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FOR IMMEDIATE RELEASE

The 5th Annual Laura's Smile Mile Kicks Off June 4, 2011

MILWAUKEE, WI – The 5th annual Laura's Smile Mile will take place on Milwaukee's lakefront on June 4, 2011. Laura's Smile Mile is a 5K run/walk to raise awareness of ovarian cancer. The run/walk begins at 10:30 a.m. at Veteran's Park followed by the Giggle Gallop, a children's run/walk for those eight years and under, at 11:30 a.m. Check in and registration for both events begins at 8:00 a.m.

The event is held in honor of 30 year-old Laura David who has been bravely battling ovarian cancer for nearly seven years since being diagnosed in stage 3C, only weeks after getting married. Despite numerous surgeries and many painful and exhausting treatments, Laura has kept a positive attitude that shines brightly. She has battled cancer head on with a smile that is unforgettable.

If discovered early, there are a number of treatments that can halt the spread of or even cure ovarian cancer. Unfortunately of the nearly 20,000 women diagnosed with ovarian cancer annually, 75% of these women will die within 12 months. Only a lack of awareness of key symptoms prevents the medical community from reducing the high mortality rate; Laura's Smile Mile hopes to bring this awareness to the women of Milwaukee and surrounding areas. Proceeds from the event will benefit Laura's Smile Foundation and the Wisconsin Ovarian Cancer Alliance (WOCA).

The event is open to anyone who would like to support ovarian cancer research and education. Last year's event drew over 700 participants, and race director Denielle Beilfuss expects an even larger turnout this year. "New this year, we are pleased to offer discounted team registration rates and are excited to have several teams already registered with over 20 participants each!"

Laura's Smile Foundation, officially created in 2010 as a 501(c)(3) charity by Laura's sister-in-law Denielle Beilfuss and her friends Michele Buchicchio and Cassie Simpson, is dedicated to leading the movement towards ovarian cancer awareness. They are committed to raising non-profit funds to continuing the battle against ovarian cancer through education, advocacy and research. All activities are devoted to providing support, hope and honor to those whom have been affected by ovarian cancer. For more information and to register please visit our website www.laurassmilemile.com. Like our business page "Laura's Smile Foundation" on Facebook and follow us on Twitter @LaurasSmileMile.

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