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## KOMEN OC SEEKING NOMINATIONS FOR BREAST CANCER AWARDS

*Survivors, co-survivors and advocates to be honored at "MasCUREade" event*

COSTA MESA, Calif., January 20, 2010 – The Orange County Affiliate of Susan G. Komen for a Cure is seeking nominations for three awards: Most Inspirational Breast Cancer Survivor, Outstanding Breast Health Advocate, and new this year, Most Inspirational Breast Cancer Co-Survivor.

The awards recognize remarkable people who have battled breast cancer personally, helped others endure the battle, or who have volunteered to further the Komen for the Cure's promise: to save lives and end breast cancer forever by empowering people, ensuring quality care for all, and energizing science to find the cures.

Presentation of the awards will take place on March 5<sup>th</sup> at Komen Orange County Affiliate's new MasCUREade event, a celebration of breast cancer survivors and co-survivors. The event is open to the public and will engage, educate and empower breast cancer survivors and their loved ones to be proactive about their health and well-being. With "masquerade" as its theme, the inspirational community gathering will provide an educational forum for breast health and wellness topics and honor all survivors and co-survivors for their triumph over the disease.

To nominate, visit [www.komenoc.org](http://www.komenoc.org) to download a nomination form. Submit nominations to Cindy Brenneman at [cbrenneman@komenoc.org](mailto:cbrenneman@komenoc.org) or fax them to 714-957-9155. Call 714-957-9157 for more information. The deadline for nominations is Feb. 5, 2010.

The community is invited to submit nominations in the following categories:

### Most Inspirational Breast Cancer Survivor:

Since 1995, the Komen Orange County Affiliate has honored a breast cancer survivor in the community who has turned his/her battle into a positive experience by inspiring, assisting, or educating others. The individual has demonstrated an understanding and awareness of issues related to breast cancer and survivorship. His/her volunteer efforts have demonstrated a commitment to educating the public with life-saving messages about the importance of early detection and/or making healthy lifestyle choices to help prevent the disease.

### Most Inspirational Breast Cancer Co-Survivor:

The Affiliate has developed a new award to honor an outstanding co-survivor in the community. Co-survivors are family, friends, health care providers or colleagues who are there to lend support from diagnosis through treatment and beyond. Many different co-



survivors may enter the patient's life over time, lending support in big or small ways. The Most Inspirational Co-Survivor is an individual who has turned his/her co-survivorship into a positive experience by inspiring assisting and/or educating and empowering others.

Outstanding Breast Health Advocate:

The Komen Orange County Affiliate honors a breast health advocate, who is a non-survivor who has gone above and beyond his/her job description. This is someone who also volunteers his/her time outside the workplace to make a difference in the lives of breast cancer survivors, to educate women in the community on early detection, healthy lifestyle choices, treatment options and/or clinical trials.

**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. 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.

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