

WOMEN'S NEWS

Susan G. Komen For The Cure® Advances Global Breast Cancer Mission In Israel

Washington, DC – Building on its long-standing mission to end breast cancer on a global scale, Susan G. Komen for the Cure®, the world's largest breast cancer organization, is partnering with the City of Jerusalem, Hadassah, the Women's Zionist Organization of America, health advocates and scientists for a week of events in Israel to examine major scientific issues in breast cancer while advancing the international breast cancer movement.

The week of events Oct. 25-29 launches the Israel Breast Cancer Collaborative, a partnership between Komen and non-governmental organizations in Israel to enhance advocacy, awareness, screening and treatment of breast cancer in that country.

Delegates to the larger mission trip will investigate breast cancer issues and solutions in sessions with local officials and non-governmental organizations. The centerpiece of the delegation week is the first Susan G. Komen Israel Race for the Cure® around the walls of Old Jerusalem October 28.

Komen global partners and cancer leaders, Breakthrough Breast Cancer in the United Kingdom and the Canadian Breast Cancer Foundation as well as long-time Komen partner, Sharsheret, are adding support by generating participation in the mission delegation.

Those interested in joining the delegation can visit komen.org/israel for registration information.

"Susan G. Komen for the Cure's very first international research grant went to Israel 16 years ago, and we have enjoyed longstanding friendships and productive collaborations in Israel ever since," said Ambassador Nancy G. Brinker, founder and CEO of Susan G. Komen for the Cure. "The new Israel Breast Cancer Collaborative takes our relationships to the next level—in partnership with the city of Jerusalem, Hadassah, government leaders, advocates and our global partners—as we work to address the critical issues in breast cancer for the women of Israel and the world."

In Israel, breast cancer remains the most common form of women's cancers and is growing, accounting for nearly 30% of all new cancer cases in the country. About 4,000 people are diagnosed with breast cancer in Israel each year. Since 1982, Susan G. Komen for the Cure has granted nearly \$2 million to organizations in Israel including the Weizmann Institute of Science, Hebrew University-Hadassah Hospital in Jerusalem, Beit Natan and Life's Door.

Planning for the Israel events began more than a year ago with the support of Jerusalem Mayor

Nir Barkat, who will help lead the Susan G. Komen Israel Race for the Cure. "As a runner myself, I know the power of these events to unite people toward a common purpose," Barkat said. "We have many different religions and nationalities in Israel. I am honored to open the gates of our unique city to any and all people who want to see a cure for breast cancer in our lifetime."

U.S. Sen. Joseph I. Lieberman, breast cancer advocate and Komen Global Ambassador Hadassah Lieberman, former Ambassador to the Bahamas, Ned L. Siegel and breast cancer survivor and board member of the Susan G. Komen Advocacy Alliance, Stephanie Siegel are co-chairs of the Collaborative.

The Siegels, who helped form the Bahamas Breast Cancer Initiative and Foundation in 2008 with a similar series of events, have seen the benefits of collaboration firsthand. "We saw an emerging breast cancer crisis in the Caribbean and, with Komen and its partners, significantly improved treatment," Ambassador Siegel said.

"From our decades of work in Israel and in our outreach in other countries, we know that there is far more work to do to address this critical threat to women's health," said Nancy Falchuk, Hadassah national president. "We are looking forward to adding the energy of 300,000 Hadassah members worldwide behind this important and life-saving effort."

Susan G. Komen Israel Race for the Cure®

The Susan G. Komen Israel Race for the Cure® will be held just outside the walls of Old

Jerusalem, a city with great historic significance for Jews, Muslims and Christians. The Race is a rallying point for people of all faiths around a common goal of curing breast cancer and a public demonstration of unity to end a disease that affects all people. The Susan G. Komen Race for the Cure® Series is the world's largest series of 5k walks and runs for charity, and a model for encouraging global health diplomacy. Funds from the Israel Race will be earmarked for Israel Collaborative and global programs.

The Israel Mission Delegation


The Israel Mission Delegation will include philanthropists, dignitaries, survivors, activists and interested parties from around the world who wish to serve as Mission Ambassadors for the breast cancer movement in Israel. Komen is providing opportunities to participate in this historic trip as a delegate at several levels.

Please visit komen.org/israel for more information on travel packages and levels. ☆




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