



FOR IMMEDIATE RELEASE

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Susan G. Komen® Hosts 14th Annual Ride For The Cure

2023 Ride Will Honor Legacy of Founder Lois Steele Whidden

SOUTH WOODSTOCK, VT – JULY 19, 2023 – [Susan G. Komen®](#), the world's leading breast cancer organization, is pleased to announce it will welcome horseback riders to the 14th annual Ride for the Cure on Oct. 9, 2023. This year's Ride event will honor the life and legacy of its founder, Lois Steele Whidden, who died of breast cancer in April.

This year's event is made possible by Ride sponsor Dover Saddlery. Non-horseback riders are welcome to participate virtually and ride the item of their choice – a bicycle, scooter or another wheeled object.

"Dover Saddlery is pleased to help support Ride for the Cure and the mission of Susan G. Komen," said Dana Springfield, Dover Saddlery President. "This cause resonates with many of us in equestrian sports, and we're committed to sharing this event with our customers to gain support and spread education about breast cancer."

Added Nicole Marohn, State Executive Director of New England at Susan G. Komen, "We are excited to welcome Riders to South Woodstock this fall and appreciate the support of our sponsor this year, Dover Saddlery. This year's Ride event is an opportunity to welcome passionate riders who want to make a difference in fight against breast cancer and remember Lois, a devout horse rider who brought survivors together to support one another, and who was diagnosed with breast cancer three times."

Funds raised from the Ride for the Cure will support patients now through Komen's Patient Care Center and advance cutting-edge research. Anyone impacted by breast cancer and needing support can call 1-877-GO-KOMEN and speak to a trained professional who can offer emotional support and patient navigation services. Additionally, qualifying individuals can receive financial assistance or help accessing free screening and diagnostic imaging.

Susan G. Komen Vermont Ride for the Cure®
Monday, Oct. 9, 2023
Event starts at 8am
Green Mountain Horse Association
South Woodstock, VT
Register at www.komen.org/vermontride

About Susan G. Komen®

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit [komen.org](https://www.komen.org) or call 1-877 GO KOMEN. Connect with us on social at www.komen.org/contact-us/follow-us/.