

14th Annual Komen Atlanta Race for the Cure® Set for Saturday, May 8th

Atlanta, GA (January 14, 2004) – The Greater Atlanta Affiliate of the Susan G. Komen Breast Cancer Foundation announces the date of the 14th Annual Komen Atlanta Race for the Cure® to be held Saturday, May 8th, 2004. It will start in front of the Boisfeuillet Jones Atlanta Civic Center, 395 Piedmont Avenue, in downtown Atlanta. The 1 Mile Walk is scheduled to begin at 7:45 am and the Co-ed 5K Run/Walk at 8:30 AM.

In 2003, the Komen Atlanta Race for the Cure® raised over \$650,000, to fund grants to Greater Atlanta organizations. Up to seventy-five percent of the net proceeds raised stay within the local community for grants to local organizations to provide breast cancer screening, education and treatment for the medically underserved. The remaining 25% funds the Komen Foundation Award and Research Grant Program. The first Komen Atlanta Race for the Cure® took place in 1991 with 800 runners. This year, the Race expects over 10,000 participants and is open to men and women of all ages and abilities.

Greater Atlanta Area Survivor Alison Brannon, who was diagnosed at the age of 28, plans to have her family—including one-year old daughter Maddie—participate in the 2004 Komen Atlanta Race for the Cure® because: “my family and I got enough hope and inspiration from that day last year to last us all year long”. Alison feels strongly about the cause because: “I feel like every step I take in that walk is another step away from laying down and dying. It just feels good to be around all of that strength and positive energy.” Look for Team Alison on the Race course!

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 volunteers working through local Affiliates and events like the Komen Race for the Cure® to eradicate breast cancer as a life-threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. Together with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised nearly \$600 million for the fight against breast cancer.

For further information, please contact the Greater Atlanta Affiliate, Komen Atlanta Race for the Cure® hotline at 404.459.8700, or go to the website at www.komen-atlanta.org.