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**SUSAN G. KOMEN FOR THE CURE® HONORS ITS ORANGE COUNTY AFFILIATE
WITH SPIRIT OF INNOVATION AWARD**

Local Breast Cancer Awareness Efforts Recognized at National Conference

COSTA MESA, Calif., March 29, 2011 – The Orange County Affiliate of Susan G. Komen for the Cure® received the Spirit of Innovation Award for a creative and innovative program that has involved its community in the global breast cancer movement. The award was given during the global breast cancer organization’s annual Susan G. Komen Leadership Conference in Fort Worth, Texas, March 24-26.

The Spirit of Innovation Award is presented to one of Komen for the Cure’s 124 Affiliates that has implemented creative programs or incentives to develop and grow fundraising for the organization, furthering its ability to invest in local communities.

The Komen Orange County Affiliate was recognized this year for its “Pink Tie Guy” initiative, established in 2005. The initiative engages businessmen, raises awareness of breast cancer in the area and aids the Affiliate in meeting the needs of the community.

Each year, the Affiliate chooses seven of what it considers the most recognizable and honorable men in Orange County as “Pink Tie Guys.” The number seven represents the statistic that one in seven women in Orange County will be diagnosed with breast cancer in her lifetime. The Pink Tie Guys raise awareness of breast cancer in men and how men are affected when the disease is diagnosed in their loved ones. Pink Tie Guys commit to be called on as advocates. They are featured in the Affiliate’s printed materials, invited to speak at events and engaged in other projects as needed.

By bringing awareness of breast cancer to the forefront of the business world, the Pink Tie Guys serve as models for their peers and make a powerful statement that responsible business leaders should value education, early detection, treatment and ultimately the cures for breast cancer. Often contributing personal and corporate resources to the cause, Pink Tie Guys have demonstrated financial support through sponsorships, underwriting, in-kind donations and personal donations, inspiring community members within the Orange County Affiliate to make philanthropic gifts.

The resulting increase in revenue and in-kind donations to the Affiliate has been dramatic over the last five years -- reaching an all time single-year high in 2010 of \$786,200. These funds will go to breast cancer research as well as local programs that educate about breast health and help men and women get the breast health care they need.

“The dedicated support of our Pink Tie Guys has helped tremendously in bringing breast cancer awareness to the forefront of the local business community,” said Lisa Wolter, executive director of the Komen Orange County Affiliate. “These exemplary business leaders understand the urgency of the disease and are providing resources—both personal and corporate—to support our work and research to find a cure.”

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® and Komen 3-Day for the Cure®, we have invested more than \$1.9 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 komen.org or call 1-877 GO KOMEN.

For more information on the Orange County Affiliate of Susan G. Komen for the Cure, please visit www.komenoc.org or call 714-957-9157.

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