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**SUSAN G. KOMEN FOR THE CURE® RECOGNIZES PHOENIX GROUP
FOR ENERGY, SUPPORT IN BREAST CANCER MOVEMENT**

***Community Outreach Ambassadors Receives
Outstanding Group Volunteer Award***



Community Outreach Ambassadors receiving the Susan G. Komen for the Cure 2007 Outstanding Group Volunteer award

Pictured left to right: Cheryl Jernigan, Affiliate Representative; Lesa Felton, COA; Laura Bruno, COA; Ron Quillen, COA; Vicki Zemke, COA and Komen Phoenix Affiliate Board Member; Kimberly Simpson, Chief Operating Officer; Rita Block, COA Committee Chair and Komen Phoenix Affiliate Board Member

PHOENIX – Feb. 29, 2008 – The Community Outreach Ambassadors, a group of advocates for the Phoenix Affiliate of Susan G. Komen for the Cure®, received the annual Outstanding Volunteer Award in the group category at the 2008 Komen Affiliate Conference, Feb. 8-9, in Dallas. Komen is the world's largest and most progressive grassroots network of breast cancer survivors and activists.

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The members of Community Outreach Ambassadors, established in 2006, work diligently to spread breast health information to the Phoenix area throughout the year. The group attends health fairs to educate about breast health and the importance of early detection methods including breast self-examinations, annual mammograms and clinical breast exams. Additionally, team members speak to a variety of groups in the community and recruit volunteers to join the cause. In the past year, ambassadors attended 65 health fairs and participated in more than 35 speaking engagements.

“The Community Outreach Ambassadors are committed to sharing the Komen message, reaching out to underserved communities, sharing what they do with other volunteers and becoming role models and leaders within the Komen Phoenix Affiliate,” said Catherine Midgette, chair of the Board Governance and Nominating Committee for Komen’s Phoenix Affiliate. “They have taken on a spirit and vision of their own and are shining examples of what being a volunteer is all about.”

In the past year, the group has developed a Yahoo! Web page that posts health fair dates and speaking engagements, as well as all Affiliate notices and position papers. Subcommittees have developed speaker evaluation forms, marketing strategies and key health information messaging, and they are exploring a mentoring program for organizations that want to move from health fairs into the speaking arena but have not had past experience in speaking to large groups.

“The Phoenix Affiliate Community Outreach Ambassadors are honored to receive this award,” said Rita Block, chair of the Community Outreach Ambassadors and member of the Komen Phoenix Affiliate Board of Directors. “We realize our job is not done and remain firm in our commitment to educate the Phoenix area as well as the state of Arizona about breast health and Komen for the Cure.”

“Our Community Outreach Ambassadors are extremely deserving of this award because they are some of the most amazing warriors that we have in the fight against breast cancer,” said Denise McClain, board president of the Komen Phoenix Affiliate. “With each speaking engagement, our Community Outreach Ambassadors demonstrate their personal devotion and dedication to educate the community about breast health issues. We are so proud to have our Community Outreach Ambassadors representing our Affiliate in the public--each Ambassador is a beacon of hope for all persons whom they meet.”

The Komen Outstanding Volunteer Awards were established in 1998 to recognize the volunteer work accomplished by individuals and groups within the Komen Affiliate network. The awards honor volunteers in four distinct categories: Outstanding New Volunteer; Outstanding Individual Volunteer; Outstanding Group Volunteer and Outstanding Lifetime Volunteer.

About the Phoenix Affiliate of Susan G. Komen for the Cure®

The Phoenix Affiliate of Susan G. Komen for the Cure® - along with those who generously support us with their talent, time and resources - is working to better the lives of those facing breast cancer in our community. We join more than 100,000 breast cancer survivors and activists around the globe as part of the world’s largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Phoenix Race for the Cure®, we have invested over \$11 million in local breast health and breast cancer awareness projects in the nine counties of Central and Northern Arizona. Up to 75 percent of all funds generated by Komen Phoenix stay in the local community while the remaining income goes to Komen for the

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Cure's Grants Program supporting research, awards and educational and scientific programs around the world. Join us by calling 602-544-2873 or visiting us online at www.komenphoenix.org.

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 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 or call 1-877 GO KOMEN.

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