



Connecticut Affiliate
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Tint the Town Pink Debuts in West Hartford
Local Merchants Show Their Commitment to Breast Cancer Awareness

WEST HARTFORD – September 26, 2008 – More than 70 merchants and restaurants at Blue Back Square and West Hartford Center will “tint” themselves pink from October 1 – October 7 in recognition of Breast Cancer Awareness Month.

Beginning Wednesday, October 1, the Center and the Square will be aglow with pink lights on street lamps and blanketed with educational messages in participating stores. While shopping or dining, customers will also have the opportunity to donate to the Connecticut Affiliate of Susan G. Komen for the Cure®.

Driven by their local efforts to save lives and end breast cancer forever, the Komen Connecticut Affiliate will launch Tint the Town Pink as an opportunity to educate the community about breast cancer and empower women to take charge of their breast health.

“The business community has demonstrated such incredible support of our vision of a world without breast cancer,” said Anne Morris, Executive Director of the Komen Connecticut Affiliate. “We encourage everyone to come down to support these businesses and join us in the fight against breast cancer.” The local community is also invited to the opening celebration of Tint the Town Pink on October 1st from 5:30 PM to 7:30 PM, featuring the Kenny Mehler Band and fun for all at Blue Back Square.

For every dollar donated during this week-long event, 75 cents stays in Connecticut to fund breast health education and breast cancer screening and treatment projects in local communities. The other 25 cents supports research through the National Susan G. Komen for the Cure Award and Research Programs.

Many merchants, including Lux Bond & Green, Max’s Oyster Bar, Restaurant Bricco and Grant’s Restaurant and Bar have made an additional commitment to the fight against breast cancer. These select businesses are donating 10 percent or more of sales to the Komen Connecticut Affiliate, or are offering special pink drinks in restaurants, among other special promotions. For a full list of participating merchants and activities, please visit komenct.org.

About Susan G. Komen for the Cure® and the Komen Connecticut Affiliate Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power

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Three simple steps to early detection are regular mammograms, clinical exams and breast self-exams.



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Tint the Town Pink, Add 1

to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The Connecticut Affiliate of Komen for the Cure was established in 1993 to fund research and better the lives of those facing breast cancer in the local community by supporting local organizations that focus on breast health issues and access to care. Seventy-five percent of net proceeds from the Affiliate stay in the community to fund local breast health programs and in 2008 alone, the Affiliate granted \$725,000 to fund breast health programs at organizations throughout Connecticut. Combined with national research dollars, Komen Connecticut has made a \$17 million impact on Connecticut's breast health and the breast cancer movement. For more information, call 860-728-4955 or visit komenct.org.

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