



FOR IMMEDIATE RELEASE
October 30, 2006

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**U.S.-U.A.E. PARTNERSHIP FOR BREAST CANCER AWARENESS AND RESEARCH
WILL BE LAUNCHED OCTOBER 31**
-- Awareness Campaign Will Help Women Throughout the Middle East, Save Lives --

Abu Dhabi, United Arab Emirates – Distinguished medical professionals, breast cancer awareness advocates, and government entities from the Middle East and the United States will launch the U.S.-U.A.E. Partnership for Breast Cancer Awareness and Research tomorrow in Abu Dhabi. The Partnership brings together organizations from the Middle East and the United States in an effort to increase breast cancer awareness, research activities, workplace education programs and support mechanisms for women in the Middle East.

The unique international public-private partnership will unite the Susan G. Komen Foundation, Johns Hopkins Medicine International, and the U.S. Department of State's Office of Public Diplomacy and Public Affairs and the Middle East Partnership Initiative. In the U.A.E., the effort has been organized under the patronage of

Her Highness Sheikha Fatima *Bint* Mubarak, who has established The Higher National Committee for Breast Cancer Awareness and Research for the purpose of advancing the Partnership's vision of conquering breast cancer and promoting breast health for women throughout the Emirates. Dr. Rawda Al-Mutawa, Executive Director of the Committee, will serve as host of the launch event in Abu Dhabi. Partners in the U.A.E. include: the Higher National Committee for Breast Cancer and Research; the Dubai Business Women's Council; and Citigroup, Inc. (Citibank U.A.E.).

The activities will include two special events: the Partnership's official launch and press conference in Abu Dhabi, followed by a luncheon in Dubai sponsored by the Dubai Business Women Council. During the Dubai event, the Partnership's workplace awareness program, underwritten and to be executed by Citigroup, will be introduced. The U.S. Department of State's Under Secretary for Public Diplomacy and Public Affairs,

Karen Hughes, and The Honorable Nancy Brinker, founder of the Susan G. Komen Foundation, will participate in both events, each of which will include remarks by participating officials and a panel discussion on breast cancer issues.

"We are here today working together as sisters," said Under Secretary Hughes. "This partnership unites the women of the Middle East and the United States who are providing the life-saving message of early detection and are working each day to bring breast cancer awareness to their communities. This is a universal issue of importance to women and their families, and this historic partnership is significant in that it has been formed between nations in the Middle East and the United States."

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.



“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 Brinker. “This partnership is an extension of that promise and the Susan G. Komen Breast Cancer Foundation hopes to help women in the UAE 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: Launch of the U.S.–U.A.E. Partnership for Breast Cancer and Research

WHERE: Beach Rotana Hotel – Al Thuraya Grand Ballroom
Tourist Club Area
Abu Dhabi

WHEN: Tuesday, 31 October, 2006
0900 – 1030

EVENT #2

WHAT: Luncheon and Unveiling of Workplace Awareness Program
followed by breast screening and education event

WHERE: Crowne Plaza Hotel – Al Jumeirah Ballroom
Sheikh Zayed Al Nahyan Road
Dubai

WHEN: Tuesday, 31 October, 2006
1330 - 1600

The U.S.-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 the U.A.E. through improved awareness, increased clinical resources, and world-class research.

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