



FOR IMMEDIATE RELEASE:

Olivia Newton-John to Lead Pink and Blue for Two Charity Walk during the Indy Mini-Marathon

Sonoma, CA (February 10, 2014) – On May 3rd, 2014, the Pink and Blue for Two (PB42) breast and prostate cancer awareness charity, will be joining forces with the OneAmerica 500 Festival Mini-Marathon. PB42 will lead a “walk within the Mini” to help promote and raise awareness for their organization.

A breast cancer “thrivor” and Pink and Blue for Two’s primary Ambassador, Grammy winning film and music icon, Olivia Newton-John, will lead the “walk within the Mini.” In addition, Olivia happens to be the aunt of the charity’s Co-Founder and race car driver, Emerson Newton-John. Emerson and Christopher Perry, managing partner of Foyt Family Wines, co-founded Pink and Blue for Two last year.

“I am thrilled to be leading the PB42 Cancer Awareness Walk at the OneAmerica 500 Festival Mini-Marathon,” says Olivia Newton-John. “I had an amazing time when I was in Indy last, watching my nephew, Emerson, race at the Indianapolis Motor Speedway. It will be fantastic to return to this great city, and this time it will bring much needed awareness of the importance of early cancer detection.”

With more than 100 million albums sold, Newton-John’s successes include four Grammys, numerous Country Music, American Music, Billboard and People’s Choice Awards, an Emmy Award, ten #1 hits and more than 15 top 10 singles. In 1978, her co-starring role with John Travolta in Grease, catapulted Olivia into super-stardom and to date remains the most successful movie musical of all time. In 1992, Olivia was diagnosed with breast cancer. Her personal triumph against cancer led her to announce her partnership with the Austin Health and the creation of the Olivia Newton-John Cancer and Wellness Centre (ONJCWC) in her hometown of Melbourne, Australia. The ONJCWC provides a comprehensive range of services and facilities for cancer treatment, education, training and research as well as a dedicated wellness center.

“The 500 Festival has a great history of providing charities with an opportunity to raise funds through participation in the Mini-Marathon. We are particularly excited to continue that tradition by supporting the PB42 organization with a unique platform for their first ever awareness walk”, said Bob Bryant, President and CEO, 500 Festival, “we are thrilled to once again welcome Olivia Newton-John to Indianapolis as a participant in the nation’s largest half marathon. As a past Grand Marshal of the IPL 500 Festival Parade, we know she is a highly regarded and well-liked figure here in Indianapolis and we are delighted to help her generate awareness for the importance of breast cancer and prostate cancer screening via the PB42 organization. This year’s Mini is sure to be one of the most fun ever.”

Pink and Blue for Two's mission is threefold: to raise awareness of the striking similarities between breast and prostate cancers, urge couples to remind one another to do their annual screenings, and educate people on the importance of overall mind, body and spirit wellness. Visit www.pb42.org for more info.

“We are excited to be partnering with the OneAmerica 500 Festival Mini-Marathon. It is an honor to be a part of the 500 Festival,” said Emerson Newton-John. “The primary goal of this walk is to raise much needed awareness for breast and prostate cancer, as well as funds to help implement the many awareness initiatives that PB42 has in place.” “Although it is imperative to raise money towards a cure, an equal focus needs to be placed on the importance of early detection, which can lead to a 96% survival rate.”

Those who want the chance to walk with the Newton-John’s and support this unique cause will be able to sign up at <https://www.signmeup.com/site/online-event-registration/97843>