



**PIMLICO PARTNERS WITH SUSAN G. KOMEN FOR THE CURE® TO  
CREATE *THE PEOPLE'S PINK PARTY* ON BLACK-EYED SUSAN DAY**

**Inaugural Lady Legends Race and Jockey Challenge Scheduled For Preakness  
Eve Card**

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**BALTIMORE, March 31, 2010**---Pimlico Race Course and Susan G. Komen for the Cure®, the world's largest breast cancer organization, announced today a partnership to raise funds to aid awareness and research to take place on Black-Eyed Susan Day, Friday, May 14, 2010. Pimlico has pledged to raise a minimum of \$100,000 for Komen for the Cure. Fifty percent of the funds raised will go to the Komen Maryland Affiliate to use for community outreach programs in Maryland and 50% will be used for life-saving breast cancer research.

In addition to the 86<sup>th</sup> running of the Grade 2 Black-Eyed Susan Stakes for 3-year-old fillies, the day will feature an historic pari-mutuel race showcasing legendary retired female riders as well as the second annual \$50,000 Pimlico Jockey Challenge, where eight of the nation's top jockeys compete in four races with points awarded based upon their finish.

"We are excited to partner with Susan G. Komen for the Cure to fight breast cancer," said Maryland Jockey Club president Tom Chuckas. "Our team at Pimlico has worked hard with the team at Komen to make *The People's Pink Party* something all of us can proudly take part in and have a lot of fun with while supporting a remarkable charity that is truly making a difference in the lives of those impacted by breast cancer. I would like to thank in advance the many people who have made this day happen, as well

as the many supporters of both Pimlico and Komen who will make this day and these efforts a wonderful success.”

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer. In 1982, that promise became Susan G. Komen for the Cure and it launched the global breast cancer movement. Today, the organization is the world’s largest grassroots network of breast cancer survivors.

In recognition of Komen’s signature shade, Pimlico will be awash in pink on Black-Eyed Susan Day. Between the horses and pony riders on the track, who will be sporting pink saddletowels, featuring the newly created unity logo representing both partners plus, the valets and starters, proudly decked in pink gear, and the festive linens, flowers and banners that will blanket Pimlico, the color pink will artfully brand the day.

*The People’s Pink Party* will welcome 86 breast cancer survivors as guests of Pimlico, who will be acknowledged in the winner’s circle celebration following the 86<sup>th</sup> running of the Black-Eyed Susan.

The Miss Preakness contest has been refashioned to honor breast cancer survivors and individuals who have made a difference in the lives of those fighting breast cancer. The winner, chosen in part through an on-line, interactive process that will feature the contestant’s own stories, will be crowned Miss Preakness Pink Warrior in recognition of the popular anthem, “Pink Warrior”, celebrating the war against breast cancer which is written and performed by Candy Coburn.

Miss Preakness Pink Warrior will represent the Maryland Jockey Club at official Preakness events throughout the week, and on the storied cupola for the presentation of the Woodlawn Vase following the 135<sup>th</sup> Preakness Stakes® on Saturday, May 15.

Additional initiatives for *The People’s Pink Party* include:

1. A special “text to donate” program, where donations in support of Komen may be made by texting “komen” to 90999 between May 1<sup>st</sup> and May 15<sup>th</sup>, 2010 (excluding May 9<sup>th</sup>);
2. For the sweet tooth in everyone, a signature Black-Eyed Susan cake, created by Smith Island Cakes, who will generously donate a portion of sales to benefit Komen. Additional confectioners and restaurants will participate in this special “Black-Eyed Susan” dessert concept;
3. The “Down the Stretch for SGK” Preakness 5k Race, organized by Corrigan Sports, to be run Saturday, May 8<sup>th</sup>;
4. A commemorative co-branded cap and t-shirt, designed by All-Pro Championships, the official Preakness souvenir merchandiser, who – together with Pimlico – will donate \$5.00 from the sale of each item to Komen.

Pimlico will donate to Komen 10% of all Black-Eyed Susan Day Turfside Terrace ticket sales, including the Friday portion of the two-day Turfside Terrace ticket. The opportunity to support Susan G. Komen will also be available anytime a fan purchases a ticket for the 2010 Preakness or Black-Eyed Susan through Ticketmaster at [www.ticketmaster.com](http://www.ticketmaster.com).

