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

**FOR IMMEDIATE RELEASE**

**Sept. 23, 2010**

**2010 Komen Detroit Race for the Cure® awards more than \$1.5 million to  
local breast cancer programs**

***2010 KOMEN DETROIT RACE FOR THE CURE® ACCOMPLISHMENTS***

DETROIT – Susan G. Komen Detroit Race for the Cure® announced that it has awarded more than \$1.5 million to local breast cancer education, screening and treatment programs as a result of \$2.3 million raised in the 2010 Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute.

The announcement was made Sept. 22 at the Komen Detroit Friends and Captains Celebration honoring fundraising accomplishments. More than 350 supporters were in attendance. In addition, \$428,310 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 a diverse group of 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, as announced earlier this year awarding researchers at the Karmanos Cancer Institute and Wayne State University School of Medicine \$1.2 million for their innovative breast cancer research. Since 1992, the Komen Detroit Race for the Cure® has raised more than \$19.3 million.

This year's Race demonstrated unprecedented support, with a 15 percent increase in registered participants from the previous year and a crowd of more than 35,000.

"At a time when everyone still feels the challenges of our economy, the outpouring of support for Komen Detroit continues to demonstrate this community's passion to help end breast cancer," said Maureen Keenan Meldrum, chair, Susan G. Komen Detroit Race for the Cure®. "I am so proud to be part of a community that comes together to embrace and support its neighbors; whose outstanding breast cancer programs provide underserved people access to life-saving screenings and treatments; and whose brilliant cancer researchers are developing breast cancer breakthroughs that will benefit people across 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."

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**Page 2 of 4: 2010 Komen Detroit Race for the Cure Awards More Than \$1.5 Million for Local Breast Cancer Programs**

After an extensive review of proposals, a panel of community experts awarded the following grants:

- **BREAST CANCER OUTREACH PROJECT – ACCESS, Awarded \$125,000**, 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 in an extensive breast cancer education, outreach and screening program in the low-income Arab American community. Approximately 1,500 women will receive comprehensive one-on-one health education through in-home visits, and 1,000 women with no previous history of breast screening will receive a free mammogram and clinical breast exam.

- **SISTER & SISTER PROGRAM, Awarded \$16,000**, Teresa Rodges, MSA, Pontiac Osteopathic Hospital Riley Foundation

Through church-based health and education programs, the Sister & Sister Program will expand outreach efforts to increase mammogram screening and survival rates among hard-to-reach uninsured and underinsured African-American women. Survivors will teach other African-American 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 300 African-American women. More than 100 women will receive access to free mammogram screenings at the POH Regional Medical Center.

- **EXTEND & ENHANCE: BCCCP SERVICES TO MORE WOMEN IN WAYNE COUNTY, Awarded \$916,536**, 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 1,350 screenings to the 6,650 funded by the Michigan Department of Community Health (MDCH) and it will “enhance” the program by covering gaps – MDCH does not provide coverage for breast biopsy facility fees nor for breast cancer treatment among women denied Medicaid.

- **BREAST DIAGNOSTIC AND LIMITED SERVICES TREATMENT TO LOW -INCOME/UNINSURED PATIENTS AT THE ALEXANDER J. WALT BREAST CENTER, Awarded \$501,571**, Laura Zubeck, RN, 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 BCCCP. Karmanos staff will evaluate all requests for financial assistance; provide Komen for the Cure® 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. “Since I am new to the Detroit area, the 2010 Race was my first, and what an impressive first it was. I was amazed by the tremendous support and passion of metro Detroiters, committed to do what they can to end breast cancer. Our team of physicians, researchers and staff continue to work tirelessly to make sure that each patient has access to the best possible care for the best chance to survive cancer. Seeing the crowd of more than 35,000 survivors and supporters, and the outpouring of media and other sponsor support, is truly inspiring. It fuels our mission to end breast cancer and all cancers.”

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## **Page 3 of 4: 2010 Komen Detroit Race for the Cure Awards More Than \$1.5 Million for Local Breast Cancer Programs**

The September Celebration recognized top fundraisers and teams.

New Balance Farmington Hills and Troy's support of Komen Detroit's Friends for the Cure® program yielded top individual honors to breast cancer survivor Dorene Williams (West Bloomfield) who raised \$20,850. Friends for the Cure, the fundraising arm of the Race, raised more than \$1 million dollars this year.

Ford Motor Company sponsored the Largest Team Awards in several categories. The Largest Corporate Team award went to Ford with 2,003 team members. Other honorees were Compuware (482), HP (306), Donna's Angels (339), Team Boyd (297), Angus Eagles Soaring for a Cure (92) and Wayne State University's Wayne Cares with 856 members.

For a complete list of awardees, visit [www.karmanos.org/detroitraceforthecure](http://www.karmanos.org/detroitraceforthecure).

### **Highlights from the 2010 Komen Detroit Race for the Cure®:**

- Total revenue raised: \$2.3 million to help end breast cancer, bringing the cumulative total since 1992 to \$19.3 million
- Crowd of more than 35,000 – 15% increase in registrants from 2009
- 583 total number of teams – 14% increase from 2009
- 1,794 registered survivors – 13% increase from 2009
- 1,200 plus volunteers
- 35 volunteer photographers -- 7,500 images
- 10,000 pink ribbons along the Woodward Avenue route
- 20 musical groups for runners and walkers to enjoy
- More than 200 friendly Detroit Police officers
- "Route Neighbors" provided giveaways, prayer stations, water stations and made restrooms available.
- 100 generous sponsors and underwriters
- Unprecedented media coverage by WJBK FOX 2, WDIV Local 4 (NBC) and WXYZ Channel 7 (ABC); as well as WWJ Newsradio 950 (CBS), Clear Channel Radio, Observer & Eccentric Newspapers, Detroit Free Press and other media.

### **Komen Detroit's Call to Action**

Surprise September Celebration guest Lila Lazarus, who calls the Race "the best day in the City of Detroit" challenged guests to find a way to make a difference. The public is invited to join national Race Series sponsor Ford Motor Company at its second annual pink lighting of Ford World Headquarters in Dearborn on Thursday, September 30 beginning at 6:30 p.m. National presenting sponsor of the Komen Race Series Yoplait's "Save Lids to Save Lives®" program is expected to raise \$1.5 million making a positive impact in local communities across the nation, including metro Detroit. Organizations of every size can help end breast cancer by wearing pink, having fun and raising money through Komen's "Passionately Pink for the Cure." Throughout October Breast Cancer Awareness Month Komen advocates will appear at numerous educational and public policy forums advancing closer to the Komen vision of "a world without breast cancer."

### **Join us for the 20<sup>th</sup> Annual Komen Detroit Race for the Cure on Saturday, May 21, 2011.**

Online registration will open mid-October at [www.karmanos.org/detroitraceforthecure](http://www.karmanos.org/detroitraceforthecure).

#### **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 \$1.3 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](http://www.komen.org) or call 1-877 GO KOMEN.*

**Page 4 of 4: 2010 Komen Detroit Race for the Cure Awards More Than \$1.5 Million for Local Breast Cancer Programs**

**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](http://www.karmanos.org) or call (800) KARMANOS.*

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