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**KOMEN ATLANTA'S CALL FOR THE CURE RADIOTHON
TO AIR THIS FRIDAY ON B98.5FM**

***BREAST CANCER ORGANIZATION TO REACH THOUSANDS WITH LIFE-SAVING
CANCER INFORMATION WHILE RAISING FUNDS FOR THE CAUSE***

ATLANTA, GA – The Greater Atlanta Affiliate of Susan G. Komen for the Cure will hold its new fundraiser, The Call for the Cure Radiothon this Friday, October 17th on B98.5FM. The new fundraising format allows Komen Atlanta and its sponsors to reach a wide audience with vital breast health information during National Breast Cancer Awareness Month.

“Komen Atlanta’s goal is to enable women to detect and survive breast cancer. With The Call for the Cure, we will now be able to reach thousands more women with the life-saving message of early detection, while raising funds to fight the disease,” said Executive Director Kelly Dolan.

The Call for the Cure will kick off with the Steve and Vikki Morning Show featuring a live breakfast that will honor 98 of Atlanta’s breast cancer survivors. The radiothon will continue throughout the day, raising funds for Atlanta’s medically underserved community and spreading the message of early detection to a large audience. The Call for the Cure will air from 5:00am to 7:00pm.

Top sponsors of The Call for the Cure receive tickets to B98.5FM’s Tickled Pink party on October 18th at the Cobb Galleria. This wonderful event includes cocktails, dinner, entertainment by comedian Elayne Boosler and a silent auction benefitting Susan G. Komen for the Cure Greater Atlanta Affiliate.

In 2008, Komen Atlanta awarded a record \$2.25 million to local breast health programs to provide screening, treatment and education services to Atlanta’s medically underserved. The Affiliate also awarded more than \$600,000 to the national Susan G. Komen Award and Research Grant Program to fund cutting-edge research to find a cure. Last year, more than 55,000 Atlantans were touched by a Komen Atlanta grant, and another 45,000 benefitted from the Affiliate’s own education programs.

ABOUT SUSAN G. KOMEN FOR THE CURE GREATER ATLANTA AFFILIATE

Susan G. Komen for the Cure Greater Atlanta Affiliate, formerly Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate, is the local resource for women who need breast cancer screening, treatment, education and support. Through annual events, including the Race for the Cure, and individual contributions, Komen Atlanta raises funds that enable women to detect and survive breast cancer. Seventy-five percent of all funds raised by the Affiliate stays in Atlanta to fund breast health programs for women who would not otherwise have access to screening and treatment. Twenty-five percent of funds raised supports the national Komen Foundation Award and Research Grant Program. Komen Atlanta has raised more than \$20 million since its inception in 1991.

ABOUT SUSAN G. KOMEN FOR THE CURE

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, Komen has invested \$1 billion to fulfill the organization's promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

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