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news

October 28, 2003

**BMW & Breast Cancer Research Campaign**By [Anny Hong](#)

Eugene - A national breast cancer campaign rolled into town Tuesday.

The Ultimate Drive, sponsored by BMW, is in its seventh year to raise money for breast cancer research.

Folks are encouraged to test drive any of the eighteen BMW's Wednesday.

For every mile driven, BMW will donate a dollar to the Susan G. Koman Breast Cancer Foundation.

"You don't have to worry about donating any money, feel obligated to do anything, you don't talk to a sales person to make you feel obligated to buy a BMW so anybody can come," said Erin Baker with the Ultimate Drive Marketing Team. "Just by driving a car you raise money for breast cancer and that's the beauty of it."

Organizers hope to raise \$1 million. The national tour visits more than 200 cities in six months. If you're interested in driving one of the cars, the event is at the BMW dealership on West 7th.

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Send comments and questions to: [kval13news@kval.com](mailto:kval13news@kval.com)

**KVAL-TV**

4575 Blanton Road

Eugene, OR 97405

P.O. Box 1313

Eugene, OR 97440

Tel 541-342-4961

Fax 541-342-2635

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