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**The South Florida Affiliate of
Susan G. Komen for the Cure®
5th Annual Pink Ribbon Luncheon Educates to Eradicate
*Honorary Chair Couple to Share Battle to Pre-empt Breast Cancer***

BOCA RATON, Fla., (June 24, 2010) – The South Florida Affiliate of Susan G. Komen for the Cure® will present the 5th Annual Pink Ribbon Luncheon on Wednesday, Oct. 20 at the Woodfield Country Club in Boca Raton, featuring as Honorary Chair a couple who has struggled to outwit breast cancer before it could strike.

Lisa and Bob Marton, residents of Woodfield, are Honorary Chairs at this year's luncheon and breast cancer education seminar. Lisa is one of five subjects of a soon-to-be-released book, *Previvors*. In Lisa's case, the book documents the decisions and struggles she faced in her attempt to pre-empt breast cancer, a disease that claimed her mother and grandfather. The Martons will talk to the audience as a family affected by breast cancer and Lisa will be available to sign copies of *Previvors* along with the book's author Dina Roth Port, a fellow Woodfield resident.

"This isn't just a woman's disease, this is a family disease. We tend to exclude men when talking about breast cancer, but they too need to know the challenges associated with the disease," said Fern Duberman, who is event chair of the luncheon for the fifth year. "The luncheon is an educational forum that has successfully transcended gender and generational differences. Whether this is your first luncheon or your fifth, I encourage you to come out and support the Komen South Florida Affiliate in our mission to eradicate breast cancer forever."

The Pink Ribbon Luncheon, which will be held from 10 a.m. to 1 p.m., is expected to be a sold-out fundraising event attended by more than 450 people. Tickets are \$100 per person and event organizers recommend registering early. To register and for more information, or to learn about sponsorship opportunities go to www.komensouthflorida.org, or call Fern Duberman at 561-445-3172.

Last year, Susan G. Komen for the Cure® CEO and founder Ambassador Nancy G. Brinker spoke at the event, which raised \$92,000. This year's keynote speaker will be announced shortly. Seventy-five percent of the event proceeds will stay in Palm Beach, Martin and St. Lucie counties while the remaining 25 percent will go to cutting edge national breast cancer research. Funds are used for outreach and education, mammograms, diagnostic tests and treatment for the medically underserved.

Komen for the Cure was named the No. 1 most valuable non-profit brand and the charity people are most likely to donate to, according to the recent [2010 rankings](#) of non-profit organizations

from global market research firm Harris Interactive. Komen also ranked second among the most trusted non-profit organizations in America, behind St. Jude Research Hospital. The rankings examined 1,151 organizations.

In addition to Duberman, this year's committee members are: event Co-Chair Kathleen Bocek, Barbara Shashoua, Haddassah Yuster, Gary Pyott, Penni Fromm, Nina Greenfield, Eileen Gerstel, Francine Miller, Hermaine Raimi, Diane Danois, Joanne Applebaum and Marc Zum Tobel.

Braman Motorcars Palm Beach is the presenting Platinum Sponsor of the luncheon and Titan International Security Services and The Continental Group are Gold Sponsors. Event Studio Productions is a Silver Sponsor. Additional sponsorship opportunities are still available.

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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