

## MAIL-IN REGISTRATION

The Komen Atlanta Race for the Cure® is open to men and women of all ages and abilities. You can register by mailing this completed form along with a check made payable to:

Komen Atlanta Race for the Cure®  
P.O. Box 530100  
Dept. G-00458  
Atlanta, GA 30353-0100

Please make sure your entry is postmarked by April 20, 2004. Your race numbers will be mailed to you on May 1st. Numbers for entries received after April 20 must be picked up on Race Day at the Atlanta Civic Center. All entries must be postmarked no later than May 1st.

Entries postmarked by April 20, 2004	\$25.00
Entries postmarked after April 20, 2004	\$30.00
Entries on Race Day	\$35.00
Phantom Runners	\$40.00

If you wish to support the Komen Atlanta Race for the Cure® without being a Race participant, you may register to become a Phantom Runner. You will receive a Komen Atlanta Race for the Cure® t-shirt and a Race packet by mail after the Race.

All paid participants will receive a Komen Atlanta Race for the Cure® t-shirt and will be eligible for prize drawings.

## ONLINE REGISTRATION

Online registration is available at [www.komen-atlanta.org](http://www.komen-atlanta.org) through May 8. Race numbers will be mailed if registered by April 20, 2004.

## ON RACE DAY

The Komen Atlanta Race for the Cure® course is USATF certified. Certification number is pending.

This event will occur rain or shine. We reserve the right to cancel in extreme circumstances. In that event, there will be no refunds, rather your entry fee will be used as a donation to the Komen Atlanta Race for the Cure® Affiliate.

## RACE DAY SCHEDULE

Saturday, May 8, 2004

6:45 AM	Registration Begins
7:00 AM	Survivor Breakfast
7:30 AM	Jazzercise Aerobic Warm-Up
7:45 AM	1 Mile Walk
8:30 AM	Co-ed 5K Run/Walk
9:15 AM	Awards and Survivor Recognition Ceremony

## EVENT LOCATION

The Komen Atlanta Race for the Cure® will start in front of the Atlanta Civic Center in downtown Atlanta, 395 Piedmont Avenue, between Ralph McGill Blvd. and North Avenue. Race number pick-up and Race Day registration will be in front of the Atlanta Civic Center.

## DIRECTIONS

**Parking/MARTA.** All participants are encouraged to take MARTA to the Civic Center Station and arrive early. There will be no parking available at the Civic Center. Private pay parking is available in the surrounding area.

**From 75/85 north,** stay in right hand lanes. Take Exit 249B Pine St./Civic Center--stay in middle lane. Cross over Peachtree St. Make a right on Courtland St. and go two blocks to Ralph McGill Blvd. Make a left on Ralph McGill Blvd. Travel one block and cross over Piedmont Ave. The Civic Center will be on your left.

**From 75/85 south,** take Exit 249A North Ave. Make a left turn on North Ave. Travel four blocks to Courtland St. (one way going south). Make a right on Courtland and go five blocks to Ralph McGill Blvd. Make a left at the traffic light. Travel one block to Piedmont Ave. and cross over Piedmont. The Civic Center will be on your left.

## FOR YOUR SAFETY

For the safety of all participants, inline skates and pets are discouraged from participating in this event. For safety reasons, we urge that participants with baby strollers/joggers join the 1 mile walk, rather than the 5K event. No alcoholic beverages will be allowed on the course.

*Komen Atlanta Race*

## PLEDGE PRIZES

To be eligible for prizes, pledge money must be received by June 1, 2004.

- \$100 - \$399      Brushed Aluminum 20 Page Mini Photo Album. Stores 40 - 2 1/4" x 3 1/3" photographs. Screen printed with Komen Atlanta Race for the Cure® logo.
  - \$400 - \$699      MicroTek CD Case holds 20 CD's for safe travel on your automobile visor or for just traveling with your favorite music. Screen printed with the Komen Atlanta Race for the Cure® logo.
  - \$700 - \$999      Classic Cotton Boat Tote with Navy trim. Cotton Canvas tote features six inch handles, front pocket and overall sturdy construction with the Komen Atlanta Race for the Cure® logo.
  - \$1000+            Gray Fleece and Nylon Travel Blanket with Komen Atlanta Race for the Cure® embroidered logo. This 50"x60" travel blanket conveniently rolls up and is held with an elastic strap for easy carrying.
- For the highest amount raised (Over \$3,000)      Roundtrip transportation on American Airlines, and/or American Eagle to any destination in the contiguous U.S.

## RACE AWARDS

Awards will be presented to the top three female and male finishers in the 5K Run/Walk. There will also be awards for the top three overall breast cancer survivors, as well as the first place Master Survivor (age 40 - 59) and the first place Senior Survivor (age 60 and above). No additional results will be tabulated. All breast cancer survivors receive a commemorative medallion as they finish the 1 mile or 5K run/walk.

