



PRESS INFORMATION

Media contacts: Bunnie Jackson-Ransom
- 404.505.8188 (404-226-8000 cell)
The Links, Incorporated: Kristie Patton Foster
- 202-842-8686

FOR IMMEDIATE RELEASE:

THE LINKS, INCORPORATED UNITE WITH SUSAN G. KOMEN FOR THE CURE'S CIRCLE OF PROMISE TO REWRITE THE STORY ON AFRICAN AMERICANS AND BREAST CANCER

Washington, DC (January 16, 2008). – The Links, Incorporated and Susan G. Komen for the Cure have rolled out an unprecedented collaboration to mobilize the African American community to end breast cancer. Through Komen for the Cure's **Circle of Promise** campaign, the two groups will work together to empower women to reclaim their lives and their health in an effort to reverse the alarming statistics on African Americans and breast cancer.

The **Circle of Promise** campaign, launched in October, 2007, was created to engage African American women in the fight against breast cancer. This partnership with The Links, Incorporated, one of the largest and oldest community volunteer service organizations of women, accelerates Komen's ability to reach thousands of women in the U.S. and around the globe to provide hope, awareness, education and social support to breast cancer survivors, their family members and the community.

"In times of crisis, African Americans have traditionally turned to family, friends and the community for support and strength," said **Dr. Gwendolyn Lee**, national president of The Links, Incorporated. "Through our alliance with Komen's **Circle of Promise** initiative, we hope our membership will make this fight their own and encourage other African American women to get active and empower others. We want the African American community to know that they are not alone. Together, we can find the cures."

Recent studies show that while African American women do not develop breast cancer as often as other women, they are more likely to die from it at a significantly higher rate and they do not live as long with the disease. Also, African American women are diagnosed with more aggressive types of breast cancer and they develop the disease earlier in life.

"Since the 1980s, African American women have had the highest death rate and lowest survival rate of any racial or ethnic group affected by breast cancer," said **Hala Moddelmog**, Komen for the Cure president and CEO. "We cannot let another decade pass without taking aggressive action to change these frightening statistics. The entire community must come together to impact change and it will take activists including members of The Links and Susan G. Komen for the Cure's Affiliates around the world to bring greater awareness to this issue and to provide increased education and support to the African American community as we work together to find the cures."

Komen also announced that **Xernona Clayton**, Founder and CEO of the Trumpet Awards Foundation, and **Sybil Wilkes**, noted radio personality from the Tom Joyner Morning Show, have added their support as **Circle of Promise** ambassadors. The **Circle of Promise** is chaired by television personality and author, **Rene Syler**, and well-known breast cancer advocate, **Alexine Clement Jackson**.

About the Circle of Promise

Susan G. Komen for the Cure's **Circle of Promise** campaign is an unprecedented campaign to engage African American women to help end breast cancer forever. The campaign educates women on empowering themselves and other black women to take actions that will save lives. The campaign's goal is to recruit 100,000 ambassadors. Registering through the interactive site, www.circleofpromise.org, is the first step to become a **Circle of Promise** ambassador and to encourage other women to do the same.

About The Links, Incorporated

The Links, Incorporated, founded in 1946, is one of the oldest and largest volunteer service organizations of women who are committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other persons of African ancestry. The Links, Incorporated has a membership of nearly 12,000 professional women of color serving in 273 chapters in 42 states, the District of Columbia, Germany, South Africa and the Bahamas. Through its philanthropic arm, The Links Foundation, Incorporated, the organization has contributed more than 22 million dollars to charitable causes since its founding. In 2006, members contributed more than 500,000 documented hours of hands-on service hours to assist communities throughout the United States, Africa and in developing countries. Washington, DC is the site of the national headquarters. To learn more about The Links, Incorporated, visit the website at www.linksinc.org.

###

Photo attached – Photo Tag:

#1—Dr. Gwen B. Lee, National President of The Links, Incorporated; Hala Modellmog, President and CEO of Susan G. Komen for the Cure; and Katrina McGhee, Vice President of Marketing, Susan G. Komen for the Cure.

#2 -- Hala Modellmog, President and CEO of Susan G. Komen for the Cure; Mary Currie, Southern Area Director, The Links, Incorporated; Dolly Adams, former National President, The Links, Incorporated; and Dr. Gwen B. Lee, National President of The Links, Incorporated.