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**Newly-renamed Athleta Unleash the SHE 5K/10K Race Returns to Rochester to Benefit the  
Minnesota Ovarian Cancer Alliance**  
***More than 1,500 expected to participate in area's largest women-only race***

(MINNEAPOLIS, MINN., Jan.15, 2014) More than 1,500 women will race against ovarian cancer at the Athleta Unleash the SHE 5K/10K in Rochester, Minn. on Sunday, April 27. The race is now in its fourth year, and was formerly known as the Spring Fling Diva Dash. The Athleta Unleash the SHE race benefits the Minnesota Ovarian Cancer Alliance (MOCA) and is organized by Final Stretch, Inc. MOCA is a statewide non-profit dedicated to raising awareness and funding research needed to detect ovarian cancer early and treat it properly.

Female runners and walkers can choose between 5K and 10K courses starting at Jefferson Elementary School and winding through the trails of Silver Lake Park. Children can participate in a 1K Kids Fun Run.

As the event grows each year, many local ovarian cancer survivors, friends and family members take part in the Athleta Unleash the SHE race. Ovarian cancer is the deadliest of all gynecologic cancers, and because there is no test, it is often diagnosed at a late stage. More than 400 Minnesota women will be diagnosed with the disease this year.

Mayo oncologist Dr. Brigitte Barrett has taken part in the race in recent years to raise symptom awareness, but most importantly, to raise the money needed to fund ovarian cancer research. "It keeps me focused and it challenges me," said Dr. Barrette. "To me there is no better way to tell my patients that I care about them, and one of the best ways to help them is to raise money for research."

Five dollars of each registration fee goes to MOCA. Participants are encouraged to create their own fundraising page to raise even more money, all of which goes directly to MOCA for ovarian cancer research, support and programming.

"We're excited to welcome the Athleta Unleash the SHE 5K/10K back to Rochester for another year – and we know it'll be bigger and better than ever," said Kathleen Gavin, MOCA executive director. "MOCA has a strong local presence in the Rochester community. We are also connected through our funding commitment to advance ovarian cancer research: MOCA has provided nearly \$1.7 million to research projects at the Mayo Clinic since 2002."

Final Stretch will offer a race expo and packet pick-up event at the Rochester Recreation Center from 2 to 6 p.m. the day before the race. At this event, MOCA will host a “meet and greet” with local survivors and MOCA representatives to encourage women to learn more about the organization.

Women can register online for the race at <http://unleashtheshe.com/rochester/register.html>.

The “early bird” registration is \$45 per racer and is open until March 31. After that date, registration fees will increase to \$50. Day-of registration on the morning of the race is also available. Racers will receive a technical running shirt, and prizes and refreshments will also be available.

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**About the Minnesota Ovarian Cancer Alliance:** The Minnesota Ovarian Cancer Alliance (MOCA) is a statewide non-profit organization dedicated to raising awareness, providing education and support to women and families impacted by the disease and funding the research needed to detect ovarian cancer early and treat it properly. MOCA was founded in 1999 by a group of ovarian cancer survivors. Since then, MOCA has grown to an organization of more than 1,000 survivors and 40,000 donors and active members with a full range of programs encompassing education, support and research. MOCA has awarded more than \$4 million to research projects for ovarian cancer research in Minnesota. For additional information, go to [www.mnovarian.org](http://www.mnovarian.org) or call (612) 822-0500.