



ATTENTION: News Director

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION CONTACT

Cathy Ketton, Event Organizer

319-493-8857

Dee Hughes, Beyond Pink TEAM Chair

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Walking for Awareness and Support

The “*Splash of Color Breast Cancer Support Group*” will have their 4th Annual 3K Fundraiser Walk on Saturday, October 11, 2014. The walk is at Sullivan Park on East Fourth Street in Waterloo. The cost to participate is \$18 for Adults and \$10 for children, age 12 and under. Money raised will go toward furthering the activities of the Splash of Color (SoC) group, which provides support for women of color in our community who are surviving breast cancer.

SoC is a program of the Beyond Pink TEAM focused specifically on the needs of women of color who have breast cancer. This is the only fundraiser that specifically raises funds to support their activities. The funds raised allow SoC to provide additional programming and services for women in the community who are newly diagnosed with breast cancer, as well as women living with cancer.

All registered participants will receive an event t-shirt. Registration for the event will start at 7:30 a.m. and the 3K Walk will start at 8:30 a.m. When participants return to the park, there will be a brief program, entertainment, and light refreshments provided by Panera Bakery-Café. There will also be a \$1 raffle, baked goods and items for purchase at the walk.

Event organizer, Cathy Ketton says the support of the community is very important to the work Splash of Color is able to do. “Living with breast cancer can be lonely, scary and can lead a family to financial hardship,” Ketton said. “Women newly diagnosed and women living with breast cancer do not have to be alone or carry this burden. Having the community come out for this event, shows them that support is there for them.”

For five years the Splash of Color group has been providing support, resources and services to women living with breast cancer. “Our goals have not changed,” said Ketton. “We need to reach women and let them know that there is support and resources available to them.”

For more information about the “Splash of Color” Breast Cancer Survivor Support Group call Cathy Ketton at 319-493-8857; or go to the Beyond Pink TEAM website at www.cedarvalleybreastcancer.org.

If you would like to sponsor Splash of Color with a \$100 or more donation please contact Cathy Ketton by October 4 to get your business name on the t-shirt. Donations are tax deductible and may be mailed to: Beyond Pink TEAM, C/O Splash of Color, 541 Sherman Avenue, Waterloo, IA 50703.

“Splash of Color” is sponsored by the Beyond Pink TEAM. The Beyond Pink TEAM is part of the Cedar Valley Cancer Committee, and 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’s mission is to provide breast cancer prevention, education, support and advocacy for comprehensive, quality care for all in the Cedar Valley and surrounding communities. Going beyond pink ribbons, beyond pink light bulbs, beyond pink trinkets; Beyond Pink, we accomplish our mission by **T**aking action, **E**ducating, **A**dvocating and **M**aking a difference.

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