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South Florida Affiliate of Susan G. Komen for the Cure® Bestows 1st Eleanor Goodman Spirit Award

*2011 Komen South Florida Race for the Cure® Consulting Chair Patti Abramson
Honored with Award Named for Mother of Susan G. Komen and
Nancy G. Brinker*

WEST PALM BEACH, Fla., (July 1, 2010) – The South Florida Affiliate of Susan G. Komen for the Cure® has awarded its highest honor, the newly created Eleanor Goodman Spirit Award, to Patti Abramson for sharing her extraordinary altruistic spirit, instilling stewardship and demonstrating passion for the Komen for the Cure cause of ending breast cancer forever.

Abramson, consulting chair of the 2011 Komen South Florida Race for the Cure®, is the first recipient of the award, created in honor of Susan G. Komen and Komen founder and CEO Nancy G. Brinker's mother, Eleanor Goodman, also known as "Ms. Ellie." Ms. Ellie instilled the importance of giving back to the community in her daughters at a very early age. The recipient of this award must instill the same altruistic spirit in their children as Miss Ellie did while stressing the importance of a passion for a cause.

"I'm deeply touched by this honor and hope it will inspire others to give back to their communities and to work persistently to reach their goals," said Abramson, also serving as the Pledge Program chair for the 2011 Race. "The Komen cause is a family mission that our children are involved in often without a choice. Teach them to give as a way of life. They will help strengthen our families – as well as our world."

Diagnosed with breast cancer five years ago, Abramson has been involved with the Race for about nine years – starting as a volunteer cheering on Race participants and stepping up her role after a close friend's diagnosis. She credits involvement with Komen for saving her own life, and for instilling the importance of early detection and yearly mammograms. As chair of the 2010 Race, her mission was to spread the message to groups including women under 40 who are being touched more frequently by the disease. Abramson, a buyer for Evelyn & Arthur, and husband Larry have three children. The Race is always a family event for Abramson and in 2009, her family participated in the Susan G. Komen Global Race for the Cure® in Washington D.C.

About 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 and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit

funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit komen.org or call 1-877 GO KOMEN.

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