SUSAN G. KOMEN® SAN DIEGO’S
RACE FOR THE CURE®
Where the End of Breast Cancer Begins
SUN., NOV. 3, 2019
KomenSanDiego.org/Walk
#SupportLocal
**SUBJ:** Walk to End Breast Cancer.

Hi [INSERT FIRST NAME],

Every day in San Diego, six women are diagnosed with breast cancer and one woman passes away from this disease. Our moms, grandmas, daughters, sisters and beloved men are fighting this battle to survive. Sign up now and walk to end breast cancer with [Insert company/partner name].

Walk to end breast cancer. Register at KomenSanDiego.org/Walk. Register before prices go up! See the full race price schedule [here](#).

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KomenSanDiego.org/Walk

[REGISTER NOW](#)

Top 9 highlights of the Race for the Cure...

1. **Funds stay local.** Drive meaningful change in the fight against breast cancer for women in San Diego.

2. **Memorable morning.** Celebrate breast cancer survivors, forever fighters and honor those we have lost to the disease.

3. **Food/Coffee Trucks.** Picnic in the park with your team after you walk!

4. **Survivor Village.** A dedicated space where we honor our survivors. Survivors will enjoy breakfast while celebrating and supporting each other in an atmosphere of solidarity.

5. **Memorial tent.** This year we remember the beautiful faces, the stories, the triumphs and the tragedies. We will pay tribute to past Race participants who have lost their lives to breast cancer and invite you that morning to visit the tent to honor your lost loved one.

6. **Live Entertainment.** Drummers, bands, cheerleaders, and motivational speakers to set your walking atmosphere.

7. **Vendor Expo.** Shop and be showered in giveaways from San Diego’s major businesses.

8. **High-quality Race T-shirts.** Soft to the skin and your new favorite sleep and workout wear.

9. **Choices.** Walk or run a 5k or our less hilly 1 mile route option.
SUBJ: Join My Race Team to Help End Breast Cancer!

Hi [INSERT FIRST NAME],

Did you know that breast cancer kills someone every minute? Every time you go to sleep, nearly 600 people somewhere in the world die from breast cancer by the time you wake up.

It’s time to show that we’re not just pink ribbons. The time to act is now. That’s why I am walking in Susan G. Komen® San Diego’s 2019 Race for the Cure® on November 3rd in Balboa Park.

What is the Race for the Cure?

The Race for the Cure is an important community event that helps accomplish several goals:

- Honors breast cancer survivors and co-survivors
- Memorializes those who have lost their battle to the disease
- Raises vital funds for education, screening, treatment, and national research programs

How can you help?

- **Donate.** Help me reach my fundraising goal by donating to Komen San Diego. Simply click on the link to my Fundraising Page below.
- **Join my team!** Sign up or volunteer for the Race for the Cure®.

I hope I can count on your support. Remember, every dollar makes a difference!

Thanks!

[INSERT SIGNATURE]

[Insert link to your personal race for the cure page or team page]

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Where the End of Breast Cancer Begins

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KomenSanDiego.org/Walk

REGISTER NOW
SUGGESTED E-BLAST # 3

SUBJ: Walk to End Breast Cancer with [Insert company/partner name]

Hi [INSERT FIRST NAME],

Walk to end breast cancer with [Insert company/partner name] at the 2019 Susan G. Komen® San Diego Race for the Cure®.

Komen San Diego’s walk raises money to empower local women battling breast cancer and keep San Diegans alive. It also celebrates survivors and honors those who have lost their battle. [Insert company/partner name] is proud to be a [sponsor/partner/grantee] of the 2019 Race for the Cure®.


