

KOMEN CONNECTIONS

Official Newsletter of the St. Louis Affiliate of Susan G. Komen for the Cure®



Spring/Summer Edition - 2009

Susan G. Komen for the Cure St. Louis® Awards Over \$2.5 million, a Record Amount, in Local Grants



The St. Louis Affiliate of Susan G. Komen for the Cure has awarded over \$2.5 million to 27 local programs dedicated to breast cancer screening, treatment, education and support and one grant that supports local research and clinical trials. Additionally, over \$800,000 raised locally went to the national Susan G. Komen for the Cure® Grants Program to fund research.

This is a record amount of money that the Komen St. Louis Affiliate has granted out to the community. Since 1999, the Affiliate has invested over \$11 million to its service area.



The grants were awarded at Grants Signing Day - Komen Dollars in Action, an event held at Wells Fargo Advisors, local presenting sponsor for the 11th Annual Komen St. Louis Race for the Cure®. All grantees were recognized at the event, which also featured a Q

"Our goal is to distribute funds to as many organizations as possible, providing means for each to fulfill our promise - to end breast cancer forever. With these grants, we are accomplishing that."

Helen Chesnut, Executive Director of Komen St. Louis

& A session with Komen St. Louis fundraisers. Jennifer Blome from KSDK News-Channel 5 served as emcee.

The breast cancer-specific projects that were selected for funding were among those determined to have the greatest impact in serving underserved women in our 18-county service area in Eastern Missouri and Southwestern Illinois. For a complete list of 2009-2010 grantees, turn to page 4 of the newsletter.

Q&A with Danny Ludeman

President and CEO of Wells Fargo Advisors

Local Presenting Sponsor of the 11th Annual Susan G. Komen St. Louis Race for the Cure®



What is the significance of "community" to Wells Fargo Advisors?

Through dedicated volunteer efforts, philanthropy and community involvement in St. Louis and across the United States, Wells Fargo Advisors is committed to building strong and vibrant communities, improving quality of life, and making a positive difference in the communities where our employees live and serve.



How does participation in the Komen St. Louis Race for the Cure help fill that role?

The Susan G. Komen St. Louis Race for the Cure is one of the largest in the world. And this year, with 1,900 participants, our firm's participation in this event is one the largest volunteer efforts in the broader Wells Fargo company. This enthusiasm reflects a long legacy of service and connection to the community, which in this case began at the grassroots of our organization, led by employees who were committed to the cause and who understood the impact personally. As this year's local presenting sponsor, we feel it's an honor to play such a visible role in support of the cause, and I hope that all St. Louisans will consider joining us at the race on June 13.

11th Annual Survivor Luncheon Honors Breast Cancer Survivors

More than 800 breast cancer survivors, many joined by their “co-survivors” who helped them through their diagnosis, treatment, and recovery, gathered together to celebrate survivorship at the 11th Annual Survivor Luncheon, presented by SSM Health Care St. Louis. The event took place April 26th at the Ritz-Carlton in Clayton.

The “Shades of Pink” Luncheon, hosted by the St. Louis Affiliate of Susan G. Komen for the Cure, was capped by a moving candlelight ceremony acknowledging breast cancer survivors in all stages of their fight against the disease, from those newly diagnosed to survivors of more than 25 years.

Susan McBride, St. Louis author and breast cancer survivor, was the featured speaker while Kay Quinn of KSDK NewsChannel 5 served as mistress of ceremonies.



Renee Ribble Hall Appointed Board President

Renee Ribble Hall has been appointed President of Susan G. Komen for the Cure St. Louis®. Ribble Hall will serve a two-year term, leading the Board of Directors.

Ribble Hall's involvement with Komen St. Louis began in 1998, as she served on the local organizing committee that went through the National application process of bringing a Race for the Cure to St. Louis. In 1999, she was named inaugural Race Director and followed-up serving as Race Co-Chair through 2001.

Additionally, Ribble Hall has served as Registration and Technology Chair for the Race, and worked on the Sponsorship Committee. She was also a member of the Board until last year when she took the role of Finance Committee Chair.

Ribble Hall, who works for Anheuser-Busch Inc. as Manager of Planning and Analysis, is a graduate of Texas Christian University with a degree in Accounting/Finance and a concentration in Real Estate.

