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Karmanos Cancer Institute, Local Presenting Sponsor for Komen Detroit Race for the Cure®

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2011 Komen Detroit Race for the Cure® awards more than \$1.47 million to local breast cancer programs

2011 KOMEN DETROIT RACE FOR THE CURE® ACCOMPLISHMENTS

DETROIT – Representatives from the Susan G. Komen Detroit Race for the Cure® announced that they have awarded \$1,475,000 to local breast cancer education, screening and treatment programs as a result of \$2.3 million raised in the 2011 Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute, held last May at Comerica Park.

The announcement was made Sept. 21 at the Komen Detroit Friends and Team Captains Celebration honoring fundraising accomplishments. More than 350 supporters were in attendance. In addition to the local grants to programs, \$421,560 was contributed to the Susan G. Komen for the Cure Award and Research Grant Program, benefitting both national and local scientists committed to ending breast cancer.

Each year, the Komen Detroit Race for the Cure awards 75 percent of the current year's net proceeds to organizations serving Wayne, Oakland and Macomb counties. Funds support breast health education and breast cancer screening and treatment programs for the medically underserved. The remaining 25 percent funds global breast cancer research and project grants awarded through Komen for the Cure. Since 1992, the Komen Detroit Race for the Cure has raised and invested \$21 million to help end breast cancer.

This year's Race reflected unprecedented support, with a 6.7 percent increase in registered participants from the previous year and a crowd of more than 40,000.

"Despite the continuing challenges of our economy, this community took action to help end breast cancer," said Maureen Keenan Meldrum, chair, Susan G. Komen Detroit Race for the Cure. "We are so proud to be part of a community that unites behind this mission, supporting our neighbors with outstanding breast cancer programs that will provide underserved people access to life-saving screenings and treatments; and funding brilliant cancer researchers whose work will benefit people around the globe.

"Our national and local sponsors play a key role with invaluable contributions to our Detroit Race, making this year's Race a resounding success," added Meldrum. "We are extremely grateful and invite everyone to join us to end breast cancer forever."

After reviewing several grant applications, a panel of community experts invested Race proceeds to the following programs:

- **BREAST CANCER OUTREACH PROJECT – ACCESS, Awarded \$116,165**
Adnan Hammad, Ph.D., Arab American Center for Economic and Social Services

The Arab Community Center for Economic and Social Services (ACCESS) will continue the Breast Cancer Outreach Project engaging the low-income Arab American community of Southeastern Michigan. Through the program, 2,000 women will receive comprehensive one-on-one health education through in-home visits, and 1,500 women with no previous history of breast cancer screening will receive a free mammogram and clinical breast exam.

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- **SISTER & SISTER PROGRAM, Awarded \$19,900**
Teresa Rodges, MSA, Pontiac Osteopathic Hospital Riley Foundation

The Sister & Sister Program will expand outreach to increase mammogram screening and survival rates among hard-to-reach uninsured African-American women through education programs in the Pontiac area. Survivors will teach other women about the importance of early detection by “witnessing” or talking about their cancer experiences. Each church’s Health Outreach Ministry Leader will be trained to carry the message to more than 400 women. More than 150 women will receive access to free mammogram screenings at the POH Regional Medical Center. Those in need will be navigated to follow-up care, including surgery, radiation, and chemotherapy, which will be provided free of charge by the POH Riley Foundation.

- **EXTEND & ENHANCE: BCCCP SERVICES TO WOMEN IN WAYNE COUNTY, Awarded \$943,592**
Robert Burack, M.D., MPH, Karmanos Cancer Institute/Wayne State University

The Wayne County Breast and Cervical Cancer Control Program (BCCCP) provides breast screening, follow up and treatment at no out-of-pocket cost to uninsured women in the Detroit region. This grant will “extend” the BCCCP by adding 1,316 screenings to the 6,517 funded by the Michigan Department of Community Health (MDCH) and will “enhance” the program by covering its gaps – such as the MDCH does not provide coverage for breast biopsy facility fees or for breast cancer treatment among women denied Medicaid.

- **HELPING HANDS: BREAST DIAGNOSTIC AND LIMITED SERVICES TREATMENT TO LOW-INCOME/UNINSURED PATIENTS AT THE WALT BREAST CENTER, Awarded \$395,271**
Laura Zubeck, R.N., BSN, MBA, Karmanos Cancer Institute

The Karmanos Cancer Institute’s Alexander J. Walt Breast Center grant will cover diagnostic and limited treatment for uninsured and underinsured women and men who are not eligible for other community support due to program restrictions. The grant will also cover service gaps for some patients enrolled in the Wayne County BCCCP. Karmanos staff will evaluate all requests for financial assistance and provide educational material, system navigation, follow-up guidance, and help with transportation and prescription needs.

“The Karmanos Cancer Institute is proud to serve as the local presenting sponsor of the Komen Detroit Race for the Cure and has been since its inception in 1992,” said Gerold Bepler, M.D., Ph.D., president and CEO of the Karmanos Cancer Institute. “Nowhere has there been a greater movement to raise awareness, increase prevention and end breast cancer than through the work of Komen for the Cure and its affiliates. And nowhere has there been a more dedicated team of physicians, researchers and staff who continue to work tirelessly to develop new treatments for patients diagnosed with breast cancer, or any other cancer, than at Karmanos.

“We are grateful for our partnership with Komen, as well as the many supporters in our community and beyond who share in our vision of a world free of cancer”

The Sept. 21 Celebration highlighted special accomplishments and recognized top individual and team fundraisers.

