



Contacts:

Susan G. Komen for the Cure
Greater Atlanta Affiliate
404-459-8700
toglesby@komenatlanta.org

Terrica Oglesby

For Immediate Release

KOMEN ATLANTA ANNOUNCES NEW MAJOR DONOR CAMPAIGN
'Pink Promise Partners' to contribute to organization's fundraising efforts

ATLANTA, GA (August 16, 2010) – Susan G. Komen for the Cure Greater Atlanta Affiliate recently launched its major donor campaign to engage additional supporters in the community. All donors to the campaign are considered 'Pink Promise Partners'.

The name Pink Promise Partners stems from the promise Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure, made to her dying sister Susan that she would do everything in her power to end breast cancer forever. Since 1991, Komen Atlanta has worked to fulfill that promise by enabling women to detect and survive breast cancer.

Supporters of the campaign are individual patrons who have agreed to make a donation at the \$1,000 level or above and corporations that have given \$5,000 or above. The contributions are used to fund screening services and education programs right here in Atlanta that allow women to detect breast cancer early to survive it. At the same time, Komen Atlanta funds national cutting edge research to find a cure.

"We're very excited about this new opportunity for donors to impact the amount of financial support we provide to local breast cancer organizations," said Executive Director Kelly Dolan. "Our Pink Promise Partners help us demonstrate that anyone can make a difference in the quality of care for breast cancer patients and survivors."

This year, because of generous supporters and various breast cancer awareness events, Komen Atlanta was able to grant \$2.2 million to 26 community breast health programs in Atlanta's underserved communities. The organization also provided \$600,000 to support national research efforts to find a cure.

The Pink Promise Partner campaign will be formally celebrated on Sept. 22, when all patrons will meet Ambassador Brinker at an exclusive Major Donor Party which will be hosted by Ann and Keith Cowan at their elegant Buckhead home.

For more information on how to become a Pink Promise Partner and to learn more about the partnership benefits, please contact Komen Atlanta Executive Director Kelly Dolan at kdolan@komenatlanta.org or call 404-459-8700.

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

-MORE-

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.

###