



NEW YORK STATE SENATOR

Joseph E. Robach

## Celebrate Mother's Day at the Pink Ribbon Run & Walk 2010

JOSEPH E. ROBACH May 7, 2010

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### ***The Pink Ribbon Run & Walk!***

#### ***Women's 5K Road Race and 2.5 Mile Family Fitness Walk***

*Rochester, NY – **The Breast Cancer Coalition of Rochester** will once again host the*

*“Pink Ribbon Run & Walk”!*

*The “Pink Ribbon Run & Walk” is a Women's 5K Race and 2.5 mile Family Fitness Walk that will be held on Mother's Day, May 9, 2010 at beautiful Ontario Beach Park. The 9<sup>th</sup> Annual “Pink Ribbon Run & Walk” is a major fundraiser for The Breast Cancer Coalition of Rochester and is dedicated to all women,*

*men and children who have been impacted by a breast cancer diagnosis.*

The race will start promptly at 9:05 a.m. on the scenic waterfront at Ontario Beach Park, with the walk to start immediately following. We have over \$2000 in race prizes courtesy of Wegman's, as well as many other spectacular prizes and gifts from local merchants. This event has grown significantly every year and we anticipate well over 4000 people to participate this year!

*This is a local event that stays local! Every dollar raised stays in the Rochester community to benefit the lives of those impacted by breast cancer. Breast Cancer is the number one cause of cancer death in women between the ages of 20 and 54. At this time, one in eight women can expect to be diagnosed with breast cancer during her lifetime. Currently, Monroe County has one of the highest incidences of breast cancer in New York State.*

*The Breast Cancer Coalition of Rochester's mission is to provide support to those touched by a diagnosis of breast cancer, to make access to information and care a priority through education and advocacy and to empower women and men to participate fully in decisions relating to breast cancer.*

*We will have local television and radio personalities, as well as NY State Senator Joseph Robach and other local dignitaries, supporting and participating in our event. We are welcoming grandmothers, grandfathers, mothers, fathers, daughters, sons and survivors, family members, friends and corporate teams to participate, so come and celebrate Mother's Day with us!*

*For more information, click [here](#).*