

SUSAN G. KOMEN FOR THE CURE: WE'RE ON A MISSION TO END BREAST CANCER FOREVER

*Global Breast Cancer Advocacy Leader Marks 25th Anniversary with
New Name, New Logo, New Resolve and New Initiatives*

TAMPA – Jan. 22, 2007 – The Susan G. Komen Breast Cancer Foundation is marking its 25th anniversary with a renewed and impassioned mission that incorporates a new name and logo, a \$1 billion commitment and a host of initiatives designed to support its promise to end breast cancer forever. The organization's new name is Susan G. Komen for the Cure and will be represented by a new logo featuring a customized version of the ubiquitous pink ribbon.

In the 25 years since its inception, Komen for the Cure has successfully brought breast cancer out of the closet, changing how the world talks about and treats the disease. It has grown to become the world's largest grassroots network of survivors and activists, investing nearly \$1 billion in the cause and turning breast cancer into a priority health issue for women, researchers, health professionals and politicians. Though the organization's promise to end breast cancer remains the same, the new name, logo and look represent the bolder stance Komen is taking toward fulfilling that promise.

“As the leader of the global breast cancer movement, Susan G. Komen for the Cure is drawing a line in the sand. We are literally on a mission to end breast cancer forever and it's high time we took ownership of the strides we've made and declare our uncompromising commitment. Our new name and logo leave no question about the only acceptable result of the work we do – we are Susan G. Komen *for the Cure*,” said Komen founder Nancy G. Brinker, a breast cancer survivor. Brinker founded the organization in 1982 on a promise she made to her sister, Susan G. Komen, who died of breast cancer at age 36.

The local Florida Suncoast Affiliate of Susan G. Komen for the Cure began in 1999 in Pinellas County and has expanded to a six-county area. The Florida Suncoast Affiliate's service area is: Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties. To date, the Affiliate has raised over \$5.1 million through various fundraising events such as the annual Race for the Cure®. Up to 75% of funds raised are returned to the community through grants to non-profit organizations that are fighting to change the impact of breast cancer upon the women and families of the Florida Suncoast community, and 25% goes to the national Susan G. Komen for the Cure Award and Research Grant program. In 2006, The Florida Suncoast Affiliate awarded 18 grants for a total of \$765,000 to the community to support a variety of programs providing breast health education, clinical breast exams, screening mammography, and diagnostic evaluations for the underserved.

The decision to change the organization's name is the result of significant research that showed an opportunity to extend Komen's reach by linking the organization's name with its strongest asset – the Susan G. Komen Race for the Cure® and its series of “for the Cure” trademarks. Susan G. Komen for the Cure and the pink ribbon icon pay homage to the inspiration behind Komen's legacy, serve as reminders that the lives of real women are at stake, define Komen's position and infuse it with a sense of urgency and hope.

25 Years of Achievements

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For the past 25 years, Komen for the Cure has played a critical role in every major advance in the breast cancer movement. Because of the organization's efforts to establish the importance of early detection in finding and treating breast cancer, nearly 75 percent of women over the age of 40 now receive regular screening mammograms, compared to just 30 percent in 1982. Before the organization was founded, the five-year survival rate for breast cancer, when diagnosed before it spreads beyond the breast, was just 74 percent. Today, it is 98 percent.

Komen is perhaps most widely known for its signature event, the Komen Race for the Cure – arguably the most successful fundraising and education event for breast cancer ever created. Brinker created the Race series as a way to educate the public about breast cancer while raising funds to discover and deliver the cures. The first Race took place in 1983 in Dallas with 800 participants, many of whom wore pink to symbolize the breast cancer movement for the first time. Today, more than one million people annually participate in more than 100 Race events, raising funds to help meet local breast health needs and educating their communities about breast health and breast cancer.

Leveraging the ability of Race events to engage one person and one community at a time, Komen pioneered its grassroots model with the creation of Affiliates. Today, 125 Komen Affiliates around the world serve more than 18,000 communities. Recognizing the limitations of Komen's reach alone, Brinker pioneered the concept of cause-related marketing. Today, more than 130 corporate partners work with Komen to deliver life-saving messages to millions of consumers where they live, work and play.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 I'M AWARE. For more information on the Florida Suncoast Affiliate, please visit www.komensuncoast.org or call toll free 877-506-6927.

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