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SUGGESTED SOCIAL MEDIA POSTS

Facebook: /KomenSanDiego
Twitter: @KomenSanDiego
Instagram: @KomenSanDiego
Hashtags: #RacefortheCureSD #KomenSD #SupportLocal #FundsStayLocal

FACEBOOK

This photo of Tania Curulla with her two beautiful daughters was taken at last year’s Race for the Cure in Balboa Park. Since then, her cancer has spread to her jaw, arms, spine, femur, and now brain. When you fundraise for the Race for the Cure, you are helping local women like Tania fight to watch their children grow up. Breast cancer should not be a death sentence, and your donations and fundraising can make that possible. Walk to end breast cancer us on Nov. 3rd in Balboa Park. Register today at KomenSanDiego.org/Walk #RacefortheCureSD #SupportLocal @KomenSanDiego

Register for the 2019 Race for the Cure in Balboa Park and walk with us to help end breast cancer. Sign up today! KomenSanDiego.org/Walk #RacefortheCureSD #SupportLocal
TWITTER

We walk because our beloved women and men mean everything to us. On Nov 3rd, join @KomenSanDiego & [insert company/partner handle] at the #RacefortheCureSD. Be #SupportLocal & register today: KomenSanDiego.org/Walk

Join the movement to end breast cancer in San Diego. Walk w/@KomenSanDiego on 11/3 @ Balboa Park for the #RacefortheCureSD: Where the End of Breast Cancer Begins. KomenSanDiego.org/Walk #FundsStayLocal
Help us drive meaningful change in the fight against breast cancer and walk with us on Nov. 3rd in Balboa Park for the #RacefortheCureSD. Together we remember, honor and support all of those affected by this disease. Register at KomenSanDiego.org/Walk #SupportLocal @KomenSanDiego

Every time you go to sleep, nearly 600 people somewhere in the world die from breast cancer by the time you wake up. It’s time to show that we’re not just pink ribbons. The time to act is now. That’s why we’re walking in Susan G. Komen® San Diego’s 2019 Race for the Cure® on November 3rd in Balboa Park. Register now at KomenSanDiego.org/Walk #SupportLocal @KomenSanDiego
SUGGESTED PSA’S

:15

Every time you go to sleep, nearly 600 people somewhere in the world die from breast cancer by the time you wake up. This is unacceptable. Register now for Susan G. Komen San Diego’s Race for the Cure on November third at Komen San Diego dot org. All funds stay local!

:30

Every time you go to sleep, nearly 600 in the world die from breast cancer by the time you wake up. You can help decrease this number by supporting local women and men in San Diego, County.


:45

Every time you go to sleep, nearly 600 people somewhere in the world die from breast cancer by the time you wake up. You can help decrease this number by supporting local women and men in San Diego, County. [Insert company/partner name] is a proud [sponsor/partner/grantee] of Susan G. Komen San Diego because we know that community support goes a long way. Komen San Diego is passionate about finding cures and keeping San Diegans alive. They are the only organization that studies San Diego County to identify the gaps in breast cancer care. Susan G. Komen is the largest nonprofit funder of breast cancer research outside of the U.S. government, and much of their research investment has been awarded to local researchers right here in San Diego. Walk to end breast cancer with [Insert company/partner name] at the Race for the Cure on Sunday, November third in Balboa Park. Register today at Komen San Diego dot org. That is Komen San Diego dot org to register.

:60

Every day in San Diego, six women are diagnosed with breast cancer and one woman passes away from this disease. Early detection and effective treatment provide the best chance of survival from breast cancer. And that’s what Susan G. Komen San Diego is all about. [Insert company/partner name] is a proud [sponsor/partner/grantee] of Komen San Diego – the only organization that studies San Diego County to identify the gaps in breast cancer care and the barriers to health access. Komen San Diego provides free mammograms, ultrasounds, care coordination, and financial assistance for breast cancer patients’ most critical needs during treatment so that you and your family can focus on what matters most. Susan G. Komen is the largest nonprofit funder of breast cancer research outside of the U.S. government, and much of their research investment has been awarded to local researchers right here in San Diego. Walk to end breast cancer with [Insert company/partner name] at the Race for the Cure on Sunday, November third in Balboa Park. Register today at Komen San
Diego dot org and show your support for local breast cancer fighters.