G. Komen Breast Cancer Foundation has been a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of U.S. and International Affiliates, the mission of the Susan G. Komen Foundation is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening, and treatment. The Inland Empire Affiliate Office can be contacted at 951-304-9500. For more information on the Susan G. Komen Breast Cancer Foundation, please visit us online at www.komen.org.