



## **Susan G. Komen of Oregon and SW Washington Names New CEO**

*Andrew Asato, local non-profit leader, takes the reins*

*Portland, Ore., March 18, 2015* - Susan G. Komen of Oregon and SW Washington named non-profit veteran Andrew Asato as its new CEO. In his new role, which begins April 1, 2015, Asato will guide the affiliate in major initiatives, and oversee all operations and signature events. He will continue building community support for one of the leading affiliates in the country.

Komen Oregon and SW Washington is known for cutting edge programs such as the nationally recognized annual Breast Cancer Issues Conference (being held in Portland, Saturday, March 21<sup>st</sup>), the Latina Initiative, and providing annual program grants totaling almost \$700,000 to community partners. Additionally, Komen of Oregon and SW Washington ranks third out of 113 affiliates across the nation for financial performance by Ernst and Young, LLP.

"Andrew brings his engaging leadership style, non-profit experience and a solid understanding of the Portland philanthropic community," said Robert Dove, Komen Oregon and SW Washington board president. "His enthusiasm and passion for our work, interpersonal skills, and work ethic will enable him to lead the local affiliate in our important mission of saving lives and ending breast cancer forever."

"I am looking forward to the challenge and opportunity to make significant strides in fighting breast cancer and creating more survivors who can continue to live full, healthy lives," says Asato. This week, 70 people will be diagnosed with breast cancer and ten will die. His vision is to bolster participation and involvement in the community to drive down diagnoses and increase support for women and men facing this serious disease.

A longtime Portland resident, Asato was previously vice president for advancement at Jesuit High School for the last 3 years, and before that, the executive director at Make-A-Wish Foundation of Oregon for nine years.

Asato has an MPA with a Focus in Non-Profit Management from Portland State University, and a BA in the Field of Concentrated Studies, Communication/International Relations from Gonzaga University.

He and his wife, Liesl, and their two daughters, live in Portland.

### **About Susan G. Komen Oregon and SW Washington**

In the last 23 years, more than \$30 million has been funneled into Oregon and SW Washington from signature Komen fundraising efforts. Nearly \$19.2 million has funded community programs and services that support early detection, survivor support and advocacy for underserved populations. In addition, more than \$11.5 million has been dedicated to cutting-edge research facilities locally.

### **About Susan G. Komen**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Nationally, since its founding in 1982, Komen has funded \$2.6 billion in funding to research, screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. More information is available at [KomenOregon.org](http://KomenOregon.org).

#### Media Contacts:

Julie Dunn  
Weikum Dunn Communications  
[Julie@WeikumDunn.com](mailto:Julie@WeikumDunn.com)  
503-720-6308

Rachel Weikum  
Weikum Dunn Communications  
[Rachel@WeikumDunn.com](mailto:Rachel@WeikumDunn.com)  
503-970-4869