



MEDIA ALERT April 29, 2008

PINK SKYLINE & MOTHER'S DAY WALK TO EMPOWER *(Formerly the Y-ME Race)*

Why Is Chicago's Skyline Pink in May?

Chicago's famous night skyline turns pink as buildings light up for its biggest cause-related event: Breast Cancer Network of Strength's Walk to Empower on Mother's Day.

Participating buildings and landmarks include: The John Hancock Center, Navy Pier, the Wrigley Building, Buckingham Fountain, One South Dearborn, the Sears Tower, 150 N. Michigan, the Chicago Board of Trade, CNA Plaza, Union Tower, 20 N. Michigan, BlueCross Blue Shield and more.

Some buildings go pink as early as May 1; others will light up pink closer to Mother's Day.

Mother's Day, Sunday, May 10th

What: More than 30,000 runners, walkers and volunteers—all with amazing stories—will gather in Chicago's Grant Park for the 18th Annual Walk to Empower, a family-friendly 1- or 3-mile non-competitive walk and the United 5K Run.

Where: Chicago's Grant Park. Start line on Columbus between Balbo & Roosevelt

How to participate: Register Mother's Day morning in Grant Park.

More information at <http://walk.networkofstrength.org> or 1-877-963-7223.

Or make a donation at www.networkofstrength.org.

Photo Opportunities & Schedule

- 6:30 a.m.** National City Walk Day Registration, Pledge Drop-Off, T-shirt Pick-Up and McDonald's Team Village opens.
- 7:40 a.m.** Start Line Warm-Up (walkers line up behind runners).
- 7:45 a.m.** Start Line Opening Ceremonies
- 8:00 a.m.** United 5K Race Start led by the official pace car. Walkers line up behind runners
- 8:15 a.m.** Midway Opens—entertainment, refreshments, bonus bags and more
- 9:00 a.m.** Finish Line Celebration Begins; top male and female United 5K runners awarded

About Breast Cancer Network of Strength

Breast Cancer Network of Strength®, a 501 (c)(3), provides immediate emotional relief through the YourShoes™ 24/7 breast cancer support center staffed by breast cancer survivors, with interpreters in 150 languages. Call 1-800-221-2141 or visit www.networkofstrength.org.

For more information, individual story ideas, B-Roll or photos, contact Christina Koenig at 312-294-8534 or ckoenig@networkofstrength.org.

More news documents at our newsroom at <http://walk.networkofstrength.org/Page.aspx?pid=337>