

**BAD GASTEIN GOES PINK -
BIANCA SCHWARZJIRG INITIATES THE PINK RUN
IN SUPPORT OF THE PINK RIBBON DRIVE
OF THE AUSTRIAN CANCER SOCIETY**



Pink Ribbon ambassador and PULS 4 host Bianca Schwarzjirg

This year Austria's most unique charity run takes place for the first time in Bad Gastein. To support the Pink Ribbon drive of the Austrian Cancer Society, the Pink Ribbon ambassador and PULS 4 host Bianca Schwarzjirg as well as the former professional triathlete Michael Szymoniuk jointly bring together top runners, nonprofessional athletes and special guests for a breathtaking running event at the last weekend of September.

From 28th to 30th September Bad Gastein will light up in pink in awareness of breast health. Each year approximately 39.000 people are struck by cancer in Austria – breast cancer is still the prevailing form of cancer within women. Therefore the health resort, located in the middle of the national park Hohen Tauern (Salzburger Land), will be lit up in pink with a special designed illumination concept to draw attention to the upcoming breast cancer month October and the importance of early breast cancer detection, as well to evoke solidarity. Not only the historical city center will light up in pink, even the famous Gasteiner waterfall will change into the color of breast cancer awareness. In addition to that, oversized pink ribbons will remind that any- and everybody can be struck by cancer.



Bad Gastein, Salzburger Land

The highlight of the Pink Ribbon weekend is the Pink Run for the benefit of the Pink Ribbon drive of the Austrian Cancer Society, which was initiated by PULS 4 host Bianca Schwarzjirg and former professional triathlete Michael Szymoniuk. Everybody can participate and support the Pink Ribbon drive when the starting signal is given. Each step counts when hundreds jointly set a signal and collect donations for the Pink Ribbon drive of the Austrian Cancer Society. Mag. Doris Höhenwarter, director of the Kur- und Tourismusverband, shows enthusiasm and supports the Pink Ribbon drive:

„Bad Gastein is counted among the most traditional health resorts in the Alps. Due to natural cure sources – the thermal water, the Gasteiner healing cave and the Dunstbad (vapor spa) – the subject health is one of the most important core operations of the region. We are so pleased that we received the award of the Pink Run. The Pink Ribbon drive is a worldwide symbol for the solidarity of breast cancer patients. It is an expression of hope and cure – we are proud to be able to contribute!“

The running event, organized by sport and media, is composed of three different runs: the Kids Run, Main Run and Trail Run. The Kids Run is a short run of a length of an estimated 800m and is for the youngest runners. Everybody may join the Main Run, no matter if young or old, small or tall. The participants can walk, run, ride a bike, they even can push a stroller. The Trail Run is 8km long and extends over 400m in altitude difference, encircling the historical Bad Gastein. The special feature of this run is the routing: the runners will run in the historical town center as well as in the surrounding mountains. The dresscode for all three runs is pink. With each step the runners will receive more attention for the topic breast health and through their participation they support the Pink Ribbon drive of the Austrian Cancer Society and therewith also all breast cancer patients. The net profit of the Pink Run will go to the Pink Ribbon drive of the Austrian Cancer Society. Also an auction will take place following the Pink Run. An especially designed ring out of the house of jeweler Hügler, K. & K. royal jeweler, will be auctioned. The auction proceeds will go to 100% to the Pink Ribbon drive of the Austrian Cancer Society.



Pink Run organizer Puls 4 host Bianca Schwarzjirg und Michael Szymoniuk

Further information about the Austrian Cancer Society can be found under

<https://www.krebshilfe.net/> or <https://pinkribbon.at/>

High resolution image material can be found [here](#).

Photo credits: Lisa Maria Trauer (portraits) and Dominique Hammer (running pictures and Bad Gastein)

Feel free to contact us on behalf of interviews and any other information!

Kind Regards,

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