For Immediate Release

**Worship in Pink Inspires for a Cure**

*Over 30 congregations and organizations are holding events throughout October to educate and bring awareness to breast cancer screenings*

*September 30, 2015, Portland, Ore.* – October first kicks off Worship in Pink, a month-long concentrated effort by Komen Oregon and SW Washington in partnership with Legacy Health and community groups. The aim is to address the breast health disparities of African American women and men in our region. This also coincides with the national Breast Cancer Awareness Month.

Research shows that only 57% of African American women are regularly screened for breast cancer, compared with 74% of all women. Compounding the seriousness of the issue is that of every African American woman diagnosed, 42% will be late stage.

Andrew Asato, CEO, Komen Oregon and SW Washington, says “We can change these alarming statistics by stressing the importance of early detection and by helping facilitate the screenings through this local mission program. We can also help connect uninsured and underinsured to free or low cost mammograms to remove that barrier to early detection.”

The Rev. Dr. T. Allen Bethel, a local pastor, community leader, and Komen board member, says, “Survival rates for breast cancer increase dramatically if detected early and we need to get this message out. Our faith community has stepped up to take on this challenge and literally save lives.”

Begun six years ago as a single Worship in Pink Sunday at a handful of churches, this movement has grown to encompass the entire month of October, with over 25 places of worship, and several community organizations holding specific education events. Numerous other businesses and gathering places are also involved to help publicize the events. A complete list of events and information is available at **WorshipinPinkPDX.org**
Kathy Kendrix, the Worship in Pink coordinator, says “Our biggest goal is awareness and education so we are heading out into community where people gather to spread the word. We’ve had a tremendous outpouring of support this year with the increased number of churches and community groups engaging with their congregations and members.”

Susan G. Komen Oregon & SW Washington partners with Legacy Health to present Worship in Pink in the Portland, Oregon and SW Washington metropolitan area. Worship in Pink is a unique program for congregations of all faiths and community organizations that aim to provide messages of hope, inspiration and education about breast health in order to increase the number of women receiving mammograms.

About Susan G. Komen Oregon and SW Washington
In the last 24 years, the local organization has funneled nearly $19.8 million into programs that prioritize the importance of improving and building on the quality of life for survivors, emphasize the value of early detection and screenings, as well as financial assistance for access to treatment. Another $11.9 million has been dedicated to local cutting edge research.

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. Since its founding in 1982, Komen has funded more than $889 million in research and provided $1.95 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life, founded Komen. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

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