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Anti-Defamation League®

September 2, 2014

Ms. Adriana Higgins  
Executive Director  
Susan B. Komen Race for the Cure/Houston  
5433 Westheimer Road #325  
Houston, Texas 77056

Dear Ms. Higgins:

The Anti-Defamation League was founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all." Now the nation's premier civil rights/human relations agency, ADL fights anti-Semitism and all forms of bigotry, defends democratic ideals and protects civil rights for all.

We are writing to express our disappointment in the decision to host Houston's Susan B. Komen Race for the Cure on Saturday, October 4, 2014. As you know, this date is also Yom Kippur, the holiest day on the Jewish calendar and a time when Jews throughout the world spend a day in prayer and fasting. We are proud that the Houston Jewish community is an ardent supporter of breast cancer awareness. However, by selecting Yom Kippur as this year's race date, Race for the Cure organizers have dismissed Jewish survivors of breast cancer and other Komen supporters as being irrelevant to the race and your work to fight cancer.

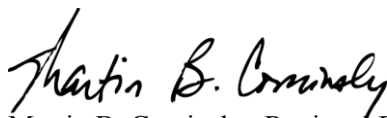
We are aware that an apology was issued and is displayed on the Race for the Cure website. That apology indicates that the race dates are set way in advance and that alternate dates were not available. We understand that alternate dates might not have been available in October, but we know that dates were available outside of Breast Cancer Awareness Month.

While we recognize that Houston traditionally holds its Race for the Cure on the first Saturday in October, we understand there was a choice to place this awareness-raising event elsewhere on the City's calendar. That decision would have reminded Houstonians that breast cancer awareness is not about a day, or a month, but about people caring for people year-round. Your choice to hold the event on Yom Kippur misses this important point. Choosing another date may have indeed brought additional awareness to your cause and would not have excluded the Jewish community from participating in this important event.

In closing, we share ADL's [Calendar of Observances](#) as a tool to increase awareness and sensitivity about religious and cultural and ethnic events that may affect many people.

We look forward to hearing from you.

Sincerely,

  
Martin B. Cominsky, Regional Director  
ADL Southwest Region

  
Judith Finkel, Chair  
ADL Southwest Regional Board

**Imagine a World Without Hate®**

**Southwest Region**

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