In addition to Ribble Hall, Paul Lovell has joined the Board as Treasurer of the Affiliate with Rachel Walker also continuing as a Director for a second term. Dede Hoffmann has completed her term as Grants Chair but will continue on as a Director while Kate Wall takes over as Grants Chair.

Peter Ruger, Kenita Collier and Mikki Brewster were all re-elected for additional terms on the Board. Susie Knopf, whom Ribble Hall is replacing as President, will continue her service on the Board through March 2010.

KOMEN ST. LOUIS AFFILIATE

Board of Directors

Daniel Bindler
Mikki Brewster
Kenita Collier
Dawna Currigan
Race Co-Chair
Renee Ribble Hall
President
Dede Hoffmann
Susie Knopf
Paul Lovell
Treasurer
Patrick Morgan
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Peter Ruger
Joan Sehl
Rachel Walker
Kate Wall
Grant Chair

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Executive Director
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Kathy McMillan
Affiliate Coordinator
Jeremy Patch
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Erica Stelling
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Race Pledge Program
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Website
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Dear Friends of the Komen St. Louis Affiliate ***A Letter from the President***

On April 1, 2009, I had the wonderful honor of becoming the new Affiliate Board President. We had two significant events occur in April. The first was our Grants Signing Day where we granted over \$2.5 million dollars to the St. Louis Community and gave \$800,000 to Komen National for its research grants program, a record amount for the Affiliate. The second event was our 11th Annual Survivor Luncheon, with more than 800 breast cancer survivors in attendance.

In preparing my thoughts and talking points for these events I reflected on our history. I've been blessed to have been involved with this organization since the very beginning when a group at the Junior League of St. Louis completed the Komen Race for the Cure application to hold the first Race in St. Louis in 1999.

Over our 11 year history, we've had unbelievable growth and support from volunteers, sponsors, and the St. Louis community! As we began planning for the first Race, we could not have imagined the impact the Race and our organization would have on this community. I'm sure Nancy Brinker has similar thoughts when she stops and reflects on the impacts of Susan G. Komen for the Cure® over the last 27-plus years.

This organization began as a promise from one sister to another. We carry on this promise: to save lives and end breast cancer forever.

Reflecting back on all that has been accomplished, I know as an organization we will not stop this fight until we find a cure for breast cancer and more importantly that WE WILL find a cure. Your continued support is critical in making this happen so please register for the Race on June 13th. Participate in the Friends for the Cure Pledge Program and help us eradicate this disease forever.



Sincerely,
Renee Ribble Hall
President
Board of Directors

Susan G. Komen for the Cure St. Louis Affiliate

TOP-RATED CHARITY

Susan G. Komen for the Cure has been named a top-rated charity by Charity Navigator, America's largest independent evaluator of charities.

Charity Navigator's award of four out of a possible four stars indicates that we excel, as compared to other charities in America, in successfully managing our organizational finances in an efficient and effective manner. This is an exceptional feat, especially given the economic challenges many charities have faced in the last year.

Of the charities that received four-star ratings this year, only Komen for the Cure with our \$207 million in raised revenue received four stars and a 63.25 rating.



Susan G. Komen for the Cure® has the largest series
of 5K run/fitness walks in the world.

Dine Out for the Cure®

Thursday, June 11, 2009

Dine Out for the Cure®
Thursday, June 11, 2009

Honorary Chair - Angela Del Pietro Zoog, Portabella Restaurant & Breast Cancer Survivor



Eat and Run

Dine at any of our supporting restaurants on June 11th and a portion of your tab will be donated to end breast cancer forever.

Visit the Komen St. Louis website for a complete list of participating restaurants.

www.komenstlouis.org



Honorary Chair - Angela Del Pietro Zoog, Portabella Restaurant and Breast Cancer Survivor
Sponsored by Sauce Magazine, The Koman Group, and Gershman Mortgage

Help fight breast cancer by doing what we all love to do: EAT! Dine out for breakfast, lunch, or dinner at one of over 200 participating restaurants on Thursday, June 11, 2009. Enjoy a great meal and the restaurant will donate 20% or more of your bill to the St. Louis Affiliate of Susan G. Komen for the Cure®.

Visit www.komenstlouis.org for a complete list of all participating restaurants.

