



## Seattle to Glow Orange to Support Fred Hutch Cancer, COVID-19 Research

*Thousands from around the world are participating in Fred Hutch Obliteride 2020*

**SEATTLE, July 27, 2020** – More than a dozen Seattle businesses and landmarks will join the **Fred Hutch Obliteride** Glow Orange to Cure Cancer campaign August 3–8, 2020, lighting up Seattle’s skyline to support lifesaving work at **Fred Hutchinson Cancer Research Center**.

Fred Hutch Obliteride 2020 has attracted a record number of participants and a global audience from more than 40 states and 15 countries. Due to the pandemic, instead of group events, more than 2,500 participants will bike, run, walk, or set their own individual challenge with an activity of their choice, enabling people all over the world to support critical research at Fred Hutch. Every dollar raised will fuel leading-edge cancer research and real-time studies to halt the COVID-19 pandemic and develop lifesaving tests, treatments, and vaccines.

Because the COVID-19 pandemic poses an urgent threat, particularly for people affected by cancer, 50% of the funds Obliteride raises in 2020 will support Fred Hutch’s work to halt COVID-19, and 50% will continue to fuel Fred Hutch’s core goal: curing cancer faster. Fred Hutch Obliteride has raised more than \$30 million for Fred Hutch since it began in 2013. Obliteride funds have supported research on cancer prevention; global health; immunotherapy; brain, breast, lung, ovarian and prostate cancers; and new methods for tracking the coronavirus.

Many Seattle buildings are virtually empty, but their partnership remains strong. The Columbia Center, 520 Bridge, Russell Investments Center, Union Square, Westin Seattle, W Seattle, PEMCO, University Village, Allen Institute, Argosy ships and Fred Hutch are just some of the buildings, businesses and landmarks to take part. To help kick off the annual event on August 3, the Russell Investments Center will light up the side of its building with a large FH for Fred Hutch and The Seattle Great Wheel will illuminate the waterfront with an orange light show. Glow Orange week will culminate on August 8 with a virtual celebration for all participants, which will include a short concert from Obliteride fan favorite, singer-songwriter Michael Franti.

Learn more and register at [Obliteride.org](https://obliteride.org). Visit the Obliteride **Media Center** for additional photos, logos and more information.

### Seattle Skyline Glow Orange Photo Op

**Monday, August 3: 8:30 p.m. – 11:00 p.m.** “FH” for Fred Hutch lit up on the west side of the Russell Investments Center, The Seattle Great Wheel, Columbia Center and 520 Bridge

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#### Obliteride

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! For more information on how to be part of this exciting event, visit [Obliteride.org](https://obliteride.org) and connect with us on [Facebook](#), [Instagram](#), [Twitter](#) or [YouTube](#).