



MEDIA ADVISORY

Pamela Stevens
Susan G. Komen for the Cure
202-654-6517
pstevens@komen.org

SUSAN G. KOMEN FOR THE CURE® TO LAUNCH NEW GLOBAL HEALTH ALLIANCE

Health Leaders from Across the World to Sign Joint Declaration on Women's Health

WASHINGTON, D.C. – June 2, 2010 – Susan G. Komen for the Cure® will bring together Health Ministers, ambassadors, global health leaders and corporate partners June 8, 2010, in Washington, D.C., to launch a new global health campaign for women's cancers – the Susan G. Komen for the Cure Global Health Alliance. This is the first time different global health platforms from the areas of HIV, malaria and maternal health have united to address the need to improve women's health and include women's cancers on the global health agenda.

The event, which will include a high-level roundtable discussion and the signing of a Joint Declaration, will kick-off an effort to more effectively address the devastating impacts of cancer on women and families in low- and middle-income countries. The goal will be to inspire world leaders to put women's cancers on the global health agenda with a focus on integrating education, detection and treatment into existing health initiatives.

The day's events will also highlight the important role that public-private partnerships can play in addressing the cancer burden in the developing world, including an example of a customized CarePack with breast health information.

WHAT: Official Launch of the Susan G. Komen for the Cure Global Health Alliance

WHEN: Tuesday, June 8, 2010
Roundtable Discussion (invitation only) – 5:00 – 7:00 pm
Unveiling and Declaration Signing (open press) – 6:30 – 7:30 pm
Dinner Reception and Entertainment – 7:30 – 9:30 pm

WHERE: Roundtable – The Canadian Embassy
Ceremony & Reception – The Newseum, 555 Pennsylvania Avenue, NW

WHO: Ambassador Nancy G. Brinker, Komen for the Cure Founder and CEO
U.S. Secretary of HHS, Kathleen Sebelius
Michel Sidibe, Director of UNAIDS
Richard Horton, Editor and Chief of the LANCET
Health Ministers and Ambassadors from Africa, Middle East and Latin America
First Ladies of Sierra Leone, Tanzania and Kenya
CEOs from Partnering Corporations

The roundtable discussion will include global health leaders from the United Nations, World Bank, World Health Organization, UNAIDS, The Global Fund; leading health advocates from NGO partners Susan G. Komen for the Cure, Breakthrough Breast Cancer, and the Canadian Breast Cancer Foundation. The Komen Global Alliance's Founding Partners include the Abu Dhabi Health Ministry, American Airlines, Breakthrough Breast Cancer, the Canadian Breast Cancer Foundation, Condé Nast, Johnson & Johnson, RAND Corporation, Samsung Europe and Vestergaard Frandsen.



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The dinner will include speeches by the head of The Global Fund and the head of UNAIDS Michel Sidibe. Wolf Blitzer, anchor of CNN's "Situation Room" will serve as the evening's Master of Ceremonies. There will also be a vocal performance by Yvonne Chaka Chaka.

About Susan G. Komen for the Cure® Global Health Alliance

The Susan G. Komen for the Cure Global Health Alliance (KGHA) aims to be the global leader in women's cancer awareness and advocacy. As a complement to Komen for the Cure's global programs and races, the alliance will be a high-level convener of global policymakers, corporate partners and cancer advocates with the goal of raising awareness and generating action in the battle against global women's cancer in low and middle income countries. The council will leverage Komen's strong global network to make a tangible difference in the lives of millions of women who die from cancer each year in the developing world. The council's three main goals include:

- Establishing women's cancers as an important part of the larger global health agenda both domestically & globally.
- Raising awareness and funding for the battle against women's cancers by linking high-level decision makers to cancer organizations in-country.
- Establishing Komen as a leader in global high-level advocacy by demonstrating (to high-level partners) the organization's ability to create effective in-country advocacy, fundraise globally and desire to develop innovative, cost-effective solutions to global women's cancer issues.

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 and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. 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.

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