



**FOR IMMEDIATE RELEASE**

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**FIRST ANNUAL LUNCH FOR THE CURE<sup>®</sup> RAISES \$200,000  
FOR THE OREGON & SW WASHINGTON AFFILIATE OF  
SUSAN G. KOMEN FOR THE CURE**

***Hundreds Attend In Support of the Breast Cancer Movement and Women In Need***

**PORTLAND, Ore.—May 29, 2007—** Approximately 450 people attended the Oregon & SW Washington Affiliate of Susan G. Komen for the Cure’s first annual Lunch for the Cure<sup>®</sup> at the Governor Hotel’s Heritage Ballroom on May 23, helping to raise \$200,000 for breast health and diagnostic services. Several prominent Portland philanthropists—Julie Stott, Ann Edlen, Mary Boyle and Kay Brantley—spearheaded the fundraising event to ensure proper breast health care for those who cannot afford it or access it on their own.

Helen Raptis, the host of KATU’s AM Northwest morning show, served as the luncheon’s Mistress of Ceremonies. A fellow breast cancer survivor, Raptis shared her diagnosis story and encouraged donations. The luncheon programming included Portland Center Stage actors who reenacted powerful real-life vignettes of breast cancer challenges in our community. Survivors were honored with a special Echinacea plant called “Hope” from Terra Nova Nurseries, a long-time supporter of the Komen Oregon & SW Washington Affiliate.

The luncheon’s fundraising efforts brought in \$200,000, all of which will directly benefit medically underserved and uninsured men and women in our communities by providing life-saving breast health and diagnostic services. These efforts are particularly important, as the rate of breast cancer in the Northwest is the highest in the nation.

“There is a large population of medically underserved men and women in Oregon and SW Washington. Our Affiliate achieves the Komen promise within our local communities by reaching out to underserved populations and funding community organizations that already have local outreach efforts in place,” explained Christine McDonald, Executive Director of the Oregon & SW Washington Affiliate of Susan G. Komen for the Cure. Auctioneer Steve Talbot led the donation appeal, explaining that \$125 funds one mammogram and clinical breast exam, while \$500 provides one woman with a diagnostic mammogram, biopsy and two medical consultations. The \$200,000 raised at the luncheon equals more than 1,500 men and women receiving a mammogram that could ultimately save their lives.

Fred Meyer Stores proudly presented a \$50,000 matching grant to the Affiliate in recognition of the organization’s 25<sup>th</sup> anniversary this year. Fred Meyer’s funding comes from a partnership with its customers and vendors, such as Kellogg, who generously donated to help celebrate this special anniversary with the Affiliate.

**About The Oregon & SW Washington Affiliate of Susan G. Komen for the Cure**

The Komen Oregon & SW Washington Affiliate was founded in 1991 by a group of local individuals committed to the vision of a world without breast cancer. The local Affiliate serves Oregon and SW Washington, and is the only non-profit in the area that focuses solely on breast cancer. Seventy-five percent of dollars raised in Oregon and SW Washington go to fund community grant programs, survivor support services and vital screening. The remaining 25 percent funds research grants on a national level. For more information, visit: [www.komenoregon.org](http://www.komenoregon.org).

