



Seattle to Glow Orange for National Cancer Research Month

The 520 Bridge, skyscrapers and landmarks to light up in support of Fred Hutch

SEATTLE, May 1, 2018 – The Seattle skyline and Lake Washington will glow orange for the **Fred Hutch Obliteride** “Glow Orange to Cure Cancer” campaign in May. The 520 Bridge, Allen Institute, Argosy Cruises, Columbia Tower, IBM Building, PEMCO, Union Square, W Seattle and The Westin Seattle are just a few of the structures and businesses lighting up Obliteride orange May 7-13. The Seattle Great Wheel will also display an orange light show the evenings of May 7 and 11.

May is National Cancer Research Month and to support the lifesaving work at **Fred Hutchinson Cancer Research Center**, area businesses will glow orange for Obliteride, an annual bike ride that has raised more than \$12 million for Fred Hutch. Obliteride began in 2013 and quickly established itself as the region’s premier fundraising bike ride. Thousands of people are expected to participate in Obliteride on August 11, 2018. Every rider-raised dollar goes directly to Fred Hutch.

“We greatly appreciate our local business community embracing this awareness campaign and the innovative work we’re doing at Fred Hutch,” said Andrea Gomes Morrison, director of Fred Hutch Obliteride. “This year we’re making it easier for everyone to join Obliteride. We’ve added a new 5k walk so everyone can come join the fun and support cancer research!”

Fred Hutch’s pioneering research has saved hundreds of thousands of lives worldwide, since being founded in 1975, and is one of the world’s leading research organizations. Hutch researchers are working to prevent, diagnose and treat cancer, HIV/AIDS and other diseases.

“The Westin Seattle is honored to Glow Orange to Cure Cancer and support the groundbreaking research of Fred Hutch,” said Diane Holliday Germain, The Westin Seattle general manager. “Obliteride is a great way to highlight the importance of cancer research and well-being through lifesaving work and we will proudly glow orange!”

National Cancer Research Month recognizes the importance of cancer research and the contributions of researchers, survivors and patient advocates across the U.S. who are dedicated to curing cancer.

Sign up to ride or walk at Obliteride.org. Share photos with hashtags #gloworange and #obliteride.

Photo Op:

The 520 Bridge, Seattle Great Wheel and Seattle skyline
Monday, May 7: 8 p.m. – 10 p.m. (best after 8:45)

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Obliteride 2018

We are a community determined to cure cancer faster by raising critical funds for lifesaving research at Fred Hutch. Obliteride is fun, focused and full of energy! It's so much more than a bike ride or a walk. Participants are treated to a fun, first-class event with live entertainment and fantastic food from Tom Douglas Catering. For more information on how to be part of this exciting event August 11, 2018, visit Obliteride.org and connect with us on [Facebook](#), [Instagram](#), [Twitter](#) or [YouTube](#).