Dress in pink and show your community the power of pink! Get a group together and dine out. The more the merrier! Help us spread the word for everyone to "eat" before they "run" in the 11th Annual Komen St. Louis Race for the Cure locally presented by Wells Fargo Advisors.



Pictured, L to R: Margie Jaffe, co-chair, Angela Del Pietro Zoog, honorary chair, Fran Zamler, co-chair, and Marcia Pass, co-chair. Photo courtesy of Dennis Dixon. Clothes provided by Neiman Marcus.

2009-2010 Grant Awards

Breast Cancer Screening and Education Program

St. John's Mercy Medical Center

Breast Health Initiative Outreach Project of SSM St. Joseph

SSM St. Joseph in St. Charles County

Breast Navigator

St. John's-Washington

Bridging the Gap

St. Louis University Cancer Center, Department of Internal Medicine

A Comprehensive Breast Health Education & Screening Program for Women in Rural Communities

Jefferson Regional Medical Center

The Daylight Project: Pushing Back Shadow Barriers to

Breast Health, Early Detection and Timely Treatment for Metro St. Louis Refugee and Immigrant Women

Barnes-Jewish Hospital Refugee Health Service

Early Detection of Breast Cancer in African American Women

Community Health-In-Partnership Services (CHIPS)

The Bra and Prosthesis Program for Breast Cancer Survivors

The Breakfast Club, Inc.

East St. Louis Breast Cancer Screening & Treatment

Southern Illinois Healthcare Foundation

Educating Women About Hereditary Risk for Breast Cancer

St. Louis University, Department of Internal Medicine

Empower and Engage

SSM St. Mary's Health Center

FHC Breast Health Screening ACCESS Project

Family Care Health Centers

Gateway to Hope

CarcinAid Foundation

Iniciativa de Salud para Mujeres (Women's Health Initiative)

Puentes de Esperanza

Latinas Por La Cura

Barnes-Jewish Hospital Refugee Health Service

Lymphedema Assistance Program

St. Louis Peregrine Society, Inc.

The MBMC Breast HealthCare Center Reaches the Underserved

Missouri Baptist Medical Center

The Navigator Project

Washington University School of Medicine

Nutritional Services for Low Income Breast Cancer Patients

Food Outreach, Inc.

Outreach, Education, and Screening in Madison County, Illinois

Madison County Health Department

People's Sister Connection

People's Health Centers

Reaching In - A Comprehensive Program for Breast Cancer Screening

St. Louis University, Department of Internal Medicine

Solutions for Women: Breast Health Education and Outreach for Underserved Women

Christian Hospital Northeast-Northwest

STEP-UP Grace Hill

Grace Hill Neighborhood Health Centers, Inc.

Tightening the Safety Net: Caring for Underserved People through Community Alliances and Navigation

Barnes Jewish Hospital

Wellness for Women

St. Clair County Health Department

Women's Information and Screening Endeavor (WISE)

SSM St. Clare Health Center Foundation

2009 CRAFT Grant

The recipient of the CRAFT Grant award is Dr. Cynthia X. Ma, MD, PhD, Washington University School of Medicine for her Phase I/II Clinical Trial evaluating the therapeutic strategies for patients with metastatic breast cancer.

The 5-year survival rate for female breast cancer survivors in the U.S. has improved from 63 percent in 1960 to 89 percent today.

Cardinals' Wives and Komen St. Louis Raise Money for Breast Cancer

The St. Louis Affiliate of Susan G. Komen for the Cure and the Cardinals' Wives teamed up on May 17 for the Seventh Annual Breast Cancer Awareness Day at Busch Stadium. The event raised over \$22,000 for breast cancer screening, treatment, education and research in the St. Louis community.

Since its inception, the event has raised over \$170,000 dollars in the fight against breast cancer.

The wives, paired with breast cancer survivor volunteers from the Komen St. Louis Affiliate, collected donations during the game against the Milwaukee Brewers. For any donation, fans received a pink ribbon, while for a \$5 donation, people received a raffle ticket that went into a drawing for a chance to win game-worn jerseys. For a minimum donation of \$25, fans received a personally-signed baseball card selected at random from a grab bag and for \$50, fans were able to pick a signed baseball card.

This year's first pitch was thrown out by Karen Long, a breast cancer survivor and Affiliate volunteer.

