

KOMEN ATLANTA FACT SHEET 2010



KOMEN ATLANTA SERVICE AREA

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, which is the world's largest breast cancer organization and the largest source of nonprofit funds dedicated to the fight against breast cancer.

Komen Atlanta was founded in 1991 by an all-volunteer board. Komen Atlanta serves as a resource for those seeking opportunities for breast health education, screening, treatment and support and hosts several events and programs to raise awareness and educate the community about the benefits of early detection in the fight against breast cancer.

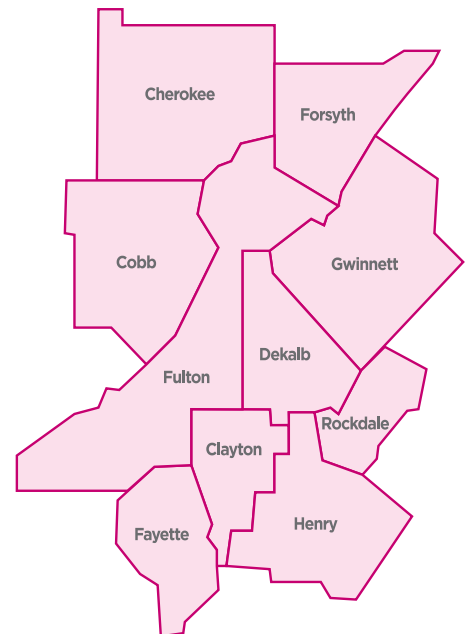
The Affiliate's ten-county service area includes more than 44 percent of the state's population, serving more than 4.1 million people.

The ten-county service area includes: Cherokee, Cobb, Clayton, DeKalb, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale counties.

VISION: *A World Without Breast Cancer*

MISSION: *To enable women to detect and survive breast cancer.*

PROMISE: *To save lives and end breast cancer forever by empowering people, ensuring quality care for all & energizing science to find the cures.*



Komen Atlanta raises funds that enable women to detect and survive breast cancer.

- Seventy-five percent of all funds raised by the Affiliate stay in Atlanta to fund community grants that provide screening, diagnostics, navigation, education and support.
- Twenty-five percent of funds raised support the national Komen Foundation Award and Research Grant Program.
- Since its inception, the Affiliate has raised over \$30 million for breast cancer research, local grassroots organizations, community agencies and support groups to help provide assistance to breast cancer patients and their families.

KOMEN ATLANTA RECOMMENDS THAT YOU:

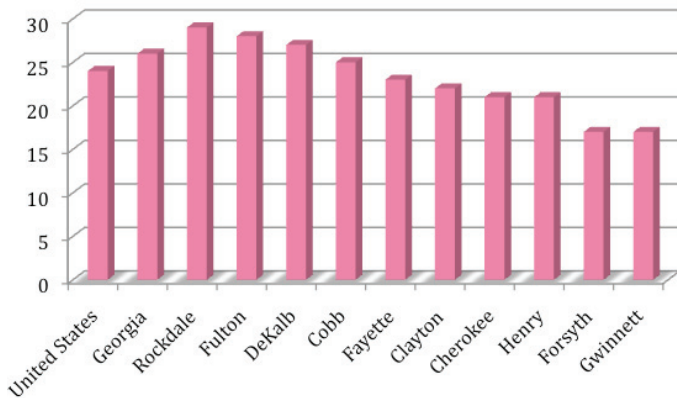
- Know your risk
-
- Get screened
-
- Know what is normal for you
-
- Make healthy lifestyle choices

For more information visit www.komen.org

BREAST HEALTH STATUS

Rockdale, Fulton and DeKalb counties have a mortality rate that is higher than both Georgia and the United States.

Mortality Rates per 100k

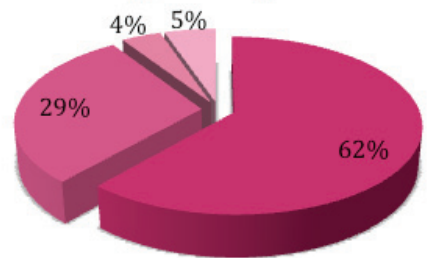


- THE FACTS -

Compared to the United States, Komen Atlanta's service area on average has nearly the same incidence and mortality rates.

Approximately 9.2 percent of breast cancer diagnoses in the Komen Atlanta service area are late stage diagnoses (stages III and IV).

Komen Atlanta Service Area Stage of Diagnosis



■ Stage I ■ Stage II ■ Stage III ■ Stage IV

Komen Atlanta's service area has an average breast cancer incidence rate that is slightly above that of Georgia.

Both the Komen Atlanta service area and Georgia have higher percentages of late stage diagnoses when compared to the United States.

Among women 40 years and older residing in the Komen Atlanta service area, 35.2 percent have not received a mammogram in the past 12 months. A survey conducted by Komen Atlanta revealed that the top barriers to receiving breast health screening services are the cost of services and fear.

Komen Atlanta's service area has an average breast cancer mortality rate lower than that of Georgia.

Geographic Scope	2009 Estimated Incidence Rate (per 100k)	2009 Estimate Mortality Rate (per 100k)
United States	118.69	23.61
Georgia	114.90	25.73
Komen Atlanta Service Area	118.51	23.94

Geographic Scope	Percent Of Late Stage Diagnosis (Stages III & IV)
United States	8.1%
Georgia	9.0%
Komen Atlanta Service Area	9.2%



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www.komenatlanta.org

Data Source: The Healthcare Business of Thomson Reuters © 2009. Greater Atlanta Demographic and Breast Cancer Data [Data file]. Retrieved September 15, 2010.