“Komen Maryland is delighted to partner in the Black-Eyed Susan Festivities,” stated Robin Prothro, Executive Director of Komen Maryland. “This new venue provides a generous platform for people to better understand the work we do in communities across the state and the financial support we provide for research at the national level. Every innovation and discovery for the last 30 years, bringing us closer

to ending breast cancer forever, has been fueled and funded by Komen for the Cure. We look forward to this partnership working toward our mission as we now race for a cure at Preakness.”

The Lady Legends For the Cure Race™, the first ever pari-mutuel race featuring retired champion female jockeys, will also be filmed as the climatic ending to the feature length documentary titled, JOCK, that tells the story of the first generation of female jockeys.

The Race includes the only two who have ridden in the Preakness Stakes: Patricia (P.J.) Cooksey (Tajawa-1985) and Andrea Seefeldt (Looming-1994) as well as Barbara Jo Rubin, who made history as the first woman to win in a pari-mutuel race in the United States when she guided Cohesion to victory at Charles Town on Feb. 22, 1969 and Mary Russ, the first female rider to win a Grade I race when she captured the Widener Handicap at Hialeah on Feb. 27, 1982 aboard Lord Darnley. The four other riders are Gwen Jocson, Jennifer Rowland, Cheryl White and Mary Wiley.

Participation has special meaning for Wiley and Cooksey. Both are proud breast cancer survivors.

### **LADY LEGENDS LIFETIME STATISTICS**

	<b>Wins</b>	<b>Earnings</b>	<b>Career Years</b>
Cooksey	2,137	\$19,890,479	1979-2004
Jocson	763	\$7,032,289	1989-1999
Rowland	192	\$696,345	1971-1977
Rubin	89	\$46,213	1969-1970
Russ	520	\$5,915,810	1980-1994
Seefeldt	604	\$7,956,863	1981-1994
White	257	\$875,083	1971-1999
Wiley	275	\$2,699,810	1983-1997

Cooksey ranks third all-time among female riders in victories, trailing only Julie Krone and Rosemary Homeister.

“I can’t wait to see the ladies and spend time together. I know it will be very competitive,” Cooksey said. “Racing needs to be creative and this is a unique event. Barbara Jo Rubin was an original trail blazer and Pimlico is going above and beyond to recognize the pioneers who made it easier for me. Barbara Jo, Robyn Smith, Patti Barton opened the doors for the next generation. Teaming up with Susan G. Komen for the Cure is close to my heart and gives us an opportunity to get the word out on breast cancer. Being a survivor touches me in a lot more ways than other people.”

In the second annual \$50,000 Pimlico Jockey Challenge, eight of the nation's top jockeys, including Eclipse Award winners Kent Desormeaux, Garrett Gomez, John Velazquez and Julien Leparoux, will square off against each other for a top prize of \$14,000. The Maryland Jockey Club has teamed up with the Jockeys' Guild for the event and will make a \$5,000 contribution to the Permanently Disabled Jockeys Fund.

The jockey with the most points at the end of a four-race competition will be crowned champion. Riding assignments are determined by a drawing Sunday, May 9, and jockeys receive points for finishing first (12 points), second (6), third (4) and fourth (3) in each race. The champion jockey will earn \$14,000. Other prize money: \$10,000 (second); \$8,000 (third) and \$3,500 (fourth through eighth). Desormeaux is the defending champion.

The other four riders competing will be Javier Castellano, Ramon Dominguez, Jeremy Rose and Rosie Napravnik.

"This is an elite group and I am absolutely flattered to be asked to participate," said Napravnik, who won her first race at Pimlico in June 2005 and was the leading rider during the spring meeting the following year. "It is a great event for fans. I love riding at Pimlico and like the track. It is always fun to be around on the big days around the Preakness."

For more information on Pimlico Race Course and the partnership with Susan G. Komen for the Cure, please visit [www.preakness.com](http://www.preakness.com).

### **About Pimlico Race Course**

Historic Pimlico Race Course, home of the Preakness Stakes®, the middle jewel in horse racing's famed Triple Crown, first opened its doors on October 25, 1870, and is the second oldest racetrack in the United States. Pimlico has played host to racing icons and Baltimoreans have seen the likes of legendary horses such as Man o' War, Seabiscuit, Secretariat, Affirmed and Cigar thunder down the stretch in thrilling and memorable competition. For more information on Pimlico, visit [www.pimlico.com](http://www.pimlico.com).

### **About Susan G. Komen for the Cure®**

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested more than \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-877 GO KOMEN.

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