

FOR IMMEDIATE RELEASE

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KOMEN'S ANNUAL LUNCH FOR THE CURE® RAISES \$230,000

The Organization's Second Largest Annual Fundraiser exceeds goal and sets new record

May 12, 2011 – The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure is proud to announce that their second largest annual fundraiser, Lunch for the Cure, raised over \$230,000 this year. Wells Fargo provided the presenting event sponsorship, ensuring that all event gifts went directly to Komen's programs and services.

Held at in the Kridel Grand Ballroom at the Portland Art Museum, the fundraising luncheon was well attended with nearly 430 guests present.

Eric Brinker, the keynote speaker, is the son of Komen's CEO and Founder, Nancy G. Brinker, and the nephew of Susan Komen. He currently serves on the National Board of Directors.

Brinker joined thirteen additional "Pink Tie Guys," prominent leaders in the local community who sport pink ties to the event in support of the cause. This year's Pink Tie Guys included Dr. George Brown, CEO of Legacy Health Systems, Dr. Brian Druker of the OHSU Knight Cancer Institute, Portland Trail Blazer's President, Larry Miller, and President of Wells Fargo, Don Pearson.

Susan G. Komen's Chief Executive Officer, Christine M. McDonald, said "we had an incredible turnout at the event and are most appreciative of the community's support. \$230,000 will help us continue to provide mammograms to low-income, uninsured women and partner with community organizations throughout the state to help fulfill our promise of saving lives and ending breast cancer forever."

For complete event details, visit
http://www.komenoregon.org/Events/Lunch_for_the_Cure.shtml.

About the Oregon and SW Washington Affiliate of Susan G. Komen for the Cure

The Oregon and SW Washington Affiliate of Susan G. Komen for the Cure—along with those who generously support us with their talent, time and resources—is working to better the lives of those facing breast cancer in our community. We join more than two million breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Portland Race for the Cure® and Eugene Race for the Cure®, we have invested over \$11 million in local breast health and breast cancer awareness projects in Oregon and SW Washington. Up to 75 percent of net proceeds generated by the local Affiliate stay in its service area of Oregon and SW Washington, while the remaining income goes to the Susan G. Komen for the Cure Award and Research Grant Programs supporting research, awards and educational and scientific programs around the world. Join our promise by calling 503-552-9160 or visiting us online at www.komenoregon.org.

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, we have invested nearly \$1 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 www.komen.org or call 1-800 I’M AWARE.

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