

## **FOR IMMEDIATE RELEASE**

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### **Celebrate the 32<sup>nd</sup> Walk for Life and Famously Hot Pink Half Marathon + 5K Oct. 22 at Segra Park**

The 32nd Walk for Life and Famously Hot Pink Half Marathon + 5K will be celebrated in person on Saturday, Oct. 22, 2022, at Segra Park, 1640 Freed St., in Columbia. Virtual registration options also are available for those who would like to walk or run in their own communities in Oct.

Registration is now open at [WalkForLifeColumbia.org](http://WalkForLifeColumbia.org). Register online to walk or run the 5K, either in person on Oct. 22 or virtually any time in Oct. The half marathon will be a virtual race. Teams are comprised of five or more walkers. All registrations include an event T-shirt, and breast cancer survivors will receive a keepsake survivors pin. New this year: All walkers and runners will receive a finisher's medal. The South Carolina State Fair will again offer free admission to the Fair, valued at \$20 per person, on Sunday, Oct. 23, for anyone who wears the official 2022 event shirt to the Fair in Columbia.

"For more than three decades, thousands of supporters in our community and beyond have rallied around Walk for Life and what it stands for. The results have been profound, as we have helped fund the latest technology, programs and services in breast cancer care in the Midlands," said Brett Meredith, executive director, Prisma Health Midlands Foundation. "We're excited to welcome everyone back to celebrate and remember with us in person on Oct. 22."

Walk for Life, presented by Dominion Energy, and Famously Hot Pink Half Marathon + 5K are Prisma Health Midlands Foundation signature fundraising events benefiting Prisma Health Breast Center in Columbia, S.C. Walk for Life began in 1991 when former First Lady of Columbia, Beth Coble, founded the event, in collaboration with the former Baptist Medical Center team, now part of Prisma Health in the Midlands. For 32 years, the event has educated women and men about the importance of early detection and has raised more than \$11.3 million to fund the latest in digital mammography technology and enhance programs and services for breast cancer patients and their families. Proceeds from the 2022 event will help fund the latest tool in breast biopsy technology, resulting in less procedure and breast compression time for patients. Proceeds also will continue to fund post-mastectomy camisoles, post-surgery breast bears and support materials for patients and families.

*Registration fees through Oct. 31, 2022:*

\$45: walk (in-person or virtual)

\$55: 5K race (in-person or virtual)

\$85: half marathon (virtual only)

Registration options include mailed shirts and medals or in-person pickup Oct. 19-21 at Strictly Running, 2515 Devine St., in Columbia. On Oct. 22, in-person walkers and 5K runners will start in front of Segra Park and end at Ellington Park behind Segra Park. 5K runners will start at 8:30 a.m., and walkers will start at 8:35 a.m. For the latest event information and sponsorship opportunities, visit [WalkForLifeColumbia.org](http://WalkForLifeColumbia.org).

***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's mission is to engage community partners to enhance health care for patients and families served by Prisma Health in the Midlands. For more information, visit [PrismaHealthMidlandsFoundation.org](http://PrismaHealthMidlandsFoundation.org) or call 803-434-7275.

***About Prisma Health***

Prisma Health is a private nonprofit health company and the largest healthcare organization in South Carolina. The company has 29,500 team members, 18 acute and specialty hospitals, 2,947 beds, 300 outpatient sites, and more than 5,100 employed and independent clinicians across its clinically integrated inVio Health Network. Along with this innovative network, Prisma Health serves almost 1.5 million unique patients annually in its 21-county market area that covers 50% of South Carolina. Prisma Health's goal is to improve the health of all South Carolinians by enhancing clinical quality, the patient experience and access to affordable care, as well as conducting clinical research and training the next generation of medical professionals. Learn more at [PrismaHealth.org](http://PrismaHealth.org).

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