



FOR IMMEDIATE RELEASE

Julie Bernstein

Susan G. Komen for the Cure

jbernstein@komen.org

240-601-5562

Rebecca Gibson

Susan G. Komen for the Cure

rgibson@komen.org

972-855-4319

Trish Tierney

IIE

ttierney@iie.org

415-362-6520ext 212

**SUSAN G. KOMEN FOR THE CURE® GLOBAL INITIATIVE FOR BREAST CANCER AWARENESS AWARDS
SEVEN COMMUNITY GRANTS IN BRAZIL**

SÃO PAULO - FEB. 10, 2009 - Susan G. Komen for the Cure®, the global leader in the breast cancer movement, is supporting seven community projects designed to address some of the most pressing issues Brazil faces in the fight against breast cancer.

The projects, which are aimed at increasing early detection of breast cancer, range from training community health agents on breast health and patient rights in one of São Paulo's largest and poorest neighborhoods, to involving middle school students and their families in São Caetano with the culmination of a Mother's Day Event, to working with community leaders to raise awareness among women ages 15-39 in Porto Alegre. The combined total of the community grants is nearly \$50,000.

To celebrate the awards, a press event will take place at 8p.m. on Tuesday evening, Feb. 10, at São Paulo's Einstein Hospital, the lead partner in the Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness in Brazil.

"With more than 1 million women worldwide receiving a breast cancer diagnosis each year, it has never been more critical to increase advocacy for, and education about, this life-threatening disease," said Annetta Hewko, Komen for the Cure's vice president of its International division. "This ground-breaking initiative contributes to creating a dynamic global network of dedicated breast health activists with the skills, knowledge and vision to play a strategic role in shaping their country's response to breast cancer."

Grants were based on the individual project's ability to address the needs and realities identified in the community profiles, potential for sustainability and impact on breast health, innovation, and the degree of collaboration with organizations and individuals from diverse backgrounds and sectors.

Komen for the Cure and the Institute of International Education (IIE) launched the Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness in 2007. It is now active in nine countries. The community projects are a result of the work carried out by a network of breast cancer advocates who have participated in Komen's Course for the Cure™ trainings over the past year.

Course for the Cure is a series of training modules based on Komen's 27 years of experience in breast cancer awareness and advocacy. Advocates of the Global Initiative network designed community projects to address gaps in breast health awareness and education identified by the Global Initiative.

The Global Initiative has established strong partnerships with local leaders in breast health and identified, recruited and trained more than 500 women and men in 24 communities in advocacy, fundraising, health education, volunteerism and community assessment. In each country, these advocates develop a community profile of breast health and identify barriers to care or "gaps" in breast health that had never before been compiled. These prioritized gaps formed the basis for developing plans for education outreach, awareness programs and advocacy efforts to improve breast health outcomes.

In its second year, the Komen Global Initiative activities focus on deepening and supporting the activists trained. Additional training workshops are broadening the network and the tools available to them, and community grants are empowering them to put their learning into action as they tackle challenges identified in the first year. Komen is also sponsoring innovative six-month projects in Costa Rica, Brazil, Mexico, Romania and Ukraine, which will be announced in the coming weeks.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure, which is now the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer with more than \$1.3 billion invested to date. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

About the Institute of International Education

Founded in 1919, the [Institute of International Education \(IIE\)](http://www.iiesf.org) is one of the world's most experienced global higher education and professional exchange organizations. IIE has long worked to implement international training programs to build leadership skills and enhance the capacity of individuals and organizations to address local and global challenges. The *Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness* is managed by [IIE West Coast Center in San Francisco](http://www.iiesf.org).

To learn more about the Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness, contact:

Institute of International Education (IIE) West Coast Center

530 Bush Street, Suite 1000 · San Francisco, CA 94108

Tel: +1 415-362-6520 · Fax: +1 415-392-4667

Email: globalkomen@iie.org Web: www.komen.org/global · www.iiesf.org

###