

**The Massachusetts Breast Cancer Coalition**  
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***NESN Teams Up with the Massachusetts Breast Cancer Coalition to Sponsor Multisport Event for Breast Cancer Prevention***  
*Swim, Kayak, Walk, Run to Prevent Breast Cancer*

BOSTON, MA – New England Sports Network (NESN), the region’s most watched sports network, for the third consecutive year, will team up with the Massachusetts Breast Cancer Coalition (MBCC) by participating in the 19<sup>th</sup> Annual ‘Against the Tide’ event on June 18, 2011 at Hopkinton State Park. Over 50 NESN employees including Red Sox reporter Heidi Watney are expected to participate in the event and join hundreds of other participants who will walk, run, swim and/or kayak to raise money for research on breast cancer prevention.

The Greater Boston ‘Against the Tide’ consists of four events: a one-mile recreational or competitive swim, a two-mile kayak, a three-mile fitness walk, and a 5K run event that will be held at Hopkinton State Park in Hopkinton, MA on Saturday June 18<sup>th</sup>, from 7am to 12pm. The MBCC will also hold a second event on August 20<sup>th</sup> at Nickerson State Park in Brewster, MA.

Massachusetts has the fourth highest breast cancer incidence rate in the country. According to the Center for Disease Control, a woman living in the U.S. is estimated to have a 1 in 7 chance of developing breast cancer in her lifetime, as compared to the 1 in 11 chance recorded in 1975. These odds are not acceptable to the MBCC and the mothers, sisters, wives and daughters they represent.

Participants from all over New England commit to raising a minimum contribution of \$175 to participate in the festivities which can be pledged online at [www.mbcc.org/swim](http://www.mbcc.org/swim) or made on the day of the event at registration. Participants may enroll in one or as many events as they would like. All funds raised will go directly to breast cancer prevention through the advocacy work of MBCC and research initiatives of its sister environmental organization, Silent Spring Institute. Registration materials, sponsor information, and fundraising ideas can be found at [www.mbcc.org/swim](http://www.mbcc.org/swim).

Donations may be sent to the following address:

Against the Tide c/o MBCC  
1419 Hancock Street, Suite 202  
Quincy, MA 02169

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