



Not knowing how far away the finish line is
ONLY MAKES US RUN HARDER.

Is the cure for breast cancer around the corner or off in the distance?

No one knows, but we do know we're getting closer all the time.

Which is why we're more determined than ever to keep pushing ahead.

After more than two decades in pursuit of a cure, we refuse to rest until

we've reached our goal. Join us by supporting

the 2006 Komen Atlanta Race for the Cure®.



The Susan
G. Komen
Breast Cancer
Foundation



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The Mission of the Susan G. Komen Breast Cancer Foundation is to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

In 1980, Susan G. Komen, a mother of two, died at the age of 36 after a three-year battle with breast cancer. The Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister and the spirit she exhibited in trying to help other women combat the disease. The Susan G. Komen Breast Cancer Foundation has become a national leader in the fight against breast cancer and now represents over 75,000 volunteers across the nation and the world and has raised nearly \$740 million since its inception.

The Foundation remains the nation's largest private source of funding of research dedicated solely to breast cancer. In addition to funding innovative scientific research, the Komen Foundation and its domestic Affiliates fund innovative projects in the areas of breast health education and breast cancer screening and treatment.

We have the honor of announcing the 16th Annual Komen Atlanta Race for the Cure® and invite you and your company to join us as a sponsor in our continuing war against breast cancer. This year's Race will be held on May 13, 2006 at 8:30 AM at Atlantic Station, and we expect more than 11,000 participants. As you may know, breast cancer is the leading cause of cancer deaths for women ages 40 – 59. This year, it is estimated that 211,240 new cases of breast cancer will be diagnosed and more than 40,410 will die.

Corporate contributions have allowed the Komen Foundation to award grants, which have resulted in some of the greatest advances in breast cancer research.

The battle is far from over and we need your help. We need your financial commitment to the Komen Atlanta Race for the Cure® to fight breast cancer. In 2005, the Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate awarded over \$1,200,000 in grants to grassroots organizations to provide critical screening, treatment, education, and support to the medically underserved in the Atlanta community, and more than \$400,000 to the Komen Foundation Award and Research Grant Program.

We know we can count on your participation and financial support to help us eradicate breast cancer as a life-threatening disease. We welcome your phone calls to further discuss getting your company involved in this great Atlanta tradition. Please accept our appreciation in advance for your support of the Komen Atlanta Race for the Cure®. Together we will win the race to find a cure for breast cancer.

Sincerely,

Lila L. Hertz
President

Kelly Dolan
Executive Director

**The Susan G. Komen Breast Cancer Foundation
Komen Atlanta Race for the Cure®**

FACTS 2006

DATE: Saturday, May 13, 2006

REGISTRATION: 6:45 AM

1 Mile Walk begins at 7:45 AM

Co-ed 5K Run/Walk begins at 8:30 AM

LOCATION: Atlantic Station

Race Chair:

Stephanie Ponzio

National Presenting Sponsor:

Yoplait

**National Co-Sponsors of the
Komen Race for the Cure®
Survivor Recognition Program:**

RE/MAX

Zeta Tau Alpha Fraternity

Entry Forms:

Participants may register online at www.komen-atlanta.org.

Entry forms will also be available at selected retail outlets across Greater Atlanta.

Up to seventy-five percent of the net proceeds from the Komen Atlanta Race for the Cure® will fund breast cancer education, screening, treatment and support projects through grants from the Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate. The remaining net proceeds from the Komen Atlanta Race for the Cure will fund the Komen Foundation Award and Research Grant Program.

**National Series
Sponsors:**

American Airlines

Coldwater Creek

Ford Division

Kellogg Company

New Balance Athletic Shoe, Inc.

Quilted Ultra Northern

Silk Soy milk

**National
Honorary Chair:**

Francie Larrieu Smith

The Susan G. Komen
Breast Cancer Foundation



Presented by

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

**Team
Participation**

The Komen Atlanta Race for the Cure® encourages groups of 10 or more to participate as a team. Team registration packets are available at www.komen-atlanta.org or through the Greater Atlanta Affiliate, Komen Atlanta Race for the Cure® hotline at 404.459.8700.
























































Volunteers

We're always looking to add more volunteers to help produce the Komen Atlanta Race for the Cure®! We have needs for people to assist before the event, as well as for Race day activities. For more information on how you or your employees can help, please call the Greater Atlanta Affiliate at 404.459.8700.

