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KOMEN RACE FOR THE CURE TEAM EMERGES VIA SOCIAL MEDIA
Members of 'Team Twitter' share common goal to end breast cancer forever

ATLANTA, GA – Julie Brock and Kristen Cincotta, complete strangers to one another a year ago, discovered their mutual commitment to finding a cure for breast cancer through one of Komen Atlanta's Twitter accounts. The two have joined forces to create 'Team Twitter' and will participate in the 21st annual Komen Atlanta Race for the Cure on May 7th.

Komen Atlanta currently operates a Twitter Account, @KomenATLRace, to encourage dialogue between its Race participants. Most followers are strong advocates for breast cancer awareness and their enthusiasm is translated through vehicles such as Twitter, Facebook and personal blogs. Race supporters also use their social media accounts to share success stories and fundraising ideas.

As captain of 'Team Twitter', Julie Brock admits that she was not really an active fundraiser before social media became so popular. "Social media allows a small network to expand into an amazing web of connections that was much more difficult to tap into with just mailed letters or even email," said Brock. "It's so easy to reach what seems like an infinite number of people based on the friends of friends on Facebook or Twitter re-tweets and followers."

In addition to using social media as a fundraising tool, Kristen uses an online application to post the results of her training efforts.

"I have a great app on my phone called CardioTrainer that allows me to post my training runs and walks on Facebook and Twitter," she said. "Social media tools help me keep my efforts at the front of everyone's minds and remind them just how hard I'm working to keep up my end of the bargain."

Combined, Julie and Kristen have raised more than \$25,000 in support of Komen primarily through their use of social media. Neither of them plan to stop until there is a cure for the disease.

In addition to encouraging dialogue through Twitter, Komen Atlanta posts regular messages on its Komen Atlanta Race for the Cure Facebook account, of which there are 1800+ members. The Affiliate also offers its participants a fundraising application through Facebook upon registering for the Race for the Cure.

"When we first started offering the Facebook application two years ago, our participants utilized it to raise \$18,000," said Kelly Dolan, Executive Director of Komen Atlanta. "Last year, we saw an even larger return on investment with our participants raising \$50,000 with the Facebook application alone."

The 2011 Komen Atlanta Race for the Cure is sponsored by: Kroger, Wells Fargo, The Atlanta Journal-Constitution, B 98.5 FM, WSB-TV, Kaiser Permanente, Perdue, Agile, Alston & Bird LLP, DASANI, Ford, Georgia-Pacific, American Italian Pasta, WellStar, Autotrader.com, Bright Starts / A Division of Kids II, Dr. Philip Beegle, Jr., JC Penney, Northside Hospital, ReMax Greater Atlanta, SCANA Energy and UPS.

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 cutting-edge research to find the cures. Komen Atlanta has raised more than \$27.5 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.

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