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For Immediate Release

**KOMEN ATLANTA ENCOURAGES LESS TALK, MORE ACTION THIS
OCTOBER**

Organization to reach thousands during Breast Cancer Awareness Month

ATLANTA, GA (September 30, 2011) Komen Atlanta is urging the community to shift from awareness to action this October. According to research, fewer than 50 percent of insured women aged 40 and older are getting annual mammograms. Komen Atlanta is determined to impact this issue by offering several opportunities to combat breast cancer during Breast Cancer Awareness Month.

"We would like to see measurable increases in breast health screening and mammography rates throughout the year but realize that October is when most people think about breast cancer," said Kelly Dolan, Executive Director of Komen Atlanta. "Our job is to help move the public past the current breast cancer *awareness* mindset towards taking meaningful *action*. There is also no better time to stress that early detection saves lives."

During Breast Cancer Awareness Month, Komen Atlanta will host a combination of educational and fundraising events to reach thousands of residents with vital breast health information. Start taking action today!

State of breast cancer in Atlanta Forum: Good Samaritan Health Center, October 3, 9:30 am

Komen Atlanta will present the findings of its broad-reaching, biennial Community Needs Assessment during this informative discussion. Among other discoveries, it was determined that both the Komen Atlanta service area and Georgia have higher percent averages of late stage diagnoses when compared to the United States. This study is the only one of its kind in Atlanta and was conducted to find the needs and gaps in breast health services in the 10-county metro area.

Race for the Cure 2012 Registration: Saturday, October 1

Registration will open on Saturday, October 1st for next year's 22nd Annual Komen Atlanta Race for the Cure to be held on Saturday, May 12th. Once registered, participants can perform their fundraising activities online by accessing their own personalized Race Center to create a personal page, manage an address book, send e-mails to friends and family and monitor their fundraising progress. Registration is \$35 for adults and \$15 for the first 750 children 12 and under.

Kroger Pink Ribbon Saturday: October 8, 10am – 2pm

Komen Atlanta is partnering with 25 Atlanta-area Kroger stores to raise money and awareness for Breast Cancer Awareness Month. Komen volunteers will be at participating Kroger stores from 10am-2pm on Saturday, October 8 distributing breast health information. Volunteers will also accept donations.

Pink Promise Partner Party: Thursday, October 27

Komen Atlanta Pink Promise Partners are individual patrons who have agreed to make an annual donation at the \$1,000 level or above and corporations that have given \$5,000 or above. Local physicians are also encouraged to become Pink Promise Practices at the \$2,500 level. All contributions are used to fund screening services and education programs in Komen Atlanta's 10-county service area and also to support cutting edge research to find a cure. All major donors will be invited to a thank you party on October 27th with guest of honor, actress Meredith Baxter, who is a breast cancer survivor.

Worship in Pink Weekend: October 28-30

75,000 metro Atlantans are expected to Worship in Pink on the weekend of October 28. Komen Atlanta invites local churches, mosques and synagogues to join its promise to end breast cancer forever by participating in the 6th Annual Worship in Pink Weekend. An expected 200 organizations will register with Komen Atlanta to receive packets of breast health information for each member of their congregation.

The organizations are encouraged to discuss breast health with their congregations. Many make the day a celebration of survivors by inviting survivors to speak about their experiences and asking congregants 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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