

For Immediate Release –August 18, 2010



Key Leaders to Launch Komen Worship in Pink Campaign to Raise Awareness of Breast Cancer/Early Detection Registration to Participate is Open

Seattle, WA – Senator Rosa Franklin- 29th District Tacoma, **Leslie Jones-** Sound Transit Director of Diversity Programs, **Dr. Mona Lake Jones-**Poet Laureate and Author, **Dr. Sheila Edwards Lange-** VP for Minority Affairs and Vice Provost for Diversity, University of Washington, Susan G. Komen for the Cure Puget Sound Board Member, **Mayor Marilyn Strickland-** City of Tacoma and **Honorable Claudia Thomas-**Councilmember City of Lakewood have joined the Puget Sound Affiliate of Susan G. Komen for the Cure as Trustees of the 2010 Worship in Pink campaign. The goal of the campaign is to increase breast cancer awareness and promote the benefits of annual mammography by engaging churches, mosques, and synagogues in King and Pierce counties to spread the life-saving message of breast cancer early detection during Breast Cancer Awareness Month this October.

Worship in Pink is primarily focused on reaching African American women due to the significant differences within the mortality rates among racial groups. In Washington State, African American women are 33 percent more likely diagnosed with advanced breast cancer than white women and are 27 percent more likely to die of the disease.

“We know that religion and places of worship are integral in many people’s lives and it makes sense to bring our message to these venues,” said Cheryl Shaw, Executive Director for the Komen Puget Sound Affiliate. “Worship in Pink is another way to raise breast cancer awareness and help more people overcome barriers to accessing the breast health care that they need.”

The Komen Worship in Pink weekend is scheduled to take place October 29th – 31st. with a kick-off reception Wednesday, October 27 5:30pm at the Northwest African American Museum in Seattle with campaign Trustees and Ambassadors. Organizations can sign up to participate on the Komen website by October 8th and individuals can sign up as campaign Ambassadors to endorse the campaign and help spread the word to save lives in our community. Komen Puget Sound will provide a planning kit, including a suggested script about breast cancer and breast health resources and breast health education materials to participating organizations. Organizations are also encouraged to make the day or weekend a celebration of survivors and co-survivors.

To register, go to www.komenpugetsound.org. Go to Get Involved and the Komen Activities. For more information or for questions, contact Cheryl Shaw at 206-633-0303 ext. 101 or email 2010WorshipInPink@pskomen.org

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About the Puget Sound Affiliate

The Puget Sound Affiliate was established in 1993, and since then has raised more than \$20 million for services in Western Washington and for research to find the cure(s) for breast cancer. The Puget Sound Affiliate is one of the largest Komen Affiliates out of a network of 122 across the country. It focuses its efforts on saving lives, by funding education and early detection as well as patient assistance and patient navigation in 16 counties of Washington State. For more information, visit www.komenpugetsound.org or follow us on twitter @KomenPugetSound.

About Susan G. Komen for the Cure

Nancy G. Brinker promised her dying sister, Susan G. Komen, that 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, they have invested nearly \$1.5 billion to fulfill their 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.

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