



Susan G. Komen  
Breast Cancer Foundation  
**LUBBOCK**  
Race For  
The Cure



## **THE SUSAN G. KOMEN BREAST CANCER FOUNDATION WAS FOUNDED**

in 1982 on a promise made between 2 sisters – Nancy Goodman Brinker and her dying sister, Susan Goodman Komen. More than 20 years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative breast cancer grants, educational, scientific and community outreach programs around the world. Together, with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised over \$600 million dollars for the fight against breast cancer.



THE MISSION OF THE SUSAN G. KOMEN BREAST  
CANCER FOUNDATION IS TO ERADICATE BREAST CANCER  
AS A LIFE THREATENING DISEASE BY ADVANCING  
RESEARCH, EDUCATION, SCREENING AND TREATMENT.



# FACTS ABOUT BREAST CANCER

Breast Cancer is the leading cause of cancer deaths among women between the ages of 40 and 59.

1 in 7 women in the United States will get breast cancer during her lifetime.

Eighty percent of all breast cancers occur in women with no known risk factors, all women are at risk of developing breast cancer.

If screening guidelines were followed and appropriate treatment was received, breast cancer mortality would decrease by 30%.

There is no known cure for breast cancer... but together we will find one!







## TARGETING MARKETING

In addition or as an alternative to our traditional sponsor opportunities, we can create a target marketing package for your company. Some possibilities include, Kids for the Cure®, Docs for the Cure®, Sleep-in for the Cure® or the In the Pink Party.

## WHERE DOES THE MONEY GO?

The money that you help raise through the Lubbock Race for the Cure® is distributed locally for education, screening and treatment projects.

### A FEW RECENT RECIPIENTS ARE:

University Medical Center  
Covenant Health System  
Brownfield Regional Medical Center  
Young Women's Christian Association  
American Cancer Society  
Family Counseling Services  
Lubbock Hispanic Chamber of Commerce

**LUBBOCK Area AFFILIATE OF THE susan G. Komen  
Breast Cancer FOUNDATION**

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