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**KOMEN RACE FOR THE CURE FUNDS  
COMMUNITY'S BREAST HEALTH NEEDS**  
*Assessment confirms local need for breast cancer services*

**ATLANTA, GA** – In an effort to address the disparities revealed in its recent Community Needs Assessment\*, Komen Atlanta urges the community to support its largest fundraiser of the year, The Komen Atlanta Race for the Cure. Funds raised during the event, which will take place on May 7<sup>th</sup> at Atlantic Station, will be used to support local breast health screening and treatment programs in addition to research efforts to find the cure.

Komen Atlanta conducts a biennial Community Needs Assessment to discover the status of breast health, breast cancer and related services within the Affiliate's 10-county service area. The process includes analysis of demographic and cancer rate data in addition to multiple qualitative interviews with breast health care providers and community leaders.

"Every other year, we conduct this assessment and confirm that unfortunately, there is still work to be done to eradicate this disease," said Kelly Dolan, Executive Director for Komen Atlanta. "The Race for the Cure is the primary reason that we are able to fund local organizations at the \$2.2 million level and make sure that, despite their economic or social status, all women have the opportunity to receive life-saving screening and breast health education."

Findings from the 2011 report are instrumental in determining which local organizations address the barriers to accessing care and support Komen Atlanta's mission to enable women to detect and survive breast cancer. Many grantees participate in the Race for the Cure to celebrate the services that Komen Atlanta's support allows them to provide.

"Our grant from Komen Atlanta means life and opportunity," said Debbie Roddenberry, Director, Out Patient Imaging Services, Southern Regional Medical Center - Women's Center at Spivey Station. "The grant allows women to have diagnostic tests that could very well be the difference between life and death. We participate in the Race for the Cure to honor the women we know and those we don't who are fighting the battle; those have won and for those who have lost. We participate for a cure!"

The 2011 Komen Atlanta Race for the Cure is sponsored by: Kroger, Wells Fargo, The Atlanta Journal-Constitution, B 98.5 FM, WSB-TV, Kaiser Permanente, Perdue, Agile, Alston & Bird LLP, DASANI, Ford, Georgia-Pacific, American Italian Pasta, WellStar, Autotrader.com, Bright Starts / A Division of Kids II, Dr. Philip Beegle, Jr., JC Penney, Northside Hospital, ReMax Greater Atlanta, SCANA Energy and UPS.

**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 cutting-edge research to find the cures. Komen Atlanta has raised \$30 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.

\*Key findings from the 2011 Community Needs Assessment are listed in the attached Fact Sheet.

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