

The Greater New York City Affiliate of the  Susan G. Komen Breast Cancer Foundation

## **The Susan G. Komen Breast Cancer Foundation**

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. Named one of America's 100 Best Charities by *Worth Magazine* in 2002, the Foundation is an international organization with a network of volunteers working through local Affiliates and Komen Race for the Cure® events to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The largest private source of breast cancer research funding in the United States, the Foundation has raised more than \$600 million since its inception and runs one of the most innovative and responsive grant programs in breast cancer today. In addition to funding national research, the Foundation and its Affiliates fund community-based breast health education and breast cancer screening and treatment projects for the medically underserved.

## **The Greater New York City Affiliate of the Komen Foundation**

The Greater New York City Affiliate of the Komen Foundation (Komen Greater NYC), with the support of its signature event, the New York City Race for the Cure®, this year will distribute nearly \$1.5 million in grant awards to help fund innovative grassroots programs in underserved local communities and national breast cancer research through the Komen Foundation Research Program. Komen Greater NYC was established in 1990 when friends of television journalist Benita Feurey, who died from breast cancer, vowed to keep her spirit alive. With the support of its corporate sponsors, Komen Greater NYC organizes breast cancer awareness events and fundraisers throughout the year, including Sail for the Cure™, City in Pink™ and Trade for the Cure®.

## **The Komen New York City Race for the Cure® • Sunday, September 15, 2002**

The New York City Race for the Cure®, which is celebrated in Central Park every fall, serves as the premier fundraising event for Komen Greater NYC. With more than 30,000 participants, including support from Proud in the Crowd™, it is one of the largest races in New York City, surpassing even the New York City Marathon. The Komen Race for the Cure® Series is the largest series of 5K runs/fitness walks in the world. Since its origination in Dallas in 1983, the Komen Race for the Cure® Series has grown from one local race with 800 participants to an international series of 115 races with more than 1.3 million participants.

## **Supporting the Fight Against Breast Cancer**

Seventy-five percent of the net proceeds raised by Komen Greater NYC are dedicated to fighting breast cancer in our own community. Each year, the Affiliate awards grants to local hospitals and community organizations in the New York metropolitan area that provide breast health education and breast cancer outreach and awareness programs to medically underserved women, from mammograms for garment workers in Chinatown, to education for immigrant women in the Bronx, to counseling for homeless women in Manhattan. With the remaining 25 percent of the net proceeds funding national research, Komen Greater NYC will this year award nearly \$1.5 million to the fight against breast cancer.

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**341 West 38<sup>th</sup> Street • 10<sup>th</sup> Floor • New York, NY 10018**  
**Phone: (212) 560-9590 • Fax: (212) 560-9598 • [www.nyracefortheure.org](http://www.nyracefortheure.org)**