

Hercules 10K on the Harbor

In support of the

Walk for Beauty

Walk for Beauty Targets Student Participation with New "COLOR Splash" added to the Traditional Event

*Ward Melville High School's Students
Reinvigorate community involvement in the Walk*

Stony Brook, NY - On Sunday, October 26, 2014 at 9:30 a.m. thousands of Long Islanders will take "steps" toward eradicating breast cancer during the 21st annual *Walk for Beauty in a Beautiful Place*. This year will also include what is believed to be the first-of-its-kind in Suffolk County, the *COLOR Splash*. In this event, lively colored powder is thrown onto participants so they finish the course rainbow splattered.

The atmosphere will be more festive than ever with colored participants, balloon arches and bands throughout the course, and camaraderie in connection with the *Walk for Beauty* event that to date has raised over \$1 million for cancer research at Stony Brook Medicine. Proceeds are also used to support the Ward Melville Heritage Organization's *Unique Boutique* for prostheses and wigs, benefitting those battling cancer.

The Walk for Beauty is building upon its roots as a community-organized event by strengthening participation of local student groups, local service organizations, local businesses and local Scouting Troops. The Ward Melville High School Key Club has committed to staffing the *COLOR Splash* with over 150 volunteers. For an additional \$5 (\$10 after October 15th), participants may register for the *COLOR Splash* and on event day pass through four balloon arches to get dowsed with four different non-toxic, colors at various spots throughout the course to highlight the joyous celebration this event is intended to be. These vibrant colors mark the completion of individual sections of the walk and will keep the energy of participants high as they work through the course.

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Ward Melville High School Key Club President, Kyra Durko, is spearheading an unprecedented level of involvement from the High School's students. Several high school student music groups will join many other well known Long Island native music groups to keep the energy alive by performing at various spots along the participants' courses to create a unique experience for runners, walkers, and spectators alike. The Ward Melville Art Honor Society is painting the signage directing participants to parking for the event. Anthony Muscarella, a Ward Melville High School senior, art student, and graphic wiz created the 10K t-shirt design as well as the official COLOR Splash logo. Many high school sports teams, including the women's tennis team and the women's volleyball team will be participating in the Walk. The Yearbook staff, led by editor Amanda Spacarelli, will be coordinating the *COLOR Splash* finish-line photo booth, and the music department is involved in helping to organize the performances along the route.

Also new this year, Kyra Durko has launched the *Walk For Beauty Ambassadors* program to further enrich the new life that *Walk for Beauty* has developed this year. This program creates a network of students from other regional high schools including Port Jefferson, Smithtown, Shoreham Wading River, Half Hollow Hills, Walt Whitman, Harborfields, Centereach, Our Savior, Comsewogue, and more, that are helping grow the regional presence at this event. Ambassadors work to get their schools and communities involved in the Walk for Beauty, Color Splash, and 10K run through various active promotional tactics, focusing on clubs and athletic teams.

Community participation will be greater than ever with support from local businesses, the Stony Brook and St. James Fire Departments, Suffolk County Police and CERT Volunteers, the Brookhaven (ARES) Amateur Radio Emergency Service, Three Village Kiwanis Club, local Girl

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Scouts, local Boy Scouts, Stony Brook University commuter student organization, cheer squad, dance team, and numerous sports teams from Murphy Junior High School and the community.

In addition to hosting musical acts and water stations, residents along the route, as well as all residents in Stony Brook and Setauket, are being encouraged to “turn the town pink” by purchasing and displaying pink ribbons on their properties to show support for the cause.

Official *Walk for Beauty* pink bows can be purchased from the **Ward Melville Heritage Organization** for \$5.

Advanced registration is now open for the **COLOR Splash**, at \$30 for pre-registration before October 15th, and \$35 after that and day-of. Registration is also open for the *Walk for Beauty* and the *Hercules on the Harbor 10K* at \$25 and \$35, respectively. The first 1,000 walkers to signup will receive a commemorative 2014 *Walk for Beauty* t-shirt and the first 250 10K runners are guaranteed a *Hercules on the Harbor* long-sleeve t-shirt (sponsored by Bethpage Federal Credit Union).

Sponsorship opportunities are still available for the *COLOR Splash*, *10K run* and 21st Annual *Walk for Beauty*, which traditionally attracts over 1,500 participants per year. Please visit www.wmho.org/wfb, call (631) 751-2244 or e-mail HerculesOnTheHarbor10K@gmail.com for more information about these events, registration or sponsorships.