



Connecticut Affiliate
350 Church Street, Lobby Level, Hartford, CT 06103
860-728-4955, www.komenct.org

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Contact:

Anne Morris
860-728-4955
860-878-7488 (cell)
anne@komenct.org

Christa Allard
860-728-4955
860-307-5775 (cell)
christa@komenct.org

Susan G. Komen for the Cure® Launches Tint the Town Pink
Blue Back Square and West Hartford Center Join Together in the Fight against Breast Cancer

WEST HARTFORD – September 11, 2008 – Blue Back Square and West Hartford Center are teaming up to educate the community about breast cancer and empower women to take charge of their breast health during the week of October 1 – October 7.

Starting Wednesday, October 1, West Hartford will be “tinted pink” with pink lights on the street lamps and educational messages in participating stores. While shopping or dining, customers will have the opportunity to donate to the Komen Connecticut Affiliate’s local efforts to save lives and end breast cancer forever.

“Tint the Town Pink is an event that other Susan G. Komen for the Cure® Affiliates have put on but this is the first time for our Connecticut Affiliate,” said Executive Director Anne Morris. “This should be a fun opportunity for the community to get involved in the fight against breast cancer.”

Community merchants are coming up with their own creative ways to tint themselves pink. Lux Bond & Green is donating 10 percent of sales during the event’s kickoff on Wednesday, October 1. Max’s Oyster Bar will be serving Pink Cosmos with a portion of the proceeds going to the Komen Connecticut Affiliate. For a full list of participating merchants, please visit komenct.org.

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.

“We are extremely excited about this event and hope the educational messaging will help spark awareness in women to take charge of their breast health,” Morris said.

For additional information, visit komenct.org or call 860-728-4955.

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 to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure

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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

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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