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## **Wells Fargo commits \$90,000 to Bring Susan G. Komen's *Poder y Vida* Initiative to Rockwood-Gresham**

### ***Initiative to save Latina's lives with breast cancer education and screenings***

**GRESHAM, Ore., July 2 2014** – Wells Fargo has committed \$90,000 over three years to support Susan G. Komen Oregon and S.W. Washington's "*Poder y Vida*" (Power to Live) initiative in the Rockwood area of Gresham. *Poder y Vida* is Komen's five-year project aimed at saving lives by increasing breast cancer screening rates and reducing late-stage breast cancer diagnoses among Latinas in Northwest Oregon.

Wells Fargo's donation will help support the provision of breast health information and outreach to Latino households in Rockwood through community health workers.

"The number one factor in surviving breast cancer is early detection," said Thomas Bruner, CEO, Komen Oregon and SW Washington. "With the support of Wells Fargo, we will be able to reach more Latina women in Gresham with the message of early detection and care. This gift will help us save more lives."

Wells Fargo joins other partners in supporting *Poder y Vida*, including: Kaiser Permanente, Meyer Memorial Trust, Collins Foundation, Reser Family Foundation, Spirit Mountain Community Fund, Jackson Foundation, Wessinger Foundation, Juan Young Trust and Wheeler Foundation. KUNP Univision-MundoFox is *Poder y Vida*'s media partner, helping to reach tens of thousands Latino households.

In Oregon, breast cancer is the leading cause of cancer deaths among Latinas. In Oregon and SW Washington, Latinas have a higher rate of late-stage breast cancer diagnosis, while breast cancer screening rates for Latinas nationally has been lower than average. These disparities, coupled with the rapid growth of the Latino population in Oregon, have made Latinas a high priority for Komen.

"We have been a long-time supporter of Susan G. Komen and the important work it does to improve the health of the communities we serve," said Tracy Curtis, Wells Fargo's regional president. "This program will provide the underserved Latina population in Gresham with crucial, life-saving health services it strongly needs."

More information about *Poder y Vida* is online at <http://komenoregon.org/grants/PoderYVida.aspx>.

**About Wells Fargo**

Serving Oregonians since 1852, Wells Fargo is a nationwide, diversified, community-based financial services company with \$1.5 trillion in assets. The company and its employees donated \$10.1 million in cash grants and volunteer hours to nonprofit groups in Oregon and S.W. Washington in 2013. Last year the company was named the most generous bank in Oregon and the most generous company in America.

**About Susan G. Komen Oregon & SW Washington**

Susan G. Komen Oregon & SW Washington is working to save lives and end breast cancer forever. 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. Komen has invested \$30 million in Oregon and SW Washington to fund research, early detection, survivor support and advocacy. Join our promise by calling (503) 552-9160 or visiting us online at [komenoregon.org](http://komenoregon.org).

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