



FOR IMMEDIATE RELEASE

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**US-MIDDLE EAST PARTNERSHIP FOR BREAST CANCER AWARENESS AND RESEARCH
EXPANDS REACH**

PARTNERSHIP FOR JORDAN WILL BE LAUNCHED IN AMMAN ON MARCH 26TH

-- Awareness Campaign Will Help Save Lives --

Amman, Jordan – Under the auspices of the U.S.-Middle East Partnership for Breast Cancer Awareness and Research, the launch of the Partnership for Jordan, consisting of the King Hussein Cancer Foundation and King Hussein Cancer Center with Susan G. Komen for the Cure and The University of Texas M. D. Anderson Cancer Center, will take place tomorrow in Amman, Jordan. The partnership is facilitated by the U.S. Department of State’s Office of Public Diplomacy and Public Affairs and the Middle East Partnership Initiative. It brings together distinguished medical professionals and breast cancer awareness advocates from Jordan and the United States, in an effort to build capacity in Jordan.

The launch event is organized under the patronage of Her Royal Highness Princess Ghida Talal, Chairperson of the Board of Trustees, King Hussein Cancer Foundation, with avid support from Her Royal Highness Princess Dina Mired, Director General, King Hussein Cancer Foundation. Featured speakers at the event will include U.S. Department of State’s Advisor to the Secretary of State for Women’s Empowerment, Ambassador Shirin Tahir-Kheli, and The Honorable Nancy G. Brinker, Founder, Susan G. Komen for the Cure.

Activities associated with the launch will include the Partnership’s official launch, which will feature a panel discussion on the “good news” associated with breast cancer, followed by a community center visit to ZENID (Queen Zein Al Sharaf Institute for Development), where Her Royal Highness Princess Ghida Talal and The Honorable Nancy G. Brinker will meet with breast cancer survivors, as well as women from the local community who are advocates on women’s health and empowerment, participating in a discussion about breast cancer and the social issues faced by Jordanian women.

The U.S.-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. “This partnership unites the women of the Middle East and the United States in the areas of grassroots advocacy support, research, training, community outreach, and women’s empowerment. These courageous women are working each day to bring breast cancer awareness to their communities,” said Ambassador Tahir-Kheli.



“The original promise that I made to my sister was to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures,” commented Nancy G. Brinker. “This partnership is an extension of that promise and Susan G. Komen for the Cure hopes to help women in Jordan build the knowledge, tools and resources needed to lead the fight against breast cancer in their own communities while applying the lessons that we learn to our work in the United States and around the world.”

Both launch-related events are open to the media, event information follows.

EVENT #1

WHAT: Under the Auspices of the US–Middle East Partnership for Breast Cancer Awareness and Research

Launch of the Partnership for Jordan, consisting of the King Hussein Cancer Foundation and King Hussein Cancer Center with the U.S. Department of State, Susan G. Komen for the Cure and The University of Texas M. D. Anderson Cancer Center

MEDIA NOTE: This event will be immediately followed by a media availability including:

- Her Royal Highness Princess Ghida Talal
- Her Royal Highness Princess Dina Mired
- The Honorable Nancy G. Brinker

**WHERE: Zara Auditorium in Zara Expo
Grand Hyatt Amman Hotel**

**WHEN: Monday, 26 March, 2007
1000 – 1230**

EVENT #2

WHAT: Community Center Visit

WHERE: ZENID (Queen Zein Al Sharaf Institute for Development)

**WHEN: Monday, 26 March, 2007
1500 – 1600**

The US-Middle East Partnership for Breast Cancer Awareness and Research is the first partnership for fighting breast cancer between the United States and the Middle East in an effort to provide medical expertise and support to the region, and work collectively in the areas of awareness, research, training, community outreach, and women’s empowerment. It is an initiative to reduce breast cancer incidence and increase early detection in Jordan through improved awareness, increased clinical resources, and world-class research.

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