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Run Like A Girl 8K Race Raises Over \$9,000 for the HERA Women's Cancer Foundation

Series opener in Richmond, Va., exceeds organizers' fundraising expectations

BOULDER, COLO. (July 7, 2009) Women in the Richmond, Va. area took their passion for trail running a step further at the inaugural Run Like A Girl 8K Race. The women's-only trail running event raised over \$9,000 for the HERA Women's Cancer Foundation, a non-profit organization dedicated to the fight against ovarian cancer. Held May 31 at Pocahontas State Park in Richmond, Va., the fundraising total exceeded event organizers' expectations. Sponsored by RunRideRace, Blue Ridge Mountain Sports and Montrail, the Run Like A Girl 8K attracted a total of 860 racers. In addition to participants' individual fundraising efforts through www.herafoundation.org, a percentage of registration fees were also donated to HERA, an acronym for Health, Empowerment, Research and Awareness. Monies raised go towards the HERA OSB1 scientific grant program and ovarian cancer awareness initiatives.

Johns Hopkins University reports that one in 57 women will be diagnosed with ovarian cancer. Only 24% of ovarian cancer is caught in the early stages.¹ The Run like a Girl race series plays a critical role in educating women on the importance of early detection, signs and symptoms of ovarian cancer, and the need to see a gynecological oncologist for accurate diagnosis and subsequent treatment.

"Like running, finding a solution to ovarian cancer is a matter of generating momentum," says Mark Junkermann, Run Like a Girls' race director. "The race had a great turnout; we're thrilled to be able to contribute towards improving early detection methods for ovarian cancer, and ultimately finding a cure."

Samantha Lockwood, a HERA board member and ovarian cancer survivor, commended athletes and sponsors for all their hard work, especially toward raising awareness. "Ovarian cancer can happen to anyone even healthy, active women," shares Lockwood. "Events like Run Like A Girl really help heighten awareness of signs and symptoms, and the importance of getting to a gynecological oncologist for treatment. HERA thanks the organizers, sponsors and athletes for their tremendous efforts. You've helped to save women's lives."

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¹ 2008 American Cancer Society.

HERA Run Like a Girl 8K - 2

The next scheduled event in the series takes place September 19 in Charlotte, N.C., during National Ovarian Cancer Awareness month. For information on upcoming events, please visit www.herafoundation.org.

¹ *American Cancer Society*

About the HERA Foundation

The HERA Foundation is a registered 501 (c) 3, whose mission is to stop the loss of mothers, daughters, wives, sisters, partners, and girlfriends from ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research, and empowering communities to provide support. For more information, visit www.herafoundation.org.

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