

MEDIA ADVISORY

Black Eyed Susan Day Honors 86 Breast Cancer Survivors as Guests *“The People’s Pink Party,” will celebrate the 86th running of the Black Eyed Susan*

Pimlico Race Course and Susan G. Komen for the Cure®, the world’s largest breast cancer organization, have developed a partnership to raise funds to aid awareness and research that will take place on Black-Eyed Susan Day, Friday, May 14. 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

WHAT: “The People’s Pink Party” on Black-Eyed Susan Day will welcome 86 breast cancer survivors as guests of Pimlico, who will be acknowledged in the winner’s circle celebration following the 86th running of the Grade 2 Black-Eyed Susan for 3-year-old fillies. In recognition of Komen’s signature shade, Pimlico will be awash in pink on Black-Eyed Susan Day. The color pink will brand the day, with horses and pony riders on the track, who will be sporting pink saddle towels, featuring the newly created unity logo representing both partners plus, the valets and starters, proudly decked in pink gear, as well as the festive linens, flowers and banners that will blanket Pimlico. This year, the Miss Preakness contest was refashioned to honor breast cancer survivors and individuals who have made a difference in the lives of those fighting breast cancer. The name Ms. Preakness Pink Warrior is in recognition of Candy Coburn’s popular song, “Pink Warrior.”

WHO: 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 86th running of the Black-Eyed Susan.

Charelle Barnes, the first official Ms. Preakness Pink Warrior for the 135th Preakness® Stakes will serve as the official Preakness ambassador at all events leading up to and including the middle jewel of racing’s Triple Crown

WHEN: Friday, May 14, 2010 at 5 pm

WHERE: Pimlico Race Course – 5201 Park Heights Ave, Baltimore, MD 21215

VISUALS: Ceremony to honor 86 breast cancer survivors and the Ms. Preakness Pink Warrior