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PRESS RELEASE**

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Alarming Central Texas Breast Cancer Trends Revealed in 2009 Community Profile Report

African-American women, Hispanic women, women in rural counties most at risk

AUSTIN, Texas – September 9, 2009 – The Austin Affiliate of Susan G. Komen for the Cure® today released its 2009 Community Profile Report, highlighting breast cancer data and survey results over the past two years from Bastrop, Caldwell, Hays, Travis and Williamson counties. The report revealed some alarming trends that show significant populations of local women are at much higher risk of dying from breast cancer than any other group.

According to the report, three difficult challenges were discovered. First, African-American women have the highest breast cancer mortality rate in Austin's five-county region. Second, Hispanic women lag behind other ethnic groups in seeking mammogram screenings. Finally, a greater percentage of women living in rural areas are diagnosed with breast cancer because of late diagnosis in part due to higher poverty rates, lack of access to healthcare and no health insurance coverage. According to the Texas Cancer Registry, approximately 900 women in the five county region will be diagnosed with breast cancer this year, and of those women, an estimated 159 may lose their battle with the disease.

"There are a number of disturbing breast cancer trends that continue to affect the lives of women in our area," said Ramona Magid, executive director for the Austin Affiliate of Susan G. Komen for the Cure®. "This report is critical in helping us understand the challenges so that we can overcome the barriers that hamper our efforts in the fight against breast cancer."

Every two years the Austin Affiliate of Susan G. Komen for the Cure® conducts a Community Profile Report to create a snapshot of the state of breast health and breast health services in the Austin Affiliate's service area. The report not only uncovers the gaps in breast health services, but also outlines how the Affiliate will seek to meet the needs of the identified groups, which should lead to change in behavior and reduced breast cancer mortality.

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Based on the Community Profile Report findings, the Austin Affiliate of Susan G. Komen for the Cure® today launched a specific action plan to address the three major breast cancer challenges in the region, to propel the Affiliate forward in decreasing mortality rates, and to ensure that grant dollars are being maximized to affect its goals. Current economic factors have resulted in less money for grantees during the current grant cycle, and as a result, services in the area have been cut back. Meanwhile, requests for screenings continue to increase. The organization is working to achieve each goal in the action plan by March 2011.

“Due to the findings in this report, we are working on an accelerated plan that will educate women in these at-risk groups about the importance and effectiveness of early breast cancer detection through mammogram screenings - because lives depend on it,” explained Magid.

Free mammogram screenings are also being offered tomorrow at El Buen Samaritano, care of Seton Cancer Screening. The mobile mammogram program is funded by the Austin Affiliate of Susan G. Komen for the Cure®. There is a limited number available. To schedule a screening, women can call 512-505-5528.

A full copy of the 2009 Community Report is available on the Austin Affiliate of Susan G. Komen for the Cure® web site. To learn more about the Austin Affiliate and find out how you can help in the fight against breast cancer, please visit www.komenaustin.org. The 2009 Susan G. Komen Austin Race for the Cure will be held on November 1, 2009 at the Domain in North Austin.

About Austin Affiliate of Susan G. Komen for the Cure®

Susan G. Komen for the Cure Austin Affiliate, founded in 1999, is a volunteer driven organization dedicated to fulfilling the Promise: To save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures. The Austin Affiliate credits its success to the many outstanding volunteers who share their energy, ideas, talents and enthusiasm in the fight against breast cancer. Since its inception, the Austin Affiliate has provided nearly \$7 million to the community for breast cancer prevention, treatment and research. For more information, visit www.komenaustin.org.

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