## RACE ENTRY FORMS/BROCHURES AVAILABLE IN THE ATLANTA AREA AT:

- Ford dealerships • Gold's Gym • Kroger Stores  
 Pier 1 Imports • Rich's-Macy's  
 SouthTrust Bank locations • Wolf Camera

*Printed by Standard Press*

## FRIENDS FOR THE CURE® PLEDGE PROGRAM

Our pledge program allows relatives, friends and co-workers to support our participants on Race Day. With your donation, you are helping us to fight breast cancer in the best way we know how—together.

Participant's name: \_\_\_\_\_  
 Home address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Daytime phone: (        ) \_\_\_\_\_  
 Evening phone: (        ) \_\_\_\_\_  
 Email: \_\_\_\_\_

Check here if you do not wish to receive prizes.

DONOR'S NAME	AMOUNT RECEIVED
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____
11. _____	\$ _____
12. _____	\$ _____
13. _____	\$ _____
14. _____	\$ _____
15. _____	\$ _____
<b>TOTAL PLEDGE AMOUNT</b>	<b>\$ _____</b>

- Donations will be accepted Race Day at the Pledge Booth
- All donations are tax-deductible—Greater Atlanta Affiliate taxpayer ID is 58-1959763
- Individuals requiring a receipt should make a written request to:

The Susan G. Komen Breast Cancer Foundation  
 Greater Atlanta Affiliate  
 P.O. Box 530100  
 Dept. G-00458  
 Atlanta, GA 30353-0100

- To be eligible for prizes, pledge money must be received by May 30, 2004



**KOMEN ATLANTA RACE FOR THE CURE® REGISTRATION CARD**  
 (OR REGISTER ONLINE AT WWW.KOMEN-ATLANTA.ORG FOR A MINIMAL SURCHARGE)  
Online registration powered by Kintera



Last Name

Street Address

City

Age  Sex  D.O.B.

Adult T-shirt size  S  M  L  XL  XXL  3XL

Daytime Phone

Team Name  E-mail Address:



I Am A Breast Cancer Survivor Yes  No

**EVENT YOU ARE REGISTERING FOR:**  1 Mile Walk  Co-ed 5K Fun Run/Walk   \$25 postmarked by April 20  \$30 postmarked after April 20  \$35 Race Day Registration  \$40 Phantom Runner (t-shirt mailed by 5/8/04)

Additional donation to the Greater Atlanta Affiliate \$  Total Amount \$

Make checks payable to Komen Atlanta Race for the Cure® or pay by credit card. We accept Visa/Mastercard and American Express. (No cash accepted)

Name appearing on credit card:

Account #

Expiration date

Signature:

Total to be charged \$

**IMPORTANT: PLEASE RETURN THIS PORTION ALONG WITH CHECK OR CREDIT CARD # TO: KOMEN ATLANTA RACE FOR THE CURE®, P.O. BOX 530100, DEPT. G-00458, ATLANTA, GA 30353-0100**

**WAIVER AND RELEASE**

(Must be signed by participant): I understand that my consent to these provisions is given in consideration of the acceptance of this registration and for being permitted to participate in this event. I am a voluntary participant in this event, and in good physical condition. I KNOW THAT THIS EVENT IS A POTENTIALLY HAZARDOUS ACTIVITY AND I HEREBY ASSUME FULL AND COMPLETE RESPONSIBILITY FOR ANY INJURY OR ACCIDENT WHICH MAY OCCUR DURING MY PARTICIPATION IN THIS EVENT OR WHILE ON THE PREMISES OF THIS EVENT, AND I HEREBY RELEASE AND HOLD HARMLESS AND COVENANT NOT TO FILE SUIT AGAINST THE SUSAN G. KOMEN BREAST CANCER FOUNDATION, INC., ITS LOCAL AFFILIATES AND ANY AFFILIATED INDIVIDUALS, THE KOMEN ATLANTA RACE FOR THE CURE® AND ANY AFFILIATED INDIVIDUALS, ANY RACE SPONSORS AND THEIR AGENTS AND EMPLOYEES, AND ALL OTHER PERSONS OR ENTITIES ASSOCIATED WITH THIS EVENT (THE "RELEASEES") FROM ANY LOSS, LIABILITY OR CLAIMS I MAY HAVE ARISING OUT OF MY PARTICIPATION IN THIS EVENT, INCLUDING PERSONAL INJURY OR DAMAGE SUFFERED BY ME OR OTHERS, WHETHER SAME BE CAUSED BY FALLS, CONTACT WITH PARTICIPANTS, CONDITIONS OF THE COURSE, NEGLIGENCE OF THE RELEASEES OR OTHERWISE. If I do not follow all the rules of this event, I understand that I may be removed from the competition. I give my full permission to the Komen Foundation and its local Affiliates and Races and their sponsors and corporate sponsors to use any photographs, videotapes, audiotapes or other recordings of me that are made during the course of this event. DRUG TESTING: Participants in this competition may be subject to formal drug testing in accordance with USA T&F rules and IAAF Rule 144. Participants who refuse to be tested or who test positive for banned substances will be disqualified from this event and will be ineligible for future competitions.

