



**FOR IMMEDIATE RELEASE**

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**SUSAN G. KOMEN FOR THE CURE® AND WORLD HEALTH LEADERS LAUNCH  
GLOBAL WOMEN'S HEALTH INITIATIVE**

***New Susan G. Komen for the Cure® Global Health Alliance to  
Focus Leaders on Women's Cancers***

**WASHINGTON, D.C. – June 8, 2010** – Health and Finance Ministers from about 50 countries joined their countries' First Ladies, Ambassadors, United Nations leaders, health advocates and business leaders in Washington D.C. today to launch the **Susan G. Komen for the Cure® Global Health Alliance** – a global effort to end women's cancers spearheaded by Susan G. Komen for the Cure®, the world's largest breast cancer organization, and a host of global partners.

The **Susan G. Komen for the Cure Global Health Alliance** brings world leaders together to fight women's cancers on a global scale, particularly in the developing world where "a global cancer tsunami is already underway," according to Ambassador Nancy G. Brinker, Komen for the Cure founder and CEO. Brinker is Goodwill Ambassador for Cancer Control for the World Health Organization.

She was joined by U.S. Health and Human Services Secretary Kathleen Sebelius, who praised Komen for the Cure for "living up to its reputation as an international phenomenon that has brought better health to millions of women."

Delegates to the inaugural session signed a Joint Declaration urging that women's cancers be included in global health agendas, saying "the cost in terms of women's lives, lost economic opportunity, orphaned children, and devastated communities dictates that we must act now." The declaration cites the need for collaboration, innovative partnerships, proven advocacy and awareness campaigns, and the support of foundation and corporate donors to save millions of lives worldwide.

Globally, some 5.7 million women are expected to be diagnosed with cancer in 2010 and more than half – 3.3 million – will die, according to data from the World Health Organization. Some 70 percent of new cancer cases are expected in low- and middle-resource countries, Brinker said.

Breast cancer is the most frequently diagnosed cancer in women, with 1.3 million new cases expected annually, followed by cervical cancer at 555,094 cases expected, and colo-rectal cancer at 536,662. Lung cancer is expected to be diagnosed in 440,000 women globally.

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Breast cancer is the leading cancer killer of women worldwide, with almost 465,000 deaths predicted annually. Lung cancer is the second leading cancer killer of women worldwide with more than 376,000 deaths expected.

“Working collaboratively over the past 30 years, we’ve made extraordinary progress against breast cancer in the United States and Europe,” said Brinker. “This hasn’t translated into progress in many low-resource countries, where medical care is scarce and stigmas remain around cancer. With this global effort, we intend to change that reality for millions of women worldwide.”

Cancer causes more deaths than tuberculosis, malaria and HIV/AIDS combined, with a significant cost to society especially in countries with few resources.

The Komen Global Health Alliance aims to bring together governments, non-governmental organizations, Komen Affiliates, advocates and international agencies to fashion solutions, including potentially using existing AIDS, malaria and tuberculosis medical programs to screen for cancers and educate women about their risks.

The Global Health Alliance builds on Komen’s longstanding approach of global health diplomacy, bringing government, non-government, corporate sponsors and scientists to the table to address critical health issues. Since the mid-1990s, Komen has funded international research and worked with Komen Affiliates and advocate partners in more than 50 countries to provide breast cancer awareness, education, screening and treatment programs, with an emphasis on countries where medical resources and knowledge are scarce.

The events launching the Alliance today were hosted by Komen and its NGO partners including Breakthrough Breast Cancer and the Canadian Breast Cancer Foundation, which will be instrumental in the formation of the Komen Global Health Alliance, among others.

“Leading innovative research and advocacy for all cancers requires a global focus,” said Cheryl Hodder, national chair of the Canadian Breast Cancer Foundation. “Breast cancer is the most common cancer in Canadian women and is a disease that knows no boundaries. By coming together to promote education, awareness and affect greater change on a global scale, we can continue to build progress across our borders. Together, we believe in creating a future without breast cancer.”

Said Breakthrough Breast Cancer CEO Jeremy Hughes: “Our pioneering scientists at the UK’s only dedicated breast cancer research center offer new hope for women worldwide, as well as to the 46,000 diagnosed with breast cancer each year in the UK. We are delighted to be part of this historic initiative for women everywhere.”

To truly succeed in making an impact in global health outcomes, the new Komen Global Health Alliance will also require the support of foundations and corporate donors. Some partners will help by donating their time, resources and services to the cause while others will develop innovative products that will be critical to saving the lives of millions of women worldwide from cancer.

“American Airlines has been a partner to Komen for more than 25 years in its quest to end breast cancer forever,” said Roger Frizzell, vice president corporate communications and advertising for founding partner American Airlines. “As an international airline, and as the official airline of Susan G. Komen for the Cure, we are proud to endorse this joint declaration and applaud the movement to make eradicating cancer a priority on the global health agenda.”

Vestergaard Frandsen, a Swiss company that focuses on disease prevention strategies and products, is lending its expertise as a founding partner as well. “As a European company that innovates lifesaving products for the most underserved, we applaud the goals of the Susan G. Komen for the Cure Global Health Alliance and the energy it brings to this critically important initiative of saving lives and further raising cancer awareness globally,” said group CEO Mikkel Vestergaard Frandsen. “We have a depth of experience working in the HIV, malaria and diarrheal disease fields, and look forward to sharing our

experiences and best practices as we begin this partnership. Together, we will improve the lives of women, their families and the communities that depend upon them.”

**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](http://www.komen.org) or call 1-877 GO KOMEN.

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