

FOR IMMEDIATE RELEASE  
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## Komen Columbus Plans Events for Breast Cancer Awareness Month in October

(Columbus) – Breast cancer is the leading cause of cancer deaths in women ages 40 to 59; however, if it's caught early, there is a 98 percent cure rate. As we head into Breast Cancer Awareness Month in October, the Columbus Affiliate of the Susan G. Komen Breast Cancer Foundation is hosting major events and launching new programs that will continue to educate its 18-county service area about early detection and monthly breast self examination.

Following is the line-up of events and programs that the general public is encouraged to participate in this October:

- **BMW Ultimate Annual Drive** on September 30, 2005 from 10 a.m. to 6 p.m. at Midwestern BMW, 5016 Post Road, Dublin, OH 43017. It's your chance to test drive a BMW for a good cause. For every mile driven, \$1.00 is donated to the Komen Columbus. Over the past eight years, more than \$8 million has been raised nationally for breast cancer research, education, screening, community outreach and treatment programs by BMW's Ultimate Drive.
- **Committed to the Cure** on October 1, 2005 from 9 a.m. to 2 p.m. at the Fawcett Center. The third annual Committed to the Cure event will feature sessions on the latest breast cancer information. The luncheon will feature keynote speaker and breast cancer survivor Jami Bernard, *New York Daily News* film critic and author of *Breast Cancer: There & Back*. Additionally, Columbus's own Heather Pick, 10TV's morning anchor, will emcee the luncheon portion of the event.
- **Lee National Denim Day** on Oct. 7, 2005. Lee National Denim Day encourages people across Central Ohio to wear denim to work or school in exchange for a \$5 contribution to the Columbus Affiliate of the Susan G. Komen Breast Cancer Foundation. Now in its tenth year, Lee National Denim Day has set its fundraising goal at \$10 million on a national level. In 2004, people at 27,500 companies raised more than \$8.5 million for the fight against breast cancer. In total, Lee National Denim Day has raised more than \$52 million for breast cancer research, education, screening and treatment.
- **Komen Columbus Newsletter and all-new Web site** will be launched in October. The twice-yearly newsletter will highlight Komen Columbus programs, news and information along with grantee services, Survivor stories and the latest Komen Columbus Race for the Cure updates. The new and user-friendly Web site ([www.komencolumbus.org](http://www.komencolumbus.org)) will keep you informed and aware of Komen Columbus activities throughout the year and provide you with up-to-date breast health information and educational resources. Teach yourself to perform proper breast self-examinations by watching a training video on the web, learn how to get involved with Komen Columbus, read encouraging and hopeful Survivor stories and features, and get the latest race information and registration for the 2006 Komen Columbus Race for the Cure that will be held in downtown Columbus on May 20.

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- **GotStuff Partnership:** Your “trash” could be our treasure. GotStuff is an eBay retail store in Gahanna where the general public can take their items to sell. The store will donate 80 percent of its revenue to Komen Columbus. Best-selling items on eBay include vintage toys, Longaberger baskets, antiques, designer clothes, handbags and sports items. GotStuff is located at 1358-B Cherry Bottom Rd. or you can call (614) 475-1500 or visit them on the web at <http://stores.ebay.com/Got-Stuff-Columbus>.
- **eCycle Partnership:** Now you can fight breast cancer *and* be environmentally friendly by donating your old cell phones to eCycle. eCycle, a business that recycles old cell phones for plastics and metals, will donate 70 percent of the proceeds from cell phones it receives in October to Komen Columbus. Last month, M/I Homes donated 60 phones to eCycle and Komen Columbus received a check for \$450 as a result.

For more information on any of the above events, call the office of Komen Columbus at 614-297-8155 or visit [www.komencolumbus.org](http://www.komencolumbus.org). Komen Columbus is renowned for its highly visible, Survivor-centered, community event – Race for the Cure. Through this vehicle, Komen Columbus strives to:

- educate our communities on the vital importance of early detection as a key to breast cancer survival;
- seek out and fund grants for breast cancer screening, treatment and support programs – particularly for the underserved;
- be responsible stewards of your gifts and your trust; and
- provide up-to-date information, encouragement and hope to women and men living with breast cancer – from the newly diagnosed to long-term Survivors, their families and friends.

The 2006 Komen Columbus Race for the Cure will be held in downtown Columbus on Saturday, May 20, 2006.

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