

FOR IMMEDIATE RELEASE

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**SUSAN G. KOMEN FOR THE CURE® AND THE PAN-HELLENIC ASSOCIATION
OF WOMEN WITH BREAST CANCER “ALMA ZOIS” UNITE IN THE FIGHT
AGAINST BREAST CANCER**

Local Events on the Eve of Breast Cancer Awareness Month

ATHENS – September 22, 2009 – This month, Susan G. Komen for the Cure® and the Pan-Hellenic Association of Women with Breast Cancer “Alma Zois” unite in the continued fight to eradicate breast cancer by creating global awareness and raising funds for community outreach programs and breast cancer research.

On September 27, Athens will host the first annual Greece Race for the Cure®, organized by Alma Zois, a breast cancer advocacy and support group that helps women through their treatment and promotes early detection. The Race brings together breast cancer survivors, their families, friends, supporters and advocates joining forces to show strength, courage and solidarity.

“We are thrilled about this year’s Race for the Cure in Greece,” said Kleopatra Gavrielidou, chairman of Alma Zois. “Partnering with Komen for the Cure gives women and men in Greece the opportunity to participate locally, joining the more than 1.5 million global Race participants to help turn breast cancer patients into breast cancer survivors.”

With generous support from the Coca-Cola Bottling Company, S.A. and Friends of the Ormylia Foundation, on Friday, September 25, U.S. Ambassador Daniel V. Speckhard and Dr. Anne Speckhard will host a reception at the Jefferson House in honor of Susan G. Komen, Alma Zois, and the Ormylia Foundation, Center for Disease Prevention and Medical Research “Panagia Philanthropini.” Diplomats, business and political leaders, health community leaders, breast cancer oncologists and researchers are expected to attend.

President and Chief Executive Officer of Susan G. Komen for the Cure, Hala Modellmog along with Kleopatra Gavrielidou, chairman of Alma Zois and renowned actress Pemy Zouni for the Ormylia Foundation will speak about breast cancer and its devastating impact.

Breast cancer is the most frequently diagnosed cancer and is the leading cause of death among women worldwide. More than 1.3 million women are expected to be diagnosed with breast cancer each year.

To register for the Race or to donate, visit www.komen.org/AboutUs/InternationalRaces.html.

History of Komen Race for the Cure Series

The Susan G. Komen Race for the Cure Series originated 26 years ago in Dallas, Texas and is recognized as the world's largest and most successful series of 5K run/fitness walk events designed to raise public awareness of breast cancer. When Ambassador Nancy G. Brinker organized the first Race for the Cure event in 1983 in Dallas, 800 people participated. Thanks to the interest, hard work and collaboration of a variety of NGOs, governmental agencies, and individuals who want to make a difference in breast cancer mortality rates, Race for the Cure events are being organized around the world. This year, 135 Races will be held worldwide, attracting more than 1.5 million participants and over 100,000 volunteers.

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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 more than \$1.3 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.

About The Ormylia Foundation, Center for Disease Prevention, Panagia Philanthropini

The Ormylia Foundation, Center for Disease Prevention, Panagia Philanthropini in Ormylia, Greece, is committed to providing specialized cancer outreach to underprivileged women, regardless of race, religion or creed in Greece. The Ormylia Foundation offers free mammography, clinical breast examinations, clinical pelvic examinations and pap smears, and teaches breast self-examinations with the goal of increasing its current 7,000 screenings to 10,000 underprivileged women per year for the next five years. Ormylia Foundation staff travel to remote communities and use churches, businesses, schools and central town locations, among others, to reach out to women. "For the immigrant populations from Eastern Europe, the Middle East and Africa, these services are totally unavailable given the cultural barriers that exist," said Br. Charles Anthony the Director of the Center. "The cultural traditions of the Turkish-speaking Muslims, Pomaks and Roma have even greater barriers. This program is unique, therefore, reaching out to populations who are under served with great love and care." At current levels of women being screened, annually 20-25 breast cancers are detected, most at Stage I and under (and 10-15 cervical cancers). The five year survival rate for these women is more than 95%. The Ormylia Foundation has a long history of successful collaboration with Susan G. Komen for Cure, both in its services to populations in Greece and developing countries.

About the Pan-Hellenic Association of Women with Breast Cancer "Alma Zois"

The Pan-Hellenic Association of Women with Breast Cancer "Alma Zois" was founded in 1988 by breast cancer survivors who aspired to offer to other survivors the necessary support for

dealing with their illness and achieving a better quality of life. In the last 20 years, the Association has grown and numbers 1,200 survivor members and many associate (non-survivor) members. The Board of Directors consists of seven members, all of whom are breast cancer survivors. The Association's scientific work is designed by full-time mental health professionals and is approved by a 23-member multidisciplinary Scientific Committee.

Their vision is to offer every woman in Greece information on breast cancer prevention and early detection and full psychosocial support to every woman who deals with breast cancer. Alma Zois provides many services including organized peer support, psychosocial support to breast cancer patients and their families, breast cancer awareness campaigns and advocacy campaigns for the breast cancer patient's rights.