



## **FOR IMMEDIATE RELEASE**

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## **KOMEN HIRES HARDEN-MOORE TO LEAD AFRICAN AMERICAN INITIATIVE EFFORTS**

**March 10, 2020, Portland, OR** – Susan G. Komen Oregon & SW Washington is excited to announce that they have hired Tai Harden-Moore, JD, MBA to lead their efforts to address breast cancer disparities in African American women in the Portland-metro area.

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. To address this, Susan G. Komen Oregon & SW Washington has launched an innovative, multi-year project focused on eliminating the startling breast cancer disparities among African Americans. They have been working with an advisory council of leaders in the community, area health systems, and local businesses. Tai Harden-Moore, a breast cancer fighter currently living with metastatic breast cancer, will work with Komen's African American Initiative Advisory Council in developing the project. She is committed to raising awareness about the disparities that African American women face and finding the interventions needed to eliminate those disparities.

"As an African American woman living with metastatic breast cancer who was initially diagnosed at a young age (31 years old) and at a late stage (stage 3), I understand how important it is to address the disparities that African American women face when it comes to breast cancer," remarked Harden-Moore. "Komen's African American Initiative will have a great impact on our community, with the ultimate goal being to address disparities and save lives."

Komen's CEO, Andrew Asato, said, "We are determined to take action with the African American community to address the factors that negatively impact their breast health. We have a track record of creating and executing complex projects to address breast health and breast cancer disparities and we are eager to focus on the African American community in order to improve outcomes."

More information on Komen's African American Initiative can be found at [komenoregon.org/african-american-initiative](http://komenoregon.org/african-american-initiative).

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

In 29 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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