



## FOR IMMEDIATE RELEASE

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### MIDDLE EAST ADVOCATES UNITE TO SPREAD BREAST CANCER AWARENESS

As tens of thousands participate in this Saturday's Susan G. Komen's National Race for the Cure® on the National Mall, breast cancer advocates from Saudi Arabia, Jordan and the UAE are coming together for the first time through the US – Middle East Partnership for Breast Cancer Awareness and Research, to walk amongst survivors and supporters. Traveling from countries where breast cancer is still considered taboo and most women are diagnosed too late, these women will see first-hand the magnitude of awareness and commitment to improving women's health that has been generated in the United States by Komen for the Cure.

Over the course of two days following Komen's National Race for the Cure, these nine women from the Middle East will learn how to further advocacy efforts towards breast cancer and awareness in their own countries. To build upon the positive momentum of the Race, on June 9-10, 2008, The US – Middle East Partnership for Breast Cancer Awareness and Research, through the support of the US Department of State's Middle East Partnership Initiative (MEPI) and Susan G. Komen for the Cure®, will be hosting the "Taking Action on Advocacy" meeting for the women. These female leaders and activists will spend this meeting learning how to build upon their efforts to create breast cancer advocacy strategies and sustainable programs like that of Komen for the Cure. On the heels of Komen's National Race for the Cure, leaders from Komen headquarters, its affiliates, the Partnership and the Institute of International Education will be leading meetings to expand upon the Course for the Cure™ lessons implemented in the Middle East countries. With the ideas, tools and network developed from the visit, the women will return home empowered to expand their advocacy efforts both nationally and regionally in improving women's health and their chances of surviving breast cancer.

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*The US-Middle East Partnership for Breast Cancer Awareness and Research is a direct response to calls from women in the Middle East who are leading the fight against breast cancer, as they seek to promote broader collaboration in research and the exchange of information on effective strategies to raise awareness of the importance of early detection, and to achieve wide distribution of information about treatment options.*

*The U.S. Department of State, through support from the Middle East Partnership Initiative (MEPI), has brought the resources, experience, and the determination of the United States to bear in supporting this partnership. Since its founding in 2002, MEPI has set in motion more than 350 programs in 15 countries of the Middle East and in the Palestinian territories. Its partners include local and international non-governmental organizations, businesses, universities, international institutions, and, in some cases, the governments of the region themselves.*

*Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit [www.komen.org](http://www.komen.org) or call 1-800 I'M AWARE.*

US-MIDDLE EAST PARTNERSHIP FOR  
BREAST CANCER AWARENESS AND RESEARCH



شراكة الولايات المتحدة الأمريكية والشرق الأوسط  
لمكافحة سرطان الثدي ونشر الوعي والبحوث

*Institute of International Education (IIE), founded in 1919, is one of the world's most experienced global higher education and professional exchange organizations. IIE has long worked to implement leadership training programs, particularly through its close relationships with universities, government agencies, and NGOs dedicated to human capacity development. The Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness is managed by IIE West Coast Center in San Francisco, California.*