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**FOR IMMEDIATE RELEASE**

**KOMEN ATLANTA'S PINK TIE BALL TO BE REPLACED BY  
THE CALL FOR THE CURE RADIOTHON AND TICKLED PINK PARTY**

***KOMEN ATLANTA TO REACH THOUSANDS OF WOMEN WITH THE LIFE-SAVING  
HEALTH INFORMATION DURING BREAST CANCER AWARENESS MONTH***

**ATLANTA, GA (August 20, 2008)** – Today, Susan G. Komen for the Cure Greater Atlanta Affiliate announced its new fall fundraiser, The Call for the Cure Radiothon. The radiothon will be aired on B98.5FM on October 17<sup>th</sup>, and will replace Komen Atlanta's popular Pink Tie Ball as the Affiliate's major fall fundraiser to publicize Breast Cancer Awareness Month. The event is a great opportunity for Komen Atlanta and its sponsors to reach a wide audience with vital breast health information.

"The Pink Tie Ball was a great success and we are grateful to all those who supported it. 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 during Breast Cancer Awareness Month while raising funds to fight the disease," said Executive Director Kelly Dolan.

Sponsors of The Call for the Cure will receive tickets to Tickled Pink on October 18<sup>th</sup> at the Cobb Galleria. This wonderful event will feature cocktails, dinner, entertainment by comedian Elayne Boosler and a silent auction benefitting Susan G. Komen for the Cure Greater Atlanta Affiliate.

The Call for the Cure will kick off with the Steve and Vikki Morning Show taking to the airwaves to encourage listeners to pledge their support in the fight against breast cancer. 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 Atlanta audience. The Call for the Cure will run from 5:00am to 7:00pm.

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In 2008, Komen Atlanta awarded a record \$2.25 million to local breast health programs to provide screening, treatment and education services to the medically underserved in the Atlanta community. Komen Atlanta 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.

#### **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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