



MEDIA ALERT

Wednesday, June 11, 10:30 am

**Mayme A. Clayton Library & Museum
4130 Overland, Culver City CA**

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AFRICAN AMERICAN WOMEN NATIONWIDE 41% MORE LIKELY THAN CAUCASIAN WOMEN TO DIE FROM BREAST CANCER; IN LA, AN ASTONISHING 70%

**Press Conference June 11 @ 10:30 am, Culver City CA
Susan G. Komen® California Announces Intensive Two-Year Initiative To Reduce High Breast Cancer Deaths in African American Women**

WHAT

Press conference and launch event announcing the Susan G. Komen California Circle of Promise two-year, intensive statewide initiative to decrease the high mortality rate of breast cancer among African Americans. Medical professionals and community leaders will discuss medical findings that impacted development of the initiative and will release information about how the initiative will work to reduce African American breast cancer deaths in California. Support for the Susan G. Komen Circle of Promise California Initiative is made possible in part by a grant from Anthem Blue Cross Foundation LLC. <http://www.circleofpromise.org/California>

WHY

Because African American women nationwide are 41 percent more likely than Caucasian women to die from breast cancer; in Los Angeles it is an astonishing 70 percent. This alarming trend is likely the result of social, cultural, financial and geographic barriers, and is unacceptable in light of the overall improvement in mortality rates since the 1990s.

WHEN

Wednesday, June 11, 2014
10:00 am | Photo call with speakers & special guests
10:30 am | Press conference and Q&A with medical professionals, business & community leaders
11:00 am | Reception including "town hall" meeting and conversations with medical professionals & community leaders, entertainment & brunch

WHO

SPECIAL GUEST

Judith A Salerno, MD, MS, President & Chief Executive Officer, Susan G. Komen

SPEAKERS IN ALPHABETICAL ORDER

- Pat Harvey, CBS2/KCAL9 Anchor and Komen Circle of Promise Ambassador
- Dennis R. Holmes, MD, FACS, Breast Surgeon & Dir. Los Angeles Center for Women's Health
- Pam Kehaly, President, Anthem Blue Cross/West Region & SVP Specialty Businesses
- Mark K. Pilon, Executive Director, Los Angeles County Affiliate, Susan G. Komen
- Robina Smith, MD, Oncoplastic Breast Surgeon, St. Jude Medical Center

The seven Affiliates of Susan G. Komen California serving Los Angeles County, Orange County, Riverside and San Bernardino Counties, San Diego, the San Francisco Bay area, the Sacramento Valley and Fresno County have formed an inaugural collaborative to oversee this initiative.

WHERE

The Mayme A. Clayton Library & Museum
Home to the Mayme Agnew Clayton Library of African-American History & Culture
4130 Overland Avenue | Culver City, CA 90230
Directions and map: <http://www.claytonmuseum.org/visit>
Free general and news truck parking immediately south of building entrance

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