



Press Release

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**THE HOUSTON AFFILIATE OF SUSAN G. KOMEN FOR THE CURE®
AWARDS THE ROSE A \$500,000 GRANT
FOR BREAST HEALTH PROGRAM**

HOUSTON -- The Houston Affiliate of Susan G. Komen for the Cure® recently presented The Rose with a community grant of \$500,000 for the funding of Empower Her® Sponsorship Program for low-income, uninsured women.

The two Houston organizations have a long history of collaborating to increase access to preventive, diagnostic, and treatment services for women regardless of their ability to pay. "The Rose is a phenomenal organization dedicated to providing local women with breast health services," said Adriana M. Higgins, Ed. D., Executive Director of the Komen Houston Affiliate.

Last year, The Rose delivered 90,067 services, including 19,053 screening and diagnostic procedures at no charge through its Empower Her® program to patients, like Judy Pareya. A small business owner, Judy never expected to need help; but when her husband's good job with benefits abruptly ended with a layoff, help was exactly what she needed.

Since turning 50, Judy had taken advantage of the cash discount for screening mammograms offered at The Rose. After five years, her annual screening mammogram revealed breast cancer.

"Nobody can imagine the fear of being diagnosed with breast cancer," Judy said. "I was in a total fog. I remember telling someone at The Rose that I didn't have insurance, and they just did everything." Judy was guided through the process of treatment and recovery by members of The Rose Patient Navigation Team.

"When you're really tight on funds and all you're doing is making just enough to pay bills, you may not always take care of yourself first. Because of The Rose, I didn't have to make that choice. They took care of everything." Judy said if her breast cancer had not been found early, she might not be alive today. "I tell other women that The Rose only deals with breast care, and you want to go to a place where that's the only thing they do." Judy has become an ardent advocate for early detection and education and happily tells everyone about the importance of screening and self-exams.

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“On behalf of our patients and their families, we would like to express our gratitude to the Komen Houston Affiliate for their trust and belief in what we do,” said Dorothy Weston Gibbons, Co-founder and CEO of The Rose. “We are honored that, every step of the way, they have supported our mission to reduce deaths from breast cancer by providing screenings, diagnostics, and access to treatment for all women regardless of their ability to pay.”

About The Rose

The Rose was founded in 1986 by two women, local surgeon, Dr. Dixie Melillo, and Dorothy Weston Gibbons to bridge the gap for working women who are both “too poor” to afford insurance and “too wealthy” for government aid. Twenty-five years later, The Rose has grown into two community-based centers and two mobile units, serving the Komen Houston Affiliate’s seven-county area.

The Rose is the Houston area's leading 501(c)(3) non-profit breast cancer organization providing mammography screening, diagnosis, access to treatment and support to all women regardless of their ability to pay. Last year, The Rose provided 31,659 screening and diagnostic procedures for those able to pay; 19,053 screening and diagnostic procedures at no charge to low income, uninsured women; 9,073 free patient navigation services to patients without insurance.

About the Houston Affiliate of Susan G. Komen For the Cure®

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®, launching the global breast cancer movement to save lives, empower people, ensure quality for all and energize science to find the cure.

The Houston Affiliate of Susan G. Komen for the Cure® was established in 1990 to provide innovative breast cancer education, screening and treatment projects for the medically under-served and uninsured in Southeast Texas and in 2011 is granting over \$3.27 million locally. In its 21 year history, \$25 million has been give for community grants in Chambers, Brazoria, Fort Bend, Galveston, Harris, Liberty and Montgomery counties. The Affiliate’s award granting process ensures the impartial allocation of funds to qualified 501c3 organizations, helping countless breast cancer survivors and their families get the treatment and support they need.

The Houston Affiliate has consistently been ranked number one, among 122 national Komen affiliates for granting the most funds to the community. Today, the Affiliate has more than 1,500 volunteers committed to its promise. More information about the 2011 Komen Houston Race for the Cure®, membership, volunteer opportunities, the Young Professional Council and other events are available at www.komen-houston.org, or by calling (713) 783-9188.

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