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KOMEN ATLANTA ANNOUNCES PINK POWER MONTH

ORGANIZATION TO HONOR COMMUNITY LEADERS AND LAUNCH CAMPAIGN

ATLANTA, GA— The Greater Atlanta Affiliate of Susan G. Komen for the Cure is taking power over breast cancer this fall. October, National Breast Cancer Awareness Month, is being relaunched as Pink Power Month, and Komen encourages Atlantans to empower themselves. To celebrate Pink Power Month, Komen Atlanta is airing an awareness campaign on B98.5 and 97.1 The River featuring breast cancer stories and resources for low-cost and free mammograms. The organization will also host the inaugural Pink Power Party.

The event will take place downtown in the new rooftop Ventanas venue, providing an unequalled view of the Atlanta skyline. The event will feature cocktails, elegant hors d'oeuvres, a live auction and music.

Komen has announced four honorees to be recognized at the Pink Power Party on October 17. Komen Atlanta will honor Dr. Jenny Amerson, Representative Kathy Ashe, Georgia-Pacific's Kathy Walters and B98.5 FM's Vikki Locke for empowering women in the community.

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Seventy five percent of the proceeds from the event will fund vital breast health services for Atlantans who could not otherwise afford them. The other twenty-five percent will fund research to find a cure.

Pink Power Honorees

- Pink Giving Power: Kathy Ashe, Member of Georgia House of Representatives
- Pink Healing Power: Jenny Amerson, M.D., Breast Care Specialists
- Pink Business Power: Kathy Walters, Executive Vice President of Global Consumer Products, Georgia-Pacific
- Pink Media Power: Vikki Locke, host of Steve and Vikki Morning Show, B98.5 FM

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