

Jitloff putting on tennis shoes to raise money for cancer research

By U.S. Ski Team

Alpine Olympian Tim Jitloff of Reno is back in the start this fall with his second Susan G. Komen Northern Nevada Race for the Cure on Oct. 3, an annual running race centered on raising money to find a cure for breast cancer.

Jitloff's mother, Pam, was diagnosed with breast cancer in December 2007 and is now two years in remission following successful radiation treatments. His mother's experience had a profound effect on Jitloff and propelled him to a new level of awareness – a level he's driven to help grow.

"I want to have an impact in my community and help spread awareness. Being a World Cup ski racer, my community is pretty global," said Jitloff, a six-year veteran of the U.S. Ski Team and a member of the 2010 U.S. Olympic Team

"Susan G. Komen Northern Nevada is excited to be working with Tim again, especially after his tremendous success last year as the number one fundraiser for the Northern Nevada Race for the Cure," said Lucy McGuire, president of Susan G. Komen Northern Nevada. "We are thrilled that a local, as well as an international athlete, is putting together a team to help save lives and work towards a world without breast cancer."

Last fall, Jitloff raised just less than \$10,000 through sponsorships of his 5K run. This year, he's set the bar at \$10,000 again, but hopes to surpass it. Reno's Grand Sierra Resort and Casino has already matched its 2009 pledge with another \$5,000 and additional sponsors have brought Jitloff's current total to \$7,330 with a month left to race day.

“It was an instant ‘absolutely’ from Grand Sierra and I’ve had amazing support from other returning sponsors,” added Jitloff. “I’ve also had a number of new folks who have come on board and are excited to be a part of this, but there’s still more we all can do.”

In order to take the message globally, Jitloff plans to complete one run of the Audi FIS Alpine World Cup opening giant slalom in Soelden, Austria, with a specially painted Uvex helmet in support of October as Breast Cancer Awareness Month. The helmet will later go to auction to benefit Komen.

“I started off last year with a very basic plan to help; now I am being a bit more creative by adding some new twists to how I can have an impact. Soelden is a huge race with thousands of spectators in the stands and hundreds of thousands more watching on television across the world. It should be a cool way to kick off the season,” said Jitloff.

Join Jitloff’s team for the 12th annual Susan G. Komen Northern Nevada Race for the Cure. Worldwide, breast cancer is the most frequently diagnosed cancer in women.