PEOPLE OF IMPACT

Cassie Rosenberger, Survivor Luncheon Committee

Susan G. Komen for the Cure St. Louis Affiliate® would be lost without its dedicated volunteers. In each edition of our newsletter, Komen St. Louis will spotlight a person of impact who contributes so much to the organization.

Cassie Rosenberger first got familiar with the St. Louis Affiliate of Susan G. Komen for the Cure three years ago when she participated in her first Komen St. Louis Race for the Cure. A good friend of Cassie's started a Race team called The Mighty Pink Sunrays, in honor of her mother. Cassie's own grandmother is a 12-year survivor and she thought walking in the annual Race was a great way to honor her grandmother. She has participated in every Race since, and is now a volunteer with the organization.



Cassie is currently on the Survivor Luncheon Committee. As a member of the committee, she assists in planning the annual event that brings over 800 breast cancer survivors together to celebrate life. In addition to the Survivor Luncheon Committee, Cassie is in her first year on the Special Events Committee.

This year, Cassie lent her creative expertise in the area of invitations and program creation for the Survivor Luncheon. At the event, Cassie was the co-coordinator of the volunteers for the lunch. For Cassie, the lunch is so important because it honors the survivors and lets them know that they are not alone.

"The fight they are fighting is not only for them, but for everyone who has lost someone and has yet to fight. Survivors are strong, even in the darkest of days and they need to be honored for that," said Cassie.

Cassie said the best part about volunteering with the Affiliate is meeting all the different people and hearing their stories.

"The individual stories are very inspirational," said Cassie.

In addition to the luncheon, the Komen St. Louis Race for the Cure is one of Cassie's favorite parts about being involved with the organization. She says that there are so many different things that impact a person's Race day and they are all wonderful.

"One of the best things about Race day is seeing the amount of survivors that participate; seeing their strength and pride is very moving.

"When you come over the first hill and see the sea of wall-to-wall people for what seems to be as far as Grand Boulevard, it really hits you how much support there is and the importance of finding the cures," said Cassie.

Cassie also enjoys the chance to use her creativity and silliness in an effective way. "From the people I have met and worked with to the things I am learning about myself have been the best experiences so far."

In her free time, she enjoys spending time with her family and friends and cheering for numerous different sports teams including the Cardinals and Blues as well as the Illini from the University of Illinois in Champaign-Urbana. In addition to these hobbies, Cassie teaches private flute lessons to students of all ages. She has been teaching for over 10 years.

For Cassie, working with Komen St. Louis is all about the fight against breast cancer and hope for the future. "I hope that we will soon win the fight and the cures will be found."



The St. Louis Affiliate has invested over \$11 million in community breast health programs in **18 counties in Eastern Missouri and Southwestern Illinois.**

Susan G. Komen St. Louis Race for the Cure®

Locally presented by Wells Fargo Advisors
Saturday, June 13, 2009 - Downtown St. Louis



Hoda Kotb and the Women on NewsChannel 5

NBC News Host and Correspondent, Hoda Kotb, and the Women on NewsChannel 5 will serve as honorary chairs for the 2009 Susan G. Komen St. Louis Race for the Cure®.

Kotb is a two-year breast cancer survivor and NewsChannel 5 has been a partner of the Komen St. Louis Race for the Cure since the first-ever Race in 1999.

Kotb was named co-host of the fourth hour of "Today" in August 2007. She has also been a "Dateline NBC" correspondent since April 1998 and the host of the weekly syndicated series "Your Total Health" since September 2004.

Congratulations to Team Breadhead 2009! With over 6,000 people on Cornbread's team, it is the largest in the history of the St. Louis Race!

**1,033 Teams in 2009
A Komen St. Louis Race for the Cure record!**



Local Presenting Sponsor

Race Kick-Off at Lumière Place Draws 500 People

On Thursday, March 5, the Susan G. Komen for the Cure St. Louis Affiliate® kicked-off the 11th Annual Komen St. Louis Race for the Cure at Lumière Place downtown St. Louis. The event, attended by over 500 people, was a celebration of the last ten Races.

