

Susan G. Komen® to Host MORE THAN PINK Walk in Georgia this Fall

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Together for a Cure: Fundraising Event Aims to Unite the Community for Breast Cancer Research and Support

ATLANTA--(BUSINESS WIRE)-- Susan G. Komen®, the world's leading breast cancer organization, today announced it will host a MORE THAN PINK Walk this Fall. The Walk will take place on Saturday, October 26, 2024, bringing together survivors, supporters and advocates to raise critical funds to advance Komen's mission and provide support for people facing this disease now.

Every 12 minutes, a woman in the U.S. dies from breast cancer. In 2024 alone, an estimated 9,840 women in Georgia will be diagnosed with breast cancer and 1,420 will lose their lives to the disease. Experts say one-third of breast cancer deaths in the U.S. could be prevented with universal access to modern treatments. Funds raised at the Walk will allow Komen to meet the immediate needs of breast cancer patients through its free Breast Care Helpline and offer services such as patient navigation, financial assistance and emotional support. It will also fund research breakthroughs that allow more lives to be saved from breast cancer and bring us closer to the cures for all breast cancers.

In 2024, the Komen Financial Assistance program provided financial assistance totaling \$712,750 to 1,260 people in Georgia who are in breast cancer treatment or living with metastatic breast cancer. Additionally, Komen's Patient Care Center provided 3,909 services to 3,181 people living in Georgia, working to address 4,202 barriers to care that may otherwise prevent someone from getting the breast health care or support they need.

"We are thrilled to welcome the community to the Georgia MORE THAN PINK Walk this year, where together we can

make a profound impact in the fight against breast cancer," said Celestine Hankerson, Komen Development Director for Georgia. "Supporting individuals in our community who are facing breast cancer is essential to our mission, but we cannot do it alone. This year's Walk is not just an event; it is a pivotal moment to secure vital funds that will make equitable care available to all. We hope you can join us as we take a powerful stand against this devastating disease."

What: Georgia MORE THAN PINK Walk

When: Saturday, October 26, 2024

Where : Lenox Square, Atlanta, GA

Registration Details: www.komen.org/georgiawalk

This year's Walk is made possible by the following sponsors: Bank of America, Walgreens, Novartis, Lilly, Genuine Parts Company, Ford, Global Payments Northside Hospital Cancer Institute, Kroger, Pepsi Beverages Company, KPMG, Southwire, United Distributors, and Mellow Mushroom. This year's Walk is made possible by the following sponsors: Bank of America, Walgreens, Novartis, Lilly, Genuine Parts Company, Ford, Global Payments, Northside Hospital Cancer Institute, Kroger, Pepsi Beverages Company, KPMG, Southwire, United Distributors, Brand Safway, Morgan Stanley, Mellow Mushroom, Regions Bank, and Cox Media Group.

Atlanta residents can continue to support those impacted by breast cancer this Fall through events and partnerships in the area: From September 24 th –November 11 th individuals are encouraged to dine at their local Mellow Mushroom restaurant to benefit Susan G. Komen. A portion of the proceeds from the sale of each Go Pink Cocktail and ribbon pretzel will go toward Komen's mission to end breast cancer.

Bank of America is the national presenting sponsor and Walgreens, Novartis and Lilly are national series sponsors for the MORE THAN PINK Walk and Race for the Cure events.

Join us at the Georgia MORE THAN PINK Walk this fall to stand with the community in the fight against breast cancer. Your participation will help raise vital funds, provide crucial support services, and advance important research. Together, we can work towards a future without breast cancer.

About Susan G. Komen ®

Susan G. Komen ® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all

fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit **komen.org** or call 1-877 GO KOMEN. Connect with us on social at **www.komen.org/contact-us/follow-us/** .

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Source: Susan G. Komen