

# KOMEN ON THE GO™

Join us on our mission to end breast cancer.

The Susan G. Komen On the Go™ mobile experience educates and engages people of all ages in the breast cancer movement where they live, work and play.

**Infiltrate. Educate. Elevate.** Susan G. Komen for the Cure® is on a mission to end breast cancer forever, and the Komen On the Go™ mobile experience is bringing that message to communities across the country. From inner cities to community festivals; public universities to neighborhood centers, Komen On the Go's signature bright pink vehicles are teaching Americans everywhere to take charge of their breast health and empowering participants to share information with friends and join the breast cancer movement. Currently in its sixth cross-country tour, Komen On the Go will be on exhibit more than 80 days in more than 25 communities across the United States, educating and elevating thousands of people with messages of hope. The tour is made possible, in part, by founding sponsor, the Val Skinner Foundation, and its LIFE Event series.

## What You'll Find at a Susan G. Komen On the Go Stop:

- Pink interactive learning center
- Hands-on computer kiosks chock full of info on the breast cancer movement
- Life-saving recommendations about breast health awareness
- Inspirational videos
- Eight-foot "graffiti wall" for sharing memories or pledging support for the cause
- Practical info on volunteering in your area
- Local Komen Race for the Cure details
- Tips on supporting loved ones facing breast cancer.
- Local breast cancer survivors and health care professionals to share experiences (select locations)

## History:

Komen On the Go began as part of the Young Women's Initiative launched by Susan G. Komen for the Cure in partnership with the Val Skinner Foundation in 2004. Aimed at encouraging young women to make a commitment to life-long positive breast health practices, the tour visited 10 university/college campuses and four Breast Cancer 3-Day events in its first year. In the next few years, the mobile education tour quickly grew to include community stops as well as many more schools and Komen events around the nation. In 2008, the Komen On the Go tour stopped at more than 150 locations and events with total audience exposure of more than 3 million people. For 2009, the experience has more new, engaging material, more community visits and an emphasis on both young women and African Americans.

## Audience:

Komen On the Go targets people of all generations, particularly young women and African Americans. These two audiences were selected due to the disproportionate mortality rate among African American women and the aggressive nature of breast cancer in young women. In addition, the Komen On the Go mobile experience will target priority populations including: Hispanics and Latinas; gay, lesbian, bisexual and transgendered persons; Native Americans and Asians and Pacific Islanders.



### **About Breast Cancer:**

One in eight women will be diagnosed with breast cancer in her lifetime. In 2009, an estimated 182,460 women and 1,990 men will be diagnosed with breast cancer in the U.S. and some 40,080 women and 450 men will die from the disease. Early detection is the key to survival. When the disease is caught early before it spreads beyond the breast, the five-year survival rate is 98%. Participation in regular breast cancer screenings (such as mammograms and clinical breast exams) is the best way for women to lower their risk of dying from the disease. These screenings can find cancer early when it's most treatable.

### **About the Founding Sponsor: The Val Skinner Foundation**

Susan G. Komen On the Go is made possible, in part, by funds from the Val Skinner Foundation, which hosts the annual LIFE (LPGA Pros In the Fight to Eradicate Breast Cancer) Event, a premier charity pro-am golf event featuring the greatest women golfers in the world from the Ladies Professional Golf Association (LPGA) Tour. The LIFE Event has been the Foundation's primary fundraiser since inception and has raised more than \$5 million for its beneficiaries, Susan G. Komen for the Cure and the Cancer Institute of New Jersey. This year, the LIFE Event will raise at least \$500,000. Val Skinner, a 20-year veteran and multiple winner on the LPGA Tour, began the Val Skinner Foundation in 2000 in memory of her LPGA touring professional and close friend, Heather Farr, who was diagnosed with breast cancer at 24 in 1989 and died of the disease four years later. Skinner is passionate about reaching young women with the life-saving messages about breast health and breast cancer. For more information, visit [www.valskinnerfoundation.org](http://www.valskinnerfoundation.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, Komen has invested more than \$1.3 billion to fulfill its 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](http://www.komen.org) or call 1-877 GO KOMEN.

