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**FOR IMMEDIATE RELEASE:**

**PAINT EL PASEO PINK -BREAST CANCER WALK- TO DRAW HUGE CROWDS**  
*Auen Foundation Sponsors Walk to Increase Awareness, Screenings and Diagnosis*

**Palm Desert, CA (October 12, 2011)**- The fifth annual Paint El Paseo Pink breast cancer walk will be held **Saturday** morning, **October 15**, at The Gardens on El Paseo. Participation is expected to exceed 1,000 with a fundraising goal of more than \$100,000 for the Suzanne Jackson Breast Cancer Fund, providing for local breast cancer screening and diagnosis. Registration opens at 8:30 a.m. with an opening ceremony at 9:45 a.m. The walk kicks off at 10:00 a.m.

"We are proud to support this walk for the fifth consecutive year," said Catharine Reed, Senior Program Officer of the Auen Foundation. "We are always looking for valuable partners like the Desert Cancer Foundation to promote healthy aging."

This year's walk will have more participants and attractions than ever before. A health fair, featuring booths by select cancer-related organizations, is a new addition to this year's walk. Characteristic pink balloons and doggie bandanas will brighten this year's festivities along with new microfiber t-shirts. In years past participants have donned pink wigs, make-up, tutus and water bottles. Participants can also look forward to live music by local band, One11.

"We hope that this year's event will draw huge crowds and raise both awareness and funds," said Peggy Bilous, executive director of Desert Cancer Foundation. "I encourage local men, women and children to come together and support early breast cancer detection and diagnosis services. The funds raised at this event will provide life-saving services in our valley."

Last year's event partially funded early breast cancer detection services for more than 750 local women. Early detection and treatment have been instrumental in the five-year survival rate for breast cancer. Now when caught early (before it spreads beyond the breast) the survival rate is 98 percent, a vast improvement over the 74 percent survival rate of 1982.

All who wish to be a part of this event are urged to register as soon as possible so that they receive their desired shirt color and size. Online registration and set-up for walkers' personal fundraising sheets is available at [www.firstgiving.com/desertcancerfoundation](http://www.firstgiving.com/desertcancerfoundation). Participants may also register by faxing credit card registrations to (760) 773-6532. The registration fee is \$20 for adults and \$15 for seniors or youths under 16.

For more information, please call (760) 773-6554 or visit the website at [www.desertcancerfoundation.org](http://www.desertcancerfoundation.org).

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*About the Auen Foundation: Established in 1992, The Auen Foundation is dedicated to enhancing the overall quality of life of the aging population and raising awareness of the precious-end-of-life stage. We support charitable programs and services aimed at meeting the social needs of mature adults and their families.*

*About Desert Cancer Foundation: Founded in 1994, Desert Cancer Foundation (DCF) is a non-profit organization dedicated to assisting residents in the Coachella Valley and surrounding communities who need financial assistance in obtaining screening, diagnosis and treatment for cancer. To date DCF has funded cancer related medical treatment valued at over \$41 million for local residents. For more information, please contact DCF, call 760-773-6554 or visit [www.desertcancerfoundation.org](http://www.desertcancerfoundation.org).*