



## **MASSACHUSETTS BREAST CANCER COALITION**

**PRESS RELEASE: FOR IMMEDIATE RELEASE**  
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### **Statewide Against the Tide Athletic Events to Support Breast Cancer Prevention**

Join Massachusetts Breast Cancer Coalition (MBCC) in 2024 and swim, run, or walk to support breast cancer prevention!

MBCC will host its special 25<sup>th</sup> Anniversary Cape Cod Against the Tide event at DCR's Nickerson State Park (*the new Fisherman's Landing location at Cliff Pond*) on Saturday, June 8<sup>th</sup>, 2024 in Brewster, MA. The weekend after, join MBCC at DCR's Hopkinton State Park on Saturday, June 15<sup>th</sup> for Against the Tide's 32<sup>nd</sup> year! Registration is open at [mbcc.org/swim](http://mbcc.org/swim).

MBCC will also host a virtual Against the Tide from June 8<sup>th</sup> to June 15<sup>th</sup> for those who would like to participate in Against the Tide and support the mission of cancer prevention from any location!

Events include USMS-Sanctioned 1-mile swim, 1-mile recreational and competitive swims, ½-mile recreational swim, USATF-Certified 5K and 10K runs, and a 3-mile fitness walk.

In-person participants will receive an event t-shirt, bib, and goodie bag. Prizes will be awarded for the top swim and run finishers of the in-person events. Prizes will also be awarded to the highest fundraising team and the three highest fundraising individuals at the in-person events.

"I look forward to greeting our friends, old and new, for the 25<sup>th</sup> Anniversary on Cape Cod," says Cheryl Osimo, MBCC's Executive Director. "As MBCC works to demand greater protection for future generations, anyone can support our mission towards cancer prevention by registering for MBCC's family-friendly events on Cape Cod or in Hopkinton – both events only one week apart from each other!"

Against the Tide events can be enjoyed by adults and children of all ages and abilities. Register now for one or more events at [mbcc.org/swim](http://mbcc.org/swim). The in-person registration fee is \$40 per person per athletic component and the virtual registration fee is \$20 per person with the option to participate in one or more events virtually. Visit the MBCC event web page, [mbcc.org/swim](http://mbcc.org/swim), to donate to the event and learn how to create or join a team and fundraise for breast cancer prevention.

The funds raised through Against the Tide help to support and expand our community education program *Let's Talk Prevention: Reducing Toxic Exposures*, *MBCC Webinar Series*, and the newly-expanded student environmental health program, *Let's Talk Prevention: Actions You Can Take*.

MBCC was founded in 1991 as a non-profit organization dedicated to preventing environmental causes of breast cancer through community education, research advocacy, and changes to public policy.

To learn more about all of the registration options, to join or create a team, and to donate, please visit the MBCC website at [mbcc.org/swim](http://mbcc.org/swim) or call 508-246-3047.

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