



Pink Power Party October 17, 2009 Fact Sheet

- WHAT:** Komen Atlanta will honor Atlanta leaders who share Komen's mission to empower women at the Pink Power Party. Honorees will be chosen from four categories: philanthropy, business, medicine and media. The event is expected to sell out and raise more than \$400,000. The Pink Power Party will feature cocktails, hors d'oeuvres, a live auction and music.
- The event is part of Pink Power Month, an awareness campaign that Komen is producing in conjunction with B98.5FM and 97.1 The River. The radio stations will air Pink Power messages throughout the month of October.
- WHEN:** Saturday, October 17, 2009, 7 pm to 11 pm
- WHERE:** **Ventanas** - A new luxury rooftop venue overlooking Atlanta's skyline
- WHO:** The Pink Power Party is presented by Susan G. Komen for the Cure Greater Atlanta Affiliate.
Co-Chairs: Marty Alterman and Karen Bragman
Komen Board Liaison: Ann Cowan
Committee Chairs: Kasey Asarch, Suzette Brading and Lila Hertz
Honorees: Vikki Locke, B98.5 Radio; Kathy Walters, Georgia-Pacific; Georgia Representative Kathy Ashe; and Dr. Jenny Amerson, Breast Care Specialists
- WHY:** This year, Breast Cancer Awareness Month is about taking power over the disease. One in three Georgians went without health insurance at some point in the past two years. In 2008, Komen Atlanta discovered an unprecedented amount of need for healthcare services in Atlanta. Komen works to empower those in need by enabling women to detect and survive breast cancer. Pink Power is about knowledge, screening and awareness. Pink Power is about taking charge of your health and empowering others in our community to do the same.
- Seventy-five percent of all funds raised by the event will provide screening and treatment for metropolitan Atlantans who could not otherwise afford them. Twenty-five percent of the funds are awarded to the national Komen Research Program to find a cure.
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