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**Susan G. Komen for the Cure Announces Extension of U.S. Middle East Breast Cancer Awareness and Research Partnership**

*Middle East Partnership Continues the Commitment to Make Breast Cancer a Global Priority*

**AMMAN, JORDAN – March 26, 2007** – Susan G. Komen for the Cure, the world’s leading breast cancer organization, M.D. Anderson Cancer Center, and King Hussein Cancer Foundation and Cancer Center today announced a partnership developed around a series of events to raise awareness of breast cancer in the country of Jordan. This partnership is an extension of the U.S. Department of State’s Office of Public Diplomacy and Public Affairs and the Middle East Partnership for Breast Cancer Awareness and Research, the first major women's health campaign in that part of the world.

In the Middle East, the mortality to incidence ratio for breast cancer is higher than in the United States and many other countries, meaning that a disproportionate number of women in the Middle East die from the disease.

“With a forty-four percent mortality rate for those diagnosed with breast cancer, it is obvious we need to make saving lives a priority in Jordan,” said Nancy G. Brinker, founder of Susan G. Komen for the Cure. “The death rate is truly alarming. We know we can reduce that rate significantly through education and early detection.”

The partnership is an extension of an education initiative launched in October 2006 in the United Arab Emirates designed to raise awareness of breast cancer in the Middle East and to empower women. Princess Ghida Talal, chairperson of the board of trustees of The King Hussein Cancer Foundation and Princess Dina Mired, director general, King Hussein Cancer Foundation are formalizing the relationship in Jordan. Nancy Brinker and Karen Hughes, U.S. Under Secretary of the State for Public Diplomacy and Public Affairs, launched the initial partnership while in Abu Dhabi, UAE, last year.

In addition to Brinker, also participating in the partnership launch activities in Amman are Komen for the Cure’s CEO and president, Hala Modellmog; Diana Rowden, director of international; Susan Brown, manager of health education; and Ana Teasdale, international

services representative conducted a clinic on breast health for a group of breast cancer activists and health professionals. Also conducting educational sessions from M.D. Anderson are Dr. Kendra Woods, director of extramural programs, and Yasmin Kazzaz, director of extramural programs, Nursing Department.

“Susan G. Komen for the Cure Komen intends to help women in Jordan build the knowledge, tools and resources needed to lead the fight against breast cancer in their own communities,” said Hala Moddelmog, president and CEO, Susan G. Komen for the Cure. “Through the partnership, breast cancer activists and health professionals in Jordan will have access to experts from the Komen organization and M.D. Anderson as they work to develop programs that are geared toward their communities.”

In September 2007, two representatives from Jordan will attend Komen for the Cure’s first-ever Global Advocates’ Summit in Budapest with First Lady Mrs. Laura Bush as the honorary chair. Komen will pair 25 U.S. advocates with 25 global citizens from around the world to learn from one another, discussing breast cancer as a global disease and how best to define breast health guidelines in underdeveloped nations. The summit will bring together real people working to examine the social, cultural and financial conditions that prevent women from receiving quality breast health care and treatment in communities around the world, including the work that Komen grants have supported in more than 47 countries. [Learn more about the Global Advocates' Summit and delegate criteria/submit an application.](#)

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

In 1982, Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. 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 fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. 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.

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