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KOMEN ATLANTA WELCOMES NEW BOARD MEMBERS

ATLANTA, GA (April 1, 2010) – Today, the Greater Atlanta Affiliate of Susan G. Komen for the Cure welcomed two new members and one returning member to its board of directors.

The new members include Rudy Juarez, Vice President, East Region for Coca-Cola North America and Tricia Dempsey, Founder and CEO of Agile Resources, Inc. Lila Hertz will return to the board having previously served as president from 2001 to 2009. Hertz was also appointed as a national board member of the Susan G. Komen for the Cure Advocacy Alliance. All three individuals will serve as members-at-large on the breast cancer organization's board.

Komen Atlanta is the largest funding organization of breast cancer support in Georgia and strives to bridge the gap between healthcare disparities in the community. Since its inception in 1991, Komen Atlanta has raised \$26.7 million to help enable women to detect and survive breast cancer.

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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 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 \$1.2 billion towards the cause.

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