



FOR IMMEDIATE RELEASE

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Hispanic 100 Foundation Partnering with Susan G. Komen Orange County for Community Outreach among Latina Women

San Clemente, CA- The Hispanic 100 Foundation, along with JoAnn Albers, Albers Consulting, LLC, have partnered with the Susan G. Komen Foundation in Orange County, California to embark on an educational outreach and mobile mammography initiative targeting Latina women. Latinas of Mexican descent are 61% more likