



11th ANNUAL MULTICULTURAL CONFERENCE EDUCATES WOMEN ABOUT BREAST HEALTH, BREAST CANCER AND CELEBRATES OUR DIFFERENCES AND SIMILARITIES

DENVER (Feb.1, 2010) – No matter our background or culture, every woman is unique and different. So, when it comes to our health and how we care for ourselves, not all women can be approached the same way. For more than a decade the Denver Metropolitan Affiliate of Susan G. Komen for the Cure® has provided education, access and invaluable life-saving services to some of Colorado's most underserved populations by hosting the Multicultural Conference.

The **FREE** Conference – which features culturally appropriate workshops aimed at specific ethnic groups, informational sessions with medical professionals and food and entertainment – offers the opportunity to understand our similarities and differences, share information, learn more about breast health care and meet women of diverse cultures and backgrounds.

WHEN: Saturday, February 27, 8 a.m. – 1:30 p.m.

**WHERE: Renaissance Denver Hotel, 3801 Quebec Street,
Denver**

RSVP: The Conference is free of charge but space is limited. Call 303-744-2088, ext. 309 to reserve your attendance **NO LATER THAN FEBRUARY 15TH.**

WHO: Women from medically underserved communities, including low- income, uninsured, underinsured, or at-risk African Americans, Asians, Caucasians, Latinas, Lesbians, and Native Americans.

FACTS:

- Breast cancer is, among Latinas, the most commonly diagnosed cancer and is the leading cause of cancer death.
- African American women have 35% higher breast cancer death rate than Caucasian women, even though overall incidence is lower.
- Women from minority groups are more likely to be uninsured, lack access to preventive health care (like mammograms), and received later stage diagnosis than their Caucasian counterparts

The Multicultural Conference is sponsored by the American Cancer Society, the Women's Wellness Connection and the Comprehensive Cancer Program.

Other members of the Conference's planning committee include: the Asian Pacific Development Center, the Breast Cancer Network of Strength, the Center for African American Health, Clínica Tepeyac, the Colorado Cancer Research Program, the Colorado Asian Health and Education Promotion, the Deaf Community, Delta Sigma Theta Sorority, Jewish Family Services, Native American Cancer Research, the Philippine Nurses Association, Salud y Vida, and the Thai Buddhist Temple.

About Susan G. Komen for the Cure® and the Komen Denver 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 and launched the global breast cancer movement. The Komen Denver Metropolitan Affiliate is working to better the lives of those facing breast cancer in the local community, joining more than 1 million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Denver Race for the Cure®, the Komen Denver Affiliate has invested more than \$23 million since 1993 in community breast health programs in 12 Colorado counties (Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson, Larimer, Gilpin, Clear Creek, Park and Summit). The remaining 25 percent goes to the national Susan G. Komen for the Cure Grants Program to fund research. For more information, call 303-744-2088 or visit www.komendenver.org.

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