This year's Race honorary chairs were formally introduced at the event, as Kay Quinn and Cindy Preszler of NewsChannel 5 represented the Women on NewsChannel 5. Both Kay and Cindy were pleased to announce to the crowd that Hoda Kotb, co-host of the fourth hour of the "Today" Show, is this year's national honorary chair, and will be in St. Louis for the Race on June 13th.

Additionally, Wells Fargo Advisors was announced as returning local presenting sponsor for this year's Race.

St. Louis boasts one of the world's largest Race for the Cure events, having over 64,000 participants last year.

Over 65,000 people are expected to turn St. Louis pink June 13. Before that day, there are a multitude of volunteers working behind the scenes. (The majority of the volunteers have full time jobs that dedicate time and energy to the cause by doing a variety of things, such as holding team training sessions, designing written materials, handing out t-shirts and signing up sponsors.)

Race Day Schedule

6:30 a.m.
Registration Opens
Survivor Pavilion Opens
Team Photos Begin

7:25 a.m.
Survivor Procession

7:55 a.m.
Aerobic Warm-up

8:30 a.m.
Wheelchair Start

8:35 a.m.
5K Runners Start

9 a.m.
5K Walkers Start

9:15 a.m.
Fun Walkers Start

9:45 a.m.
Awards Ceremony on Main Stage

**IMPACT.
Make One.
Become a
volunteer!**

**314-569-3903
ext. 351**

REGISTER NOW
www.komenstlouis.org



Important Race Dates
Go to www.komenstlouis.org
for all times and locations

June 6
T-shirt pick up for Illinois team captains at St. Clair Square

June 6-7 & 10
Registration Blitzes and Individual t-shirt pick up at area malls

June 12
Last day for online registration

**June 13
RACE DAY!**



iPod Winners! Friends For the Cure Pledge Program

Congratulations to **Paula Fielder, Sarah Johnson, and April Kincheloe** for winning brand new iPods!

Through our Friends For the Cure Pledge Program, these participants were able to raise extra money through the Power of 10 Challenge and won an iPod!

Encourage 10 of your friends to donate today and have them spread the word!

An estimated 40,170 women in the U.S. will die from breast cancer in 2009.

Upcoming Events

Saint Louis Athletica

Sunday, June 7, 2009

Saint Louis Athletica will host breast cancer awareness activities surrounding this game. Activities will include a breast health education booth provided by Komen St. Louis, recognition of survivors at half-time, a silent auction including special edition signed game worn jerseys. Saint Louis Athletica will also be holding a raffle for limited edition Pink Game Used Puma Soccer balls, and autographed game worn special edition signed jerseys. A donation will be made to Komen St. Louis based upon \$1 of every game day ticket sold, 100% of the silent auction and raffle will also be donated to Komen St. Louis. Saint Louis Athletica will also give everyone that signs up for Susan G. Komen St. Louis Race for the Cure® at the game a free ticket to a future Athletica game. For more information or to purchase tickets, please call 1-888-STL-GOAL or visit <http://www.saintlouisathletica.com/>.

Dine Out for the Cure®

June 11, 2009

Dine at one of over 200 participating restaurants on June 11 and a portion of your tab will be donated to ending breast cancer forever. Visit www.komenstlouis.org for a complete list of restaurants.

Zumba for the Cure

June 12, 2009

Zumba for the Cure will be held in Grant Gymnasium at Webster University. Doors will open at 5:30 p.m. with Zumba starting at 6:00 p.m. and concluding at 8:00 p.m. For more information, please visit www.zumbafortheCure.com.

11th Annual Komen St. Louis Race for the Cure® Locally Presented by Wells Fargo Advisors

June 13, 2009

Join over 65,000 people for the 11th Annual Komen St. Louis Race for the Cure, presented by Wells Fargo Advisors, downtown St. Louis. Register now at www.komenstlouis.org.

Fondue for a Cure, The Melting Pot

June 13, 2009

From 4pm until Midnight, patrons can bring in their Race bibs and receive 15% off any 4-course meal. A total of 25% of the net proceeds will be donated back to Komen St. Louis. Patrons must call ahead for reservations - (314) 725-4141.

Bowling for a Cure, Flamingo Bowl

June 13, 2009

Eight lanes of the Flamingo Bowl facility will be rented out from 6p.m.-9p.m. with the purpose of raising money for breast cancer. Participants will be asked to collectively donate, in memory of Christy Medrano, \$150 per lane for 3 hours. Interested participants need to contact Rommel Medrano at 314.749.7068.

