



**FOR IMMEDIATE RELEASE**

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**SUSAN G. KOMEN® NEW ORLEANS CANCELS 25<sup>th</sup> ANNIVERSARY IN-PERSON RACE EVENT...  
AND ANNOUNCES VIRTUAL 2021 RACE FOR THE CURE!**

***Decision Prioritizes and Protects Participants' Health and Safety During COVID-19***

**New Orleans – August 13<sup>th</sup> 2021** – Susan G. Komen® New Orleans today announced the 2021 New Orleans Race for the Cure will be held virtually, rather than in-person this year due to the Delta variant and surge of COVID-19. Originally planned for October 23<sup>th</sup> 2021 at City Park, the event will now take place on October 23<sup>th</sup> 2021 virtually – as a “Race Together as One” virtual event.

“As an organization dedicated to saving lives, it is so important to protect the health of our participants, many of whom are breast cancer survivors or are currently in treatment for the disease. Therefore, we will be leveraging technology again this year to ensure we can “Race Together as ONE” virtually– even if we can’t be together – because breast cancer is not cancelled. We know it’s in the best interest of our community to go virtual until we can get back together again safely.”

“The Race for the Cure serves two important purposes – it is an important fundraiser that fuels Komen’s breast cancer research and patient support efforts, and it provides all those touched by breast cancer a sense of being a part of a large compassionate community committed to making a difference in the fight against breast cancer,” said Lisa Plunkett - Executive Director, Komen New Orleans.

Virtual event registration and online fundraising tools will be made available through the website at [KomenNewOrleans.org](http://KomenNewOrleans.org). Individuals and teams who have already registered for the 2021 in-person event will receive additional communications on how to proceed with this change.

**About Susan G. Komen and Komen New Orleans**

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Born out of a promise between two sisters, Susan G. Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures. Komen New Orleans is helping fuel research, advocate for patients and support people facing breast cancer locally through a variety of direct patient-centered services and by collaborating with area providers to remove barriers and connect people to needed care across the New Orleans Area. For more information, call 504-455-7310 or visit [komenneworleans.org](http://komenneworleans.org)

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