Signature  Parent's or Guardian's Signature  Date

(If under age 18)

## THE SUSAN G. KOMEN BREAST CANCER FOUNDATION

The Susan G. Komen Breast Cancer Foundation was founded in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36.

The Mission of the Susan G. Komen Breast Cancer Foundation is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

The Greater Atlanta Affiliate of the Susan G. Komen Breast Cancer Foundation had its first Komen Atlanta Race for the Cure® event in 1991. There were approximately 800 runners. In 2004, we expect over 12,000 participants.

This year alone, the Greater Atlanta Affiliate of the Susan G. Komen Breast Cancer Foundation has awarded more than \$1,000,000 for grants to local organizations who provide breast cancer screening, education and treatment. Up to seventy-five percent of the net funds raised stay within the local community. At least 25% goes to the Komen Foundation Award And Research Grant Program for funding of breast cancer research.

The Grant Program of the Komen Foundation provides funding for innovative research, breast cancer education, screening and treatment for the medically underserved. Through the efforts of the Komen Foundation, hundreds of thousands of women receive the life-saving message of early detection.

For information about breast health, please call the Komen Foundation's National Toll-free Breast Care Helpline:  
1.800 I'M AWARE®  
and the Komen award winning Web site at  
[www.breastcancerinfo.com](http://www.breastcancerinfo.com)



**FACT**

*Breast cancer is the leading cause of cancer deaths among women between the ages of 40-59.*

## REGISTERING AS A TEAM

A group of 15 or more from a corporation, hospital, school, family, neighborhood, church or organization are encouraged to participate in the Komen Atlanta Race for the Cure® as a team. To register, each member must complete an entry form, and all entries and fees must be submitted TOGETHER IN ONE ENVELOPE and postmarked no later than Tuesday, April 20. If a team member submits an individual entry form independently, the fee WILL NOT be credited to the team or be refunded. For more information, team captains may contact the Greater Atlanta Affiliate, Komen Atlanta Race for the Cure® hotline at (404) 459-8700. Contact us for a team registration packet.

## A TRIBUTE TO BREAST CANCER SURVIVORS

Breast cancer survivors who wish to be recognized may pick up their complimentary pink cap and pink t-shirt provided by Zeta Tau Alpha and RE/MAX. All participating breast cancer survivors will receive a commemorative medal. We would also like to invite participants to recognize those special people who have been touched by breast cancer. "In Memory of" and "In Celebration of" back signs will be available for all Race participants. The Breast Cancer Survivor Recognition Program is sponsored by Zeta Tau Alpha and RE/MAX.

Please make sure to mark your entry form as a Breast Cancer Survivor.



**FACT**

*The mortality rate would decrease by 30 percent if every woman over the age of 50 was informed and followed the guidelines.*

*Thanks to important advances in research, education, screening and treatment, there are more than 1.7 million breast cancer survivors alive today.*

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# KOMEN ATLANTA ICE FOR THE CURE® SPONSORS PRESENTING



## DIAMOND



## MEDIA



## GOLD



## SILVER



## BRONZE

Gold's Gym

Grady Health System One Pledge

MATCH, Inc.

White Oak Hematology-Oncology Consultants, P.C.

Piedmont Hospital Breast Health Center

**FOR MORE INFORMATION ABOUT  
VOLUNTEER OPPORTUNITIES,  
PLEASE DETACH THIS PORTION  
AND RETURN IT TO:**

The Susan G. Komen Breast Cancer Foundation  
Greater Atlanta Affiliate  
P.O. Box 530109  
Dept. G-00125  
Atlanta, GA 30353-0109

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: (     ) \_\_\_\_\_

Best time to call: \_\_\_\_\_

Fax: (     ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Area(s) of interest: \_\_\_\_\_

**FOR ADDITIONAL INFORMATION,  
CALL (404) 459-8700.**



**FACT**

*In 2004, it is estimated that 40,110 women  
in the U.S. will die from breast cancer.*

*It is estimated that approximately 1,450 men  
will be diagnosed with breast cancer.*

THE SUSAN G. KOMEN BREAST CANCER FOUNDATION  
GREATER ATLANTA AFFILIATE  
P. O. BOX 530100  
DEPT. GA 00458  
ATLANTA, GA 30353-0100

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U.S. Postage  
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Marietta, GA

Atlanta, GA Permit No. 491



The Susan G. Komen  
Breast Cancer Foundation

**ATLANTA** **RACE**  
**FOR**  
**THE**  
**CURE**



Presented by



NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

COED 5K + 1 MILE RUN/WALK

**MAY 8, 2004**

ATLANTA CIVIC CENTER

7:45 AM

HONORARY CHAIR  
LEE ANN WOMACK

COME AND HELP US RUN THE "RACE"  
AGAINST BREAST CANCER

ATLANTA, GA 30333-0100