

Orange County Affiliate of Susan G. Komen for the Cure®
Urges Local Businesses to Go Pink this October
*Passionately Pink for the Cure™ runs all month and allows
fundraising for research and local treatment programs*

COSTA MESA, Calif. Oct. 8, 2007 – October is National Breast Cancer Awareness Month and Orange County businesses and organizations are urged to fight the disease locally by spending one day in pink for Passionately Pink for the Cure.

It is estimated that approximately 46 percent to 52 percent of women living in Orange County are at high risk for developing breast cancer, and one in seven women locally will be diagnosed with breast cancer in her lifetime. This year alone, nearly 200,000 new cases of breast cancer will be diagnosed in the country.

“There is still so much to be accomplished for women in all stages of breast cancer, and most importantly for the research needed to eradicate this disease completely,” said Lisa Wolter, Executive Director of the Komen Orange County Affiliate. “The idea for Passionately Pink is to see pink everywhere, every day in October, reminding everyone of the crucial need to end breast cancer forever.”

Companies, organizations, groups and individuals are invited to pick one day this month and encourage their associates and friends to make a nominal donation of \$5 or more and wear the group’s choice of pink apparel that day.

All of the net proceeds from Passionately Pink for the Cure in Orange County go directly to fighting breast cancer, with 75 percent funding breast cancer research and 25 percent supporting local community based education, screening and treatment programs.

For additional information and to register, please visit www.passionatelypink.org. Upon registering, a free activation kit will be sent with everything needed to make this day a success - including event day ideas, promotional materials, and Passionately Pink for the Cure Pins for participants.

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. To date, through events like the Komen Race for the Cure, nearly \$1 billion has been invested to fulfill that promise, making Komen for the Cure the world’s largest source of nonprofit funds dedicated to fighting breast cancer.

###