

FOR IMMEDIATE RELEASE

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More Than \$10 Million Invested in Prisma Health Breast Center Through Walk for Life and Famously Hot Pink Half Marathon, 5K + 10K

On Oct. 12, 1991, 200 people walked through downtown Columbia at the first Walk for Life, an event founded by former first lady of Columbia, Beth Coble. Walk for Life was created to elevate awareness of breast cancer in our community and to raise funds for Baptist Medical Center's breast health program, now part of Prisma Health Breast Center. Over the past 29 years, tens of thousands of people have come together to send a strong message about the importance of early detection and funding innovative technology. More than \$10 million in proceeds has funded the latest advancements in mammography and breast ultrasound technology for Breast Center locations in the Midlands and in the mobile mammography unit. Proceeds from the 2019 event will fund a ninth 3D mammography unit for Prisma Health Breast Center's Northeast Diagnostics location. With system-wide mammography technology, funded by community support, the Breast Center performs an average of 40,000 mammograms each year.

"I am very proud of Walk for Life and the tremendous difference it has made in the lives of many women, men and their families over these 28 years," said Beth Coble. "Breast cancer impacts everyone, including members of my own family—my mother, aunt, grandmother and mother-in-law. The work of Baptist Medical Center and now Prisma Health Breast Center will continue the fight to educate women and men on the steps for early detection and to ultimately seek a cure."

More than 7,000 walkers and runners are anticipated for the 29th Walk for Life and Famously Hot Pink Half Marathon, 5K + 10K, presented by Nephron, on Saturday, Oct. 12, 2019, at Segra Park, 1640 Freed Street, Columbia. Prisma Health Midlands Foundation leads this signature fundraising event and is inspired by the support of Columbia and the Midlands community, as well as participants who travel from nearly 25 states to be part of the movement to beat breast cancer in our community.

"It's incredibly powerful to see thousands of people coming together to celebrate breast cancer survivors and lend a hand to those who are in the fight," said Kristin Hudson, event director, Cancer Centers, at Prisma Health Midlands Foundation. "Our team is grateful for the opportunity to meet so many kind, generous people who have embraced the cause and invested in the Breast Center."

Online registration will be open at WalkForLifeColumbia.org until 5 p.m. Oct. 9. After that time, walkers and runners can register by paper as well as pick up T-shirts, chips and bibs at Segra Park, 4-6 p.m. Oct. 10, or at the Expo, 7 a.m.-1:30 p.m. Oct. 11 at Segra Park. Runners may register online at StrictlyRunning.com Oct. 10-11. There will be no registration or packet pickup for runners Saturday, Oct. 12, the day of the event. Walkers may register the morning of the event, starting at 6:30 a.m., at Segra Park.

Registration includes a T-shirt for walkers and a performance shirt for runners. A ladies cut performance shirt is available for runners. Children older than 5 must register to participate in the event and will receive a youth T-shirt. Children 5 and younger may participate at no charge. Breast cancer survivors will receive a survivor hat and button.

For information on registration fees, routes, expo, parking, event schedule and more, visit WalkForLifeColumbia.org.

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About Prisma Health Breast Center

As the largest provider of screening and diagnostic breast imaging services in our community, Prisma Health Breast Center is critical to the health of women and men in our community. An average of 40,000 mammograms are performed each year at the Breast Center. It was the first program in South Carolina to be fully accredited by the National Accreditation Program for Breast Centers, administered by the American College of Surgeons, which ensures that patients will have access to comprehensive care, an interdisciplinary team approach to coordinate the best treatment options, breast cancer conferences, nurse navigators, information about ongoing clinical trials and quality breast care close to home. The Breast Center also provided the first mobile mammography unit in South Carolina in 1988.

About Prisma Health Midlands Foundation

Prisma Health Midlands Foundation, a 501 (c)(3) nonprofit organization, engages community partners to enhance health care for patients and families served by Prisma Health—Midlands. For more, visit PrismaHealthMidlandsFoundation.org.

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