



## **FOR IMMEDIATE RELEASE**

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## **KOMEN LAUNCHES THE FIRST AFRICAN AMERICAN INITIATIVE AT UPCOMING CELEBRATION**

**January 23, 2020, Portland, OR** – Despite relatively similar screening rates and incidence of breast cancer, in the US, African American women are 42% more likely to die of the disease.

On February 22<sup>nd</sup>, Susan G. Komen Oregon & SW Washington will host a celebration event for survivors and forever fighters, where they will update the community on recent data collection efforts and progress in developing an innovative, multi-year project to address the startling breast cancer disparities for African Americans.

Komen has been working on the project with an advisory council of leaders in the community, area health systems, and businesses. “This celebration is a monumental occasion to honor survivors/fighters and encourage the African American and all cultures to stay rooted in their healthcare advocacy,” remarked Arya Morman, MSHCA, Ms. Black International Ambassador 2020 and Clinical Operations Manager for the LifeworksNW MLKing Site, “As a member of Komen’s African American Initiative Advisory Council and as a co-survivor (mother), I see it as a cultural and ethical duty to my community to spread breast cancer awareness and uplift the community.”

Komen’s CEO, Andrew Asato, said, “We have a track record of creating and executing complex projects to address breast health and breast cancer disparities. We’re enthusiastic to take action with the African American community to change statistics that negatively impact their health. We will take this opportunity to not only celebrate breast cancer survivors and forever fighters but also to share the Council’s plans with the community. It is an exciting time for all of us.”

Komen invites the community to learn more about the project and participate in a celebration for breast cancer survivors and forever fighters on Saturday, February 22, from 7-10 pm, at the Village Ballroom (704 NE Dekum Street). There will be music and dancing, appetizers and beverages, and a goody bag for breast cancer survivors and forever fighters. The event is free, but registration is required as space is limited. Register at <https://komenoregon.org/african-american-initiative/> or by calling 503-552-9160.

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

In 28 years, the local organization has funneled \$21 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 \$14 million has been dedicated to local cutting-edge research. More information is available at [komenoregon.org](http://komenoregon.org).

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

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit, outside of the US government, while providing real-time help to those facing the disease. Nationally, since its founding in 1982, Komen has funded more than \$1 billion in research and more than \$2.2 billion in screening, education, treatment and psychosocial support programs serving millions of people in more than 60 countries worldwide.

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