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For Immediate Release

KOMEN ATLANTA CELEBRATES AND LOOKS BEYOND OCTOBER
Successful Breast Cancer Awareness Month aids organization's continuous efforts

ATLANTA, GA (November 1, 2010) Last month, the Greater Atlanta Affiliate of Susan G. Komen for the Cure benefited from more than 60 third-party fundraisers and shared breast health information with more than 100,000 people. Komen Atlanta is confident that the funds raised and education provided during October will enhance the continued fight against breast cancer in the local community.

Donations made to Komen Atlanta during October and throughout the year are used to fund screening and treatment services for women who could not otherwise afford them. Additionally, a portion of those funds are allocated to the Komen Award and Research Grant program to support cutting-edge research efforts to find the cure.

One of Komen Atlanta's most successful third party events is hosted by Agile, the premier IT talent and consulting firm in Atlanta. Agile celebrated its 7th Annual Agile On The Green golf tournament this year and raised more than \$20,000 for Komen Atlanta.

Another event facilitated by the national Komen for the Cure organization each October is The Susan G. Komen 3-Day for the Cure. More than 2,400 participants came together this year to walk 60 miles over the course of three days beginning at Lake Lanier and finishing up at Turner Field. Participants raised \$6.1 million, which is an increase from 2009. The 3-Day travels to 15 different cities between July and November each year. Net proceeds from the event fund innovative global breast cancer research and local breast cancer related programs in the host cities.

"We're always excited about the level of awareness that arises in October," said Kelly Dolan, Executive Director of Komen Atlanta. "At the same time, we tailor our

efforts to stress that breast cancer is a year-round disease that doesn't go away when the pink fades from the spotlight."

Every October, Komen Atlanta capitalizes on the prominence of breast cancer and executes its largest and most successful educational program, Worship in Pink Weekend. By partnering with hundreds of religious organizations, Komen Atlanta is able to get the breast cancer awareness conversation started in several different communities with hopes that people will take charge of their own health. Worship in Pink Weekend 2010 was made possible in part by a grant from The Home Depot Foundation.

Through Worship in Pink, health fairs, and third-party events, Komen Atlanta was able to share life-saving breast health information with more than 100,000 people during October.

Though Breast Cancer Awareness Month is over, Komen Atlanta will continue its mission to enable women to detect and survive breast cancer. If you are interested in joining the fight, visit www.komenatlanta.org to learn more about current volunteer and fundraising opportunities.

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ABOUT SUSAN G. KOMEN FOR THE CURE GREATER ATLANTA AFFILIATE

Komen Atlanta is the local resource for breast cancer screening, treatment, education and support. Through events, including the Race for the Cure, and contributions, the Affiliate raises funds to enable women to detect and survive breast cancer. Seventy-five percent of all funds stay in Atlanta to provide breast health services for women who could not otherwise afford them. Twenty-five percent supports national research efforts to finding a cure. Komen Atlanta has raised \$26.7 million since its inception in 1991. The Affiliate is part of the national Susan G. Komen for the Cure organization, which strives to save lives and end breast cancer forever. Komen is the largest private funder in the fight against breast cancer and has invested more than \$1.5 billion towards the cause.

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