Air Force Master Sergeant Dawn Grandchamp of Clinton Township organized a satellite Race at the NATO peace-keeping base in Kosovo where she was stationed. In 2010, she had committed to being at Detroit’s Race every year with her family to honor her grandmother Ruby who died from breast cancer, as well as her mother and aunt, both survivors. Deployment to Kosovo changed those plans, but with help on both sides of the world, Grandchamp pulled off Komen Detroit’s first satellite Race.

New Balance Farmington Hills and Troy’s support of Komen Detroit’s Friends for the Cure® program awarded top individual honors to breast cancer survivor Dorene Williams (West Bloomfield) who raised \$21,070; Dr. Audrey Sim (Royal Oak) who raised \$15,010; and Jodi Whitmore (Farmington Hills) who raised \$14,995. Friends for the Cure, the fundraising arm of the Race, raised more than \$1 million dollars for the 2nd year in a row.

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Top fundraising teams achieved record levels: Morgan Stanley Smith Barney, \$47,527; Ford Motor Company, \$46,363; Daro's Bosom Buddies, \$21,370; Tami's Team, \$17,147 and Barb's Battalion, \$13,025.

For a complete list of awardees, visit www.karmanos.org/detroitracefortheure.

Highlights from the 2011 Komen Detroit Race for the Cure®:

- Total revenue raised: \$2.3 million to help end breast cancer, bringing the cumulative total since 1992 to \$21 million
- Crowd of more than 40,000 – 6.7% increase in registrants from 2010
- Appearances by Honorary Chairs: Sen. Carl Levin and Barbara Levin; Sen. Debbie Stabenow; Gov. Rick Snyder breast cancer survivor Sue Snyder; and Mayor Dave Bing and Yvette Bing
- 700 teams – 100 more than 2010
- 1,850 registered breast cancer survivors
- 1,200-plus volunteers accomplishing 1,500 assignments
- 28 volunteer photographers – 7,500 images
- Breast health education by 200-plus I AM THE CURE™ Cure Leaders, and Karmanos physicians “busting breast cancer myths” wearing “Myth Bustiers”
- More than 10,000 pink ribbons along the Woodward Ave. route
- 22 musical groups entertained runners and walkers along the route
- Introduction of a Memorial Site where Race participants created a communal piece of art honoring the memory of lost loved ones
- “Route Neighbors” provided giveaways, prayer stations, water stops and made restrooms available
- 100 generous sponsors and underwriters
- Robust coverage by media partners: WJBK FOX 2; WDIV Local 4 (NBC); WXYZ Channel 7 (ABC); WWJ Newsradio 950 (CBS); Clear Channel Radio; Observer & Eccentric Newspapers and Hometown Weeklies; The Michigan Chronicle; as well as Detroit Free Press, The Detroit News and numerous other media.

Komen Detroit's Call to Action

Meldrum challenged guests to use the information presented by Karmanos Cancer Institute's panel of breast cancer experts to move from breast cancer *awareness* to *action*. Panelists included: Lawrence Flaherty, M.D., Medical Oncologist; David Gorski, M.D., Ph.D., FACS, leader, Breast Multidisciplinary Team; Patricia LoRusso, D.O., director, Phase I Program; and Wei-Zen Wei, Ph.D., associate center director, Basic Science, who reiterated the call to action encouraging Celebration guests to get screened and advocate for strong breast cancer public policy.

Komen Detroit representatives also encouraged the public to support October Breast Cancer Awareness programs including Wendy's "Give a Dollar ...Get a Dollar," Panera Bread Pink Ribbon Bagels®, and national presenting sponsor of the Komen Race Series Yoplait's "Save Lids to Save Lives®." These programs support Komen's mission to end breast cancer forever through substantial contributions. More information is available at www.karmanos.org/detroitracefortheure.

Join us for the 21st Annual Komen Detroit Race for the Cure in Spring 2012

Date will be announced soon and online registration will open mid-October at www.karmanos.org/detroitracefortheure.

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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, Komen for the Cure has invested more than \$1.9 billion to fulfill the 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.

Komen Detroit Race for the Cure is Michigan's largest race and a top-tier event in Komen's series of 140 5Ks run around the world. Locally presented by Karmanos Cancer Institute since Detroit's first Race in 1992, the Komen Detroit organization has raised and invested \$21 million. Operating as a year-round community resource, Komen Detroit provides breast cancer education, patient and family navigation, public policy/advocacy and volunteer opportunities. To connect, visit www.karmanos.org/detroitraceforthecure, email: raceforthecure@karmanos.org or call 248.304.2080.

About the Barbara Ann Karmanos Cancer Institute

Based in Detroit, Michigan, the Barbara Ann Karmanos Cancer Institute is committed to a future free of cancer. The Institute is one of 40 National Cancer Institute-designated comprehensive cancer centers in the United States. Caring for nearly 6,000 new patients annually and conducting more than 700 cancer-specific scientific investigations programs and clinical trials, the Karmanos Cancer Institute is among the nation's best cancer centers. Through the commitment of 1,000 staff, including nearly 300 faculty members, and supported by thousands of volunteers and financial donors, the Institute strives to prevent, detect and eradicate all forms of cancer. The Karmanos Cancer Institute was originally established in 1943 as the Detroit Institute for Cancer Research, which then became the Michigan Cancer Foundation. The Institute was renamed the Barbara Ann Karmanos Cancer Institute in 1995 in memory of the late wife of Peter Karmanos, Jr., chairman and CEO of Compuware Corporation. Barbara Ann died at the age of 46 after an eight-year battle with breast cancer. To learn more about the Barbara Ann Karmanos Cancer Institute, its activities, or how you can get involved, visit www.karmanos.org or call 1-800-KARMANOS (1-800-527-6266.)

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