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IRC COMMUNITY INVITED TO HELP CREATE A WORLD FREE FROM THE PAIN AND SUFFERING CAUSED BY BREAST CANCER

American Cancer Society Making Strides Against Breast Cancer Walk is Saturday, October 21, 2017

Vero Beach, Florida – The American Cancer Society Making Strides Against Breast Cancer walk presented by Florida Cancer Specialists and Florida Health Care Specialist will be held **Saturday, October 21, 2017** at **Riverside Park**, and will unite the community with a shared determination to help create a world free from the pain and suffering caused by breast cancer. Registration begins at **7:00am**, inspirational program at **8:00am** and the noncompetitive walk is set to start at **9:00am**.

Dollars raised by Making Strides supporters help the American Cancer Society ensure no one faces breast cancer alone by funding innovative breast cancer research; promoting education and risk reduction; and providing comprehensive patient support to those who need it most.

Since 1993, more than 12 million supporters have raised more than \$750 million nationwide. Last year, nearly 3,000 Making Strides Against Breast Cancer participants raised \$120,000 in Indian River County for the American Cancer Society to invest in groundbreaking research; provide free, comprehensive information and support to those touched by breast cancer; and help people take steps to reduce their breast cancer risk or find it early when it's most treatable.

According to the American Cancer Society Cancer Facts & Figures 2017, an estimated 252,710 women in the United States will be diagnosed with breast cancer and an estimated 40,610 will die from the disease this year. Additionally, more than 2,400 cases of invasive breast cancer will be diagnosed in men, and 460 will die. In Indian River County, 16 men have committed to bring awareness to male breast cancer and raise funds for breast cancer research and services through the Real Men Wear Pink initiative. Read their stories at www.makingstrideswalk.org/realmenindianrivercofl

In Florida 18,170 women will be diagnosed this year and 2,910 will die from the disease. Breast cancer is the second leading cause of cancer death in women, and it is the most common cancer diagnosed in women other than skin cancer.

“Because of the determination of Making Strides supporters, the American Cancer Society is there for people in every community affected by breast cancer, whether they’re currently dealing with a diagnosis, may face one in the future, or will avoid it altogether because of education and risk reduction,” said Dr. Daniel Glotzer, Making Strides Against Breast Cancer 2017 Event Chair. “At the event, communities embrace a bittersweet mix of purpose – celebrating survivorship and paying meaningful tributes to loved ones lost. From research to education, prevention to diagnosis, and treatment to recovery, we provide support to everyone impacted by breast cancer.”

To learn more about the Making Strides Against Breast Cancer event and how you can become involved, visit www.makingstrideswalk.org/indianriverfl or contact **Jenny Davis** at **772 562-2272 ext 2406** or jenny.davis@cancer.org

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About the American Cancer Society

The American Cancer Society is a global grassroots force of 2 million volunteers saving lives in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 25 percent decline in the cancer death rate in the U.S. since 1991, driven by less smoking, better treatments, and earlier detection. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings and more. For more information, to get help, or to join the fight, call us anytime, day or night, at (800) 227-2345 or visit cancer.org.

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TOP SPONSORS

Presenting: Florida Cancer Specialist

Platinum: Dr. Edward Murphy, George E. Warren Corporation

Gold: Dyer Auto & Chevrolet Corp, Sebastian River Medical, VNA

Silver: Dr. Patrick Ottuso, Perkins Medical Supply

Survivor: M & M Group, Dr. Daniella Shapiro

Start: Scully Welsh Cancer Center

Finish: Live Like Cole

Wall of Hope: Vero Radiology Associates

Check-in: HealthSouth

Captions for photos from last year:

Grey shirt – Kim Feliciano – walks in memory of her mom

Pink Shirt (blonde) Linda Eromin – walks with the Indian River Clerk of Court team

Two women at table – Linda Rinehart and Mary Beth Brown from HealthSouth great walkers at the check-in booth

Crowd shot – Ginny Murphy of Star Pilates leads the crowd warm-up before the walk.

Photo Credit: Theresa Woodson, Senior Manager, American Cancer Society

Walkers

Photo Credit: David Moshier

Arial Shot

Photo Credit: Earth Sky Media