

The Puerto Rico Convention Center Gets Pretty in Pink to Support National Breast Cancer Awareness Month

San Juan, October xx, 2009 – The Puerto Rico Convention Center was recently illuminated in support of National Breast Cancer Awareness Month. In addition, Puerto Rico was one of many locations around the U.S. which hosted and participated in the Susan G. Komen’s annual running event, the *Race for the Cure 5K*.

“It is an honor to join the efforts of the non-profit organization, Susan G. Komen, and help the public create awareness of the importance of eradicating for once this horrible condition,” stated Jaime A. López Díaz, executive director, Puerto Rico Convention Center District Authority.





In Puerto Rico, breast cancer is the most diagnosed type of cancer in women and represents 33% of all types of diagnosed cancers in women during the period of 1999 to 2003.

The Race for the Cure 5K, which took place in Puerto Rico on October 11th, is a local event where one hundred percent of the funds generated remain in Puerto Rico to support unique programs in the fight against breast cancer.

Editor's Note:

The Puerto Rico Convention Bureau is the official marketing and sales agent for the Puerto Rico Convention Center at the Puerto Rico Convention Center District. The Puerto Rico Convention Center opened in November 2005 and is the largest facility of its kind in the Caribbean and the most technologically-advanced in the Caribbean and Latin America. For more information, visit www.prconvention.com. The Puerto Rico Convention Bureau is a non-profit organization responsible for promoting and developing group and convention business to Puerto Rico through an integrated marketing strategy for more than 45 years. Based in San Juan, with offices in Chicago, Miami, New York, and Washington D.C., the Puerto Rico Convention Bureau provides sales consultation services to meeting planners in the corporate, incentive and association markets. The Bureau contributes approximately \$126 million annually to the Island's economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a member of BestCities, a global alliance of Bureaus that represent the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also been awarded accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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Sales and Marketing Agent for the Puerto Rico Convention Center

