



PRESS RELEASE

FOR IMMEDIATE RELEASE

A BREATH OF HOPE *LUNG RUN/WALK TWIN CITIES*

8:00-11:30 a.m. – **AUGUST 12, 2017** AT LAKE HARRIET BAND SHELL

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A Breath of Hope Lung Foundation hosts the *Lung Run/Walk Twin Cities* each summer to support local cancer survivors, patients and families, educate the public about lung cancer and screening, and raise money for lung cancer research. Drawing more than 2000 Minnesotans, this is Minnesota's largest lung cancer awareness event each year and one of the largest lung cancer focused events in the U.S. Live music provided by the Leon Laudenbach Band.

Event details:

- **8:15 am Opening Ceremony and Survivor Photo**
- **8:30-9:00 am Start of 5K Walk, 5K and 10K Chip-Timed Runs, and departure of Patient/Survivor Bus for Tour of Lakes**
- **10:15 am Oncology Update by leading oncologist**
- **10:45 am Rose Raft of Remembrance on Lake Harriet for those who have lost loved ones to cancer**

Little known facts:

- Lung cancer is the leading cause of cancer death in the U.S., claiming more than 2500 Minnesotans each year (lung cancer claims more lives than breast, colon, pancreatic and kidney cancers combined!)
- Half of the lung cancer diagnoses each year happen to nonsmokers – former or never smokers. Between 30,000 and 40,000 never-smoker Americans die of lung cancer each year; More than 160,000 Americans die of lung cancer each year.
- Nearly twice as many women die of lung cancer as breast cancer each year, yet per cancer death, lung cancer research is seriously underfunded compared to other cancers
- Less than 18% survive five years past their lung cancer diagnosis

More than 2000 people who have been hurt by lung cancer or have lost a loved one will show up to walk or run in support of this event. Their stories are compelling and important. Nonsmokers are angry and will say to anyone who listens: "WHY DIDN'T I KNOW I COULD GET LUNG CANCER?" Indeed, why didn't they? Public awareness is critical to saving lives. **Please cover this event or call us to set up interviews with physicians, nurses, patients or survivors. Your coverage could save a life.**

