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For Immediate Release

**SUSAN G. KOMEN FOR THE CURE INVITES ATLANTANS TO  
JOIN THE PROMISE**  
*Atlanta's largest breast cancer organization to reach thousands during  
Breast Cancer Awareness Month*

**ATLANTA, GA (October 1, 2010)** This October, the Greater Atlanta Affiliate of Susan G. Komen for the Cure encourages all Atlantans to join the promise to save lives and end breast cancer forever. Komen Atlanta works to fulfill that promise each day by combining its resources with supporters in the community to help enable women to detect and survive breast cancer.

During Breast Cancer Awareness Month, Komen Atlanta will host a mix of educational and fundraising events to reach thousands of residents with vital breast health information. Start fulfilling the promise today!

**Worship in Pink Weekend: October 22-24**

70,000 metro Atlantans are expected to Worship in Pink on the weekend of October 22. Komen Atlanta invites local churches, mosques and synagogues to join its promise to end breast cancer forever by participating in the 5<sup>th</sup> Annual Worship in Pink Weekend. An expected 150 organizations will register with Komen Atlanta to receive packets of breast health information for each member of their congregation.

The organizations are encouraged to discuss breast health with their members. Many make the day a celebration of survivors by inviting survivors to speak about their experiences and asking congregants to wear pink. The program highlights the importance of early detection, and Komen Atlanta provides information on where women can find low-cost and free mammograms. Worship in Pink Weekend 2010 is made possible in part by a grant from The Home Depot Foundation.

**Race for the Cure 2011 Registration: Friday, October 1-May 7, 2011**

Registration is now open for next year's 21<sup>st</sup> Annual Komen Atlanta Race for the Cure! Once registered, participants can perform their fundraising activities online by accessing their own personalized Race Center to create a personal page, manage an address book, send e-mails to friends and family and monitor their fundraising progress. Registration is \$25 for adults and \$15 for the first 750 children 12 and under.

**Kroger Pink Ribbon Saturday: Saturday, October 9, 10am – 2pm**

Komen Atlanta is partnering with 25 Atlanta-area Kroger stores to raise money and awareness for Breast Cancer Awareness Month. Komen volunteers will be at participating Kroger stores from 10am-2pm on Saturday, October 9 distributing breast health information. Volunteers will also accept donations for pink reusable grocery bags and pink ribbons, pins and bracelets.

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**Agile on the Green: Monday, October 4**

Agile, the premier IT talent and consulting firm in Atlanta, is gearing up for its 7<sup>th</sup> Annual Agile On The Green golf tournament. The event will be held on Monday, October 4, 2010 at Bear's Best Atlanta. Since 2004, Agile has raised more than \$100,000 for Komen Atlanta. This year, the goal is to raise \$50,000 - the most ever!

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