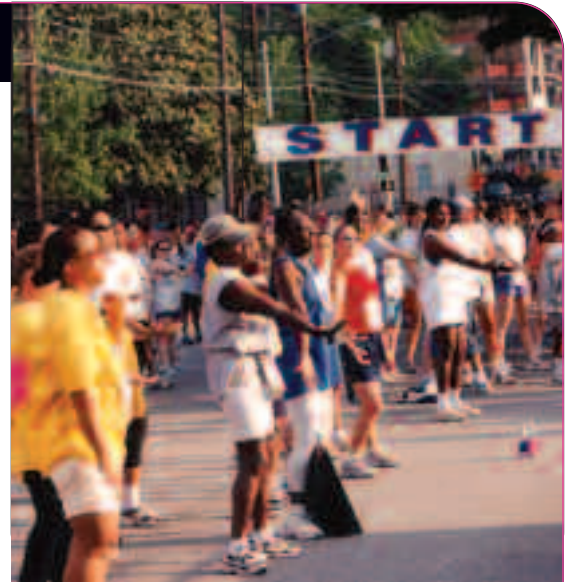


Sponsor Benefits

	Presenting Sponsor \$75,000	Diamond Sponsor \$25,000	Media Sponsor \$25,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000	Friends Sponsor \$2,500
Exclusivity Recognized as Komen Greater Atlanta Presenting Sponsor							
Logo on back of Race T-shirt	 dominant placement						
Logo/Name on 100,000 Race entry forms						name only	
Logo/Name on Race posters					name only		
Logo on Race Bibs							
Acknowledgement on Race day							
Banners displayed at Race Tent	5	4	4	3	2	1	1
Tent at Race Expo							
Table at Race Expo							
Prominent stage signage/presence on Race day							
Complimentary Race entries	15	10	10	8	6	4	2
Framed Souvenir Komen Race for the Cure® t-shirt							
Media Broadcast Promotion							
Company name and/or logo in press releases							
VIP Parking Passes (2)							
VIP Tent Passes							

The Komen Greater Atlanta Affiliate

Formed in 1991 the volunteer oriented Greater Atlanta Affiliate of The Susan G. Komen Breast Cancer Foundation awarded over \$1,200,000 in grants for breast cancer outreach projects for early detection, education, and support in the Greater Atlanta area for 2005. Our non-duplicative outreach projects provide services to grassroots organizations, community agencies and support groups to provide assistance to patients and their families. The Affiliate donated more than \$400,000 to the Komen Foundation Award and Research Grant Program. To learn more about the Greater Atlanta Affiliate, visit www.komen-atlanta.org, or call 404.459.8700.



“Survival begins with Courage.”



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“A hope for life.”



The Susan
G. Komen
Breast Cancer
Foundation

**The Susan G. Komen
Breast Cancer Foundation
Greater Atlanta Affiliate**
PO Box 934048
Atlanta, GA 31193-4048

www.komen-atlanta.org

Phone: 404.459.8700

Fax: 404.459.8781

“The Courage to have.”

In 2005, the Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate awarded over \$1,200,000 in grants to grassroots organizations to provide critical screening, treatment, education, and support to the medically underserved in Atlanta, and more than \$400,000 to the Komen Foundation Award and Research Grant Program.

2005-2006 Atlanta Area Grant Recipients

Atlanta Lesbian Cancer Initiative
Lesbian Breast Health Program

Breast Friends, Inc.
Breast Friends Program

Center for Black Women's Wellness, Inc.
Community Breast Health Initiative

Center for Pan Asian Community Services, Inc.
Asian Breast Care

Clayton County Board of Health
Breast Screening and Diagnosis for Women under 50

Cobb and Douglas County Boards of Health
Mammography Initiative

DeKalb Medical Center
Wellness on Wheels

Día de la Mujer Latina, Inc.
Fiestas de Salud Para la Mujer (Health Fiestas for the Latina Woman)

Emory University School of Medicine
Cancer Education for Caregivers and Patients

Emory University Department of Human Genetics
Cancer Genetic Counseling and Testing for High Risk Underserved Populations

Emory University Department of Radiation Oncology
Lymphedema Management for Breast Cancer Patients

Family Health Enterprise
Breast Health Promotion Program

Georgia Cancer Foundation, Inc.—Bosom Buddies of Georgia
Integrated Minority Outreach and Navigation Services

Georgia State University Research Foundation, Inc.
Women's Health Navigators—Winning the Fight Against Breast Cancer

Good Samaritan Health Center
Mammogram Screening and Diagnostic Follow-up

Henry W. Grady Foundation
Provision of Psychological Services to Breast Cancer Patients and Their Families

Northside Hospital
Check It Out / Greater Atlanta Hadassah Partnership

Northside Hospital
Breast Screening and Diagnostic Services

Saint Joseph's Hospital Atlanta
Diagnostic Breast Program

Saint Joseph's Mercy Care Services, Inc.
Breast and Cervical Cancer Program

Sisters...By Choice, Inc.
Breast Health Start Program

Surviving, Inc.
Comfort Me

The Wellness Community
Return to Wellness

The Wellness Community
Asking Cancer Questions

TurningPoint Women's Healthcare
TurningPoint Greater Atlanta Project

Winship Cancer Institute at Emory University
Breast Cancer Survivorship Post-Treatment Guidelines

Winship Cancer Institute at Emory University
Psychological Services for the Mental Health Side Effects Associated with Adjuvant Therapies for Breast Cancer Patients

Young Survival Coalition, Atlanta
Breast Health 101 for Young Women / Buddy Program for Newly Diagnosed Young Women

YWCA of Greater Atlanta
ENCOREplus Program

National Research Initiatives

New diagnosis and treatment techniques are emerging at a rapid pace. Women diagnosed with breast cancer are living longer. Creative, even daring researchers, scientists and clinicians have made great advancements in our understanding of breast cancer's complexities. A number of the most significant medical and scientific milestones of the last 20 years have been supported through the Komen Foundation National Award and Research Grant Program. Among them:

The Komen Foundation provided early funding to:

- Mary Claire King, Ph.D., who identified the BRCA-1 genetic marker connected with familial forms of breast cancer
- V. Craig Jordan, M.D., who discovered tamoxifen, the estrogen-blocking drug that has protected millions of women from recurrences of breast cancer
- Leland H. Hartwell, Ph.D., who won the 2001 Nobel Prize in Physiology or Medicine for his work in identifying key regulators in the cell cycle