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For Immediate Release

CELEBRITIES DEVOTE TIME, TALENTS TO KOMEN ATLANTA THIS OCTOBER
Richard Blais and Meredith Baxter to support organization's efforts

ATLANTA, GA (October 5, 2011) Susan G. Komen for the Cure Greater Atlanta Affiliate announces two exciting partnerships to celebrate Breast Cancer Awareness Month. Chef Richard Blais and actress Meredith Baxter have both joined Komen Atlanta in its mission to enable women to detect and survive breast cancer.

Richard Blais, winner of Bravo TV's *Top Chef: All-Stars*, created a special milkshake for October to be sold at the Roswell Road and Howell Mill locations of his Flip Burger Boutique. Ten percent of every Go Pink Shake will be donated to Komen Atlanta to support life-saving screening and treatment programs in the Atlanta area in addition to research to find the cure.

Meredith Baxter will be the guest of honor during Komen Atlanta's Pink Promise Partner Party on Thursday, October 27th. Pink Promise Partners are individual patrons who have made an annual contribution 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. Baxter will attend the party to meet and greet all major donors and also provide an inside look into her own personal battle with breast cancer.

For more information, visit www.komenatlanta.org.

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 \$30 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 \$1.9 billion towards the cause.

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