**PRESS RELEASE: FOR IMMEDIATE RELEASE**

**CONTACT:** Cheryl Osimo, Executive Director

508-246-3047

cosimo@mbcc.org

www.mbcc.org/swim

**MASSACHUSETTS BREAST CANCER COALITION’S ANNUAL STATEWIDE AGAINST THE TIDE FUNDRAISING EVENTS**

The Massachusetts Breast Cancer Coalition (MBCC) will be holding its 17th Statewide Annual Against the Tide Swim, Kayak, Walk, Run and/or Aquathon fundraising event again at DCR’s Nickerson State Park on Saturday, August 20. Proceeds benefit MBCC, which is the state’s leading breast cancer organization that seeks to understand the causes of breast cancer in order to find ways to prevent the disease.

“We are very fortunate to have such tremendous support from citizens of Massachusetts demanding greater protection of their children's future health in our effort to stop breast cancer before it starts,” says MBCC's Executive Director Cheryl Osimo. “MBCC often is overshadowed by larger, national breast cancer organizations and messages of early detection, treatment, and finding a cure. We depend on our generous media and supporters to continue our unique goal of *breast cancer prevention*.”

This family-friendly and inspirational event brings people from all demographics together with one goal in mind: *breast cancer prevention*. The morning-only event consists of several components: competitive and recreational swims, recreational kayak, fitness walk, and USA Track & Field certified 5K/10K runs. Participants of all ages and abilities can choose 1, 2, or 3 of these exciting activities. The event also offers an Aquathon “Splash and Dash” component, where participants “splash” in the competitive 1-mile swim and immediately “dash” in the 5K or 10K run (chosen by the participant).

MBCC is inviting people throughout Massachusetts to register for Against the Tide at <www.mbcc.org/swim> or by calling 1-800-649-MBCC (6222). Those who cannot attend are invited to make a pledge to a registered participant or existing team. Participants may register as an individual or as part of a team. Registration is $40 per adult per event activity ($80 for aquathon) and $25 per student per event activity ($50 for aquathon) up to a maximum of 3 events. We encourage all participants to fundraise beyond the registration minimum, as all proceeds support the Massachusetts Breast Cancer Coalition. Prizes will be awarded to the podium finishers and top fundraisers.

**DIRECTIONS:** DCR's NICKERSON STATE PARK

Park location: 3488 Main Street, Brewster, MA 02631

From Boston:

- Take Rte. 3 south to the Sagamore Bridge

- Take Rte. 6 to exit 12 in Orleans

- Turn left off the ramp onto Rte. 6A West towards Brewster.

- Continue for about 2 miles. Park entrance is on left.