

**PRESS RELEASE  
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**FOR IMMEDIATE RELEASE**

**Pink Ribbon Walk & Exploration Tower 5K at Port Canaveral Set for Oct. 3**

THOUSANDS TO ENJOY FULL DAY OF ACTIVITY NEXT TO THE EXPLORATION TOWER AT PORT CANAVERAL

**BREVARD COUNTY • PORT CANAVERAL, FLORIDA - Port Canaveral will be a sea of pink on Saturday, October 3, as people from all walks of life, join together to support the fight against cancer, during the 2015 Pink Ribbon Walk and new Exploration Tower 5K Run.**

In addition to the annual Pink Ribbon Walk, the popular event for charity for 2015 will include a 5K Run; active living health fair, food and arts/crafts marketplace; butterfly release; live music; Space Coast Art Festival interactive exhibit; kids fun zone; ninja style challenge course, Fireball Run cars display; Bed & Bathtub Races; and shrimp peeling contests.

Admission is free to the all-day event. There is a \$25 donation to participate in the Pink Ribbon Walk and 5K Run. All participants receive an official T-Shirt and commemorative medal. All net proceeds will benefit the Space Coast Cancer Foundation.

"This is a unique, family-oriented event benefiting the Space Coast Cancer Foundation, and thousands of people are expected to participate", said Mike Schwarz, owner of Fishlips Waterfront Bar & Grill. "We invite everyone to come out to their Port and enjoy a day full of family fun. Join in the Pink Ribbon Walk or Exploration Tower 5K Run, shop the local vendors, enjoy the terrific food, tour the Exploration Tower, participate in the Bed and Bathtub Race and try your skill at the Shrimp Peeling Contest – all while the kids are having fun in the ninja style challenge course".

New this year, is the Exploration Tower 5K Run organized by Race Management from the Running Zone and the Pink Ribbon Challenge Course, which is an obstacle-style course, for all ages to participate.

"The Running Zone is proud to become a partner with the Port Canaveral Cove Merchants Association to add The Exploration Tower 5K Run to the annual Pink Ribbon Walk", said Denise Piercy of the Running Zone. "The Pink Ribbon event is a wonderful benefit for our community and we look forward to bringing thousands of participants to Port Canaveral on October 3."

Since its inception in 1997, the Port Canaveral's Cove Merchants Association (CMA) has been promoting, organizing and producing community events at Port Canaveral to benefit Brevard County.

"Our Cove Merchants Association organizes this event every year as we all feel that the Space Coast Cancer Foundation does such amazing work for people fighting this terrible disease", said Schwarz. "This year we expect another great turnout for the Pink Ribbon Walk, and thanks to the Running Zone, we also expect hundreds of avid runners in the new Exploration Tower 5K Run".

Also new this year will be a fun and educational Port Canaveral Pink Ribbon Active Living Health Fair in which health-related businesses will exhibit their goods and services.

"Our port is the people's port, and the incredible turnout that our community always produces for this event is an indication of how much they love Port Canaveral", said Mac McLouth, former Port Canaveral Commissioner. "We are very excited for the future of Port Canaveral and for the Cove Association to continue to sponsor and produce the events that benefit the community like our Pink Ribbon Walk and Run".

"The Cove Merchant's Association Pink Ribbon event is fun for the whole family, and it's always inspiring to see the display of love and passion our community has in support of the Space Coast Cancer Foundation," said Rhoda Solano Brennan, CMA board member and owner of Milliken's Reef Restaurant.

Pink Ribbon Walk and Exploration Tower 5K Run registration is located on the world-wide web at:

<http://www.runningzone.com/events/exploration-tower-5k-runwalk-and-pink-ribbon-5k-walk/>

Corporate sponsorships are available. Call 321-323-4460 to become a vendor, sponsor, volunteer or participant.

### **2015 PINK RIBBON EVENT SCHEDULE:**

***Pink Ribbon Walk & Exploration Tower 5K, Saturday, October 3, 2015 at the Port Canaveral Exploration Tower – a charity benefit to support the Space Coast Cancer Foundation:***

- **6:30 a.m.** – Pink Ribbon Exploration Tower 5K Run Packet Pickup and Registration
- **7 a.m. – 9 a.m.** – Vendor Set Up
- **7 a.m.** – Pink Ribbon Walk Packet Pickup & Registration – Franklin Productions Pink Tent
- **7:30 a.m.** – Zumba Warm-up begins featuring ZTRIBE VIBE with Sharon & Trilby
- **8 a.m.** – Pink Ribbon Exploration Tower 5K Run Starts
- **8:30 a.m.** – Zumba Warm-up begins featuring ZTRIBE VIBE with Sharon & Trilby
- **9 a.m.** – Butterfly Release
- **9 a.m.** – Pink Ribbon Walk Starts
- **9 a.m.** – Vendors Village Opens With Active Living Health Fair, Food and Marketplace
- **9 a.m.** – Live Bands Begin From Stage
- **9 a.m.** – Space Coast Art Festival "Hands On Crafts" Interactive Exhibit Opens
- **9 a.m.** – Ninja Challenge Obstacle Course Opens – for all ages
- **9:15 a.m.** – Pink Ribbon Exploration Tower 5K Run Awards from Stage
- **10 a.m.** – Exploration Tower At Port Canaveral Opens (*Special discounted admission prices*)
- **10:30 a.m.** – Pink Ribbon Walk Awards From Stage
- **11 a.m.** – Fireball Run Cars On Display At the Exploration Tower On National Tour
- **1 p.m.** – 12th Annual "Bed & Bathtub Races" Begins
- **3 p.m.** – Shrimp Peeling Contest Begins (*Presented by Wild Ocean Seafood Market*)
- **4 p.m.** – Live Concert and Party Featuring "Groove Bone"
- **6 p.m.** – Cove Restaurants & Bars Open and party continues in Cove