



### Komen Los Angeles County Affiliate

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## Los Angeles County Affiliate of Susan G. Komen for the Cure®

### *What the "Power of a Promise" Means to Los Angeles County*

#### Our Promise

To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures

#### 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, led by more than 100,000 survivors and activists, Komen is the world's largest and most progressive grassroots network fighting against breast cancer. As the face and voice of the global breast cancer movement ...



- *We are **local activists*** in 125 cities and communities, mobilizing more than one million friends and neighbors every year through events like the Komen Race for the Cure Series—the world's largest and most successful awareness and fundraising event for breast cancer.
- *We are **advocates*** at the local, state and federal level, fighting for the screening and treatment programs that save lives and the research that brings us closer to the cure.
- *We are **global citizens*** working with local health groups around the world and through our Web site, [komen.org](http://komen.org), to help millions of women in nearly 200 countries overcome the social, cultural and economic barriers to breast health and treatment.



#### About the Komen Los Angeles County Affiliate

Over 13 years, the Komen Los Angeles County Affiliate has raised \$7.5 million to provide community-based grants to local organizations providing breast cancer screening, education, and treatment services and to help fund national breast cancer research programs. A major focus of the Komen Los Angeles County Affiliate is to help uninsured and underinsured women and men who have symptoms of breast cancer and are facing barriers to accessing health care, particularly women and men under 40.

Of all breast cancer foundations, Komen is the only organization where 75% of the net proceeds stay in the communities where they are raised. The remaining 25% of the net funds raised support Komen's National Grant Program, which is regarded as the most innovative and responsive grant program in breast cancer research.

**Breast cancer knows no boundary, be it age, gender, socio-economic status or geographic location.  
Be aware. Take action.**

Komen has been named a top-rated charity by Charity Navigator, America's largest independent evaluator of charities, for a second year in a row. Charity Navigator's award of four out of a possible four stars indicates that we excel in successfully managing our organizational finances in an efficient and effective manner.

### **Race for the Cure®**

Race for the Cure® is a Susan G. Komen anchor event with a Race in nearly all of the 122 affiliates around the country. In Los Angeles County our Race has grown tremendously since it was first launched in 1996.

- Our first Race for the Cure® drew 4,000 people
- In 2009, the Los Angeles County Race for the Cure® attracted over 13,000 participants and spectators.
- Our 2010 Race will be held on Sunday, March 14<sup>th</sup> at Dodger Stadium
- Previous Los Angeles County Race Celebrity Spokespersons
  - 2009 Emily Procter, Poppy Montgomery, Judy Reyes  
Taylor Hicks, Headline Entertainment
  - 2008 Cynthia Fox
  - 2007 Lorenzo Lamas
  - 2006 Jennifer Love Hewitt
  - 2005 Mary Steenburgen
  - 2003 Jorga Fox
  - 2002 Marg Helgenberger
  - 2001 Christina Applegate

### **Komen Los Angeles County Affiliate Events**

As an Affiliate we produce or participate in numerous events throughout the year.

- Fashion for the Cure®
  - September 24, 2009
  - Smashbox Studios / Diane von Furstenberg
- Knit for the Cure®
- Pink Sunday
- Champions for the Cure™
- Komen on the Go™

### **Our National campaigns include:**

- Passionately Pink for the Cure®
- Wacoal Fit for the Cure®
- Bowl for the Cure®
- Rally for the Cure®
- Major League Baseball's Going to Bat Against Breast Cancer
- Coldwater Creek's Try it on for the Cure®

Visit [www.komenlacounty.org](http://www.komenlacounty.org) for information about upcoming events and how to get involved!

### **Komen Los Angeles County Affiliate Speakers Bureau**

The Komen Los Angeles County Affiliate Speakers Bureau offers outreach opportunities to community groups and organizations to increase awareness and knowledge of breast health. Topics include inspiring survivor stories, information about the Komen organization, and general breast health practices. Topics are also available in Spanish. To request a Komen speaker for your next event, please call the Komen Los Angeles County Affiliate office at (310) 575-3011.

The Running Ribbon is a registered trademark of Susan G. Komen for the Cure®.