Research Advocacy - Komen St. Louis

Who We Are

We invite you to participate in the Research Advocacy Committee of the St. Louis Affiliate of Susan G. Komen for the Cure®. The group is comprised of survivors and supporters who meet monthly to review articles, mentor newer members and advocate for the patient's perspective in the research process.

Research Advocacy 101

Once a year the St. Louis Komen Research Advocacy Committee sponsors a free, two-day, introductory seminar. The training includes learning the basic breast cancer science ethics, and visiting a working research lab.

Opportunities

- o Attending scientific meetings
- o Critiquing national and local grants for breast cancer research
- o Explaining breast cancer to others in understandable language
- o Representing the patient's viewpoint by serving on hospital Institutional Review Boards that give approval to all patient-centered research.

No science background is necessary - Survivors and supporters are welcome!

For more information or to get involved email us - researchadvocacy@komenstlouis.org

2009 Missouri State Lobby Day



On March 23rd, representatives from the three Missouri Affiliates of Susan G. Komen for the Cure® joined together in Jefferson City, Mo., for the 2009 Missouri State Lobby Day. Over 20 representatives, including the Executive Directors of the Greater Kansas City, Mid-Missouri and St. Louis Affiliates were on hand to show support to the State Legislators about the Show Me Healthy Women

Program.

Those on hand lobbied for continued financial funding in the core budget for Show Me Healthy Women and requested information on the program be included in newsletters.

Cook Pink for the Cure



Stacey Cooper, local breast cancer survivor and top pledge participant from the 2008 Komen St. Louis Race for the Cure, teamed with the Young Chefs® Academy in O'Fallon, Illinois, for a Cook Pink for the Cure event for children.

The evening's proceeds, where all food was created pink, benefited the St. Louis Affiliate of Susan G. Komen for the Cure®.

Over \$2,000 was raised in the first-time fundraiser. Young Chefs Academy is a

cooking school just for kids where cooking is a blast and the fun never ends!



St. Louis Affiliate of Susan G. Komen for the Cure®
 9288 Dielman Industrial Drive
 St. Louis, Missouri 63132
 314-569-3900
 www.komenstlouis.org

Who Can Help?
Komen St. Louis Funded Services

Early detection is the best prevention against breast cancer. Komen encourages all women over the age of 40 to receive a mammogram every year. Please call today and make your appointment.

Komen-funded mammograms are available for uninsured women aged 40-64 and symptomatic women under the age of 40 at the following facilities:

For a complete list of all health care agencies and non-profit organizations that are funded by Komen St. Louis, visit www.komenstlouis.org and click on Grants.

- Christian Hospital Northeast - Northwest (314) 653-5567
- Grace Hill Neighborhood Health Centers (314) 814-8698
- Jefferson Regional Medical Center (636) 933-5757
- Missouri Baptist Medical Center (314) 996-7585
- People's Health Centers (314) 367-7848, x1209
- Siteman Cancer Center (314) 454-7620
- SSM St. Mary's (314) 768-8951
- SSM St. Joseph in St. Charles (636) 947-5617
- St. John's Mercy Medical Center (314) 251-6569
- Touchette Regional Hospital (618) 482-7111

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Give the Gift of Life and Hope

Your gift is needed and there are many different ways to make a donation to the Komen St. Louis Affiliate.

- 1) Online at www.komenstlouis.org - Click on the Donate Now button.
- 2) Over the telephone by using a major credit card - 314-569-3900.
- 3) By filling out the form below and mailing a check to our local office.

Please remember to ask your employer about matching gift donations and payroll deductions.

_____ Yes! I would like to support the St. Louis Affiliate of Susan G. Komen for the Cure®

_____ Enclosed, please find my check for \$ _____

I would like to make this gift:

_____ As a friend of the Affiliate

In Memory Of or In Celebration Of (circle one)

If donation is in memory of or celebration of, notify:

DONOR INFORMATION

Name _____

Address _____

Phone _____

Email _____

Please make checks payable to Susan G. Komen for the Cure St. Louis® and mail to Komen St. Louis Affiliate, P.O. Box 790129 Dept. SK, St. Louis, MO 63179-0129.