



FOR IMMEDIATE RELEASE

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KOIN 6 AND SUSAN G. KOMEN PARTNER TO ADDRESS ENORMITY OF BREAST CANCER IN OREGON AND SOUTHWEST WASHINGTON

July 16, 2015 – Portland, OR – KOIN 6, Portland’s CBS affiliate, announced a new partnership with Susan G. Komen of Oregon and Southwest Washington. The three-year commitment will be focused on bringing attention to breast cancer and initiatives that help support early detection, research, treatment and resources for those facing the disease in Oregon and Southwest Washington.

Utilizing television and digital media platforms, KOIN 6 will promote Susan G. Komen’s numerous community partnerships and major events while increasing overall awareness of the organization and its mission. KOIN 6 will air public service announcements, publicize events and promote volunteer opportunities for viewers to get involved with the cause. Komen’s largest event, Portland’s Race for the Cure, takes place September 20, 2015 and will feature KOIN 6 Anchor Jennifer Hoff as emcee and participant. Ms. Hoff’s mother faced the disease and both are personally passionate and have actively participated in the cause.

“We are thrilled to join the fight with Susan G. Komen to end breast cancer,” said Adrienne Roark, KOIN 6 President and General Manager. “KOIN 6 staff and viewers can join our Anchor Jennifer Hoff to raise awareness and help people fighting the disease here at home. We are confident that our combined resources will create a winning partnership.”

“We, at Komen Oregon and SW Washington, are grateful for this opportunity to partner with the KOIN team to significantly raise the level of awareness, education and financial support for breast health and breast cancer across communities in Oregon and SW Washington,” said Komen of Oregon and Southwest Washington Director of Development and Communications Ann Berryman. “We have one of the highest rates of breast cancer in the country. Today, 71 are diagnosed each week, and we know ten will lose their battle. Together, KOIN and Komen will work to change those statistics. We all look forward to a long, successful relationship for years to come.”

Throughout the year, KOIN 6 will publicize and encourage involvement in Susan G. Komen’s most impactful events, including Race for the Cure, Lunch for the Cure and the Breast Cancer Issues Conference. In addition, KOIN 6 will be working with Susan G. Komen to educate viewers on Komen’s many on-going educational programs.

About KOIN 6:

Broadcasting since 1953, KOIN 6 is Portland’s CBS affiliate, providing local news, network and syndicated entertainment to viewers in Oregon and SW Washington. KOIN 6 is *Watching Out For You* with 33 hours of local news broadcasts each week, featuring award-winning, in-depth investigations, news, weather and traffic. KOIN 6 is always online <http://koin.com/>.

About Susan G. Komen of Oregon and SW Washington:

To best address the enormity and complexity of breast cancer, Komen Oregon and SW Washington believes that it is imperative to fund community-based breast health programs that provide culturally and linguistically appropriate education and outreach, screening and treatment coordination, navigation and support. To learn more, visit <http://komenoregon.org>.