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**WORSHIP IN PINK WEEKEND TO REACH 60,000 ATLANTANS
WITH LIFE-SAVING CANCER INFORMATION**

ATLANTA, GA—The Greater Atlanta Affiliate of Susan G. Komen for the Cure expects a record 60,000 Atlantans to participate in the 4th annual Worship in Pink Weekend. The Weekend will take place from October 23 to October 25 to commemorate Breast Cancer Awareness Month. More than 100 local churches, mosques and synagogues are expected to partner with Komen Atlanta to spread the life-saving message of early detection and honor their communities' survivors.

Religious organizations may enroll with Komen Atlanta to receive packets of breast health information for each member of the congregation. The organizations are encouraged to discuss breast health with their members. Many make the day a celebration of survivors by inviting survivors to speak about their experiences and asking the congregation to wear pink. The program highlights the importance of early detection, and Komen Atlanta provides information on where women can find low-cost and free mammograms.

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Komen Atlanta Executive Director Kelly Dolan said, "Worship in Pink is our most popular and effective education program. Breast health information really resonates with people when they hear it at their place of worship. It's also a great opportunity to celebrate the strength of survivors. We are excited to reach a record number of people this year."

Currently, one in eight women will be diagnosed with breast cancer in her lifetime. In 2009, an estimated 5,370 women in Georgia will be diagnosed with breast cancer, and another 1,130 are expected to die of the disease.

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 stays 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 \$23.5 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 \$1.2 billion towards the cause.

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