



FOR IMMEDIATE RELEASE

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**2010 Tie a Ribbon™ Campaign  
Kicks-Off throughout West Orange**

**October 4, 2010 – West Orange, N.J.** -- The Township of West Orange, in connection with the North Jersey Affiliate of Susan G. Komen for the Cure® Tie a Ribbon™ Campaign, will kick-off Breast Cancer Awareness month on October 7 with a ceremony on the front steps of Town Hall at 9 AM. West Orange resident and cancer survivor Laura Facas Sullivan will join Mayor Robert Parisi to help tie eight-foot long, hot pink ribbons on the municipal building and along Main Street. Ribbons will also be tied to trees in towns, on schools and in neighborhoods.

The Tie a Ribbon™ campaign, held every October in recognition of breast cancer awareness month, was developed to raise awareness and spread the life-saving message of early detection. Ribbons are available at the Komen North Jersey Affiliate Office, 785 Springfield Avenue, Summit, for a suggested donation of \$5.00. The Tie a Ribbon™ campaign is generously underwritten by Woodward Properties, Summit.

Across the United States, one in eight women will be diagnosed with breast cancer in her lifetime – in New Jersey that number is one in seven. Tie A Ribbon provides us the opportunity to bring awareness about breast cancer to women and their families. When caught and treated in its early states, the five-year survival rate is 98%, compared to only 74% in 1982. Quite simply – early detection and MAMMOGRAMS – save lives.

### **About Komen North Jersey**

Since its inception, the Komen North Jersey Affiliate has granted \$17.6 million to research and local community-based programs providing education, screening and treatment services for medically underserved and uninsured populations. 75% of net funds raised by the Affiliate stay within its service region (Bergen, Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union and Warren counties); the remaining 25% is directed to the Susan G. Komen for the Cure® Research Grants Program. The Komen North Jersey Affiliate was founded in 1997 and its North Jersey office is located in Summit, NJ.

### **About Susan G. Komen for the Cure®**

Nancy 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. Thanks to events like the Komen Race for the Cure®, the organization has invested over \$1 billion to fulfill its promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer.

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