Strutting & Dancing for a Cure!

(St. Louis, MO – September 29, 2010) – Over 2,500 people are expected to dance and strut in a strong show of solidarity and determination in the fight against breast cancer. The world’s largest “Pink Glove Unity Dance” happens at the First Annual Sista Strut 3k Walk and Rally this Saturday, October 2nd in Forest Park.

The Sista Strut Awareness Rally starts at 8:30am Saturday morning and includes music by DJ Marc Edwards, speakers Dr. Lanis Hall of Siteman Cancer Center, Family physician Dr. Valerie Walker and performances by MaTiff Dance Troupe. All "Sista Strutters" will be given pink gloves to participate in the “Pink Glove Unity Dance”. MaTiff Dance Troupe will lead the group dance in memory of those who lost the battle to breast cancer as well as in celebration of breast cancer survivors.

The Sista Strut Walk begins immediately following the “Pink Glove Unity Dance” at the Missouri History Museum following a route through Forest Park to the Planetarium and back. The event concludes at the Missouri History Museum with refreshments for the walkers.

The Breast cancer statistics for the St. Louis area are staggering for women of color. Clear Channel St. Louis radio stations Majic 104.9 & Hallelujah 1600 recognize October as Breast Cancer Awareness Month with the creation of Sista Strut. This awareness rally and 3k walk will heighten awareness about the issues of breast cancer in the African-American and other communities with women of color, as well as provide resources available to the community.

Proceeds from the 1st Annual Sista Strut will be provided to The Breakfast Club, Inc., an African American breast cancer support group founded in 1997, The Black Women Breast Cancer Survivors Project, a community-based project that conducts Afrocentric programming and research guided by black women breast cancer survivors at UMSL and Siteman Cancer Center.

“We are very excited to bring the unique event to St. Louis,” said Clear Channel Radio St. Louis President/Market Manager Beth Davis, “Women of color have many unique circumstances in their fight to prevent and cure cancer. The Sista Strut is designed to focus on those unique conditions and provide education as well as monetary support to those fighting the battle at the research level.”

Pre-Registration for the event is closed, however walkers may still register starting at 8:30am Saturday morning. Registration is only $17 and each registrant will be provided goodies to eat and drink during the walk. Additional information can be found online at www.kmjm.com

Ameren UE is the title sponsor of this event further strengthening their commitment to support the fight for a cure in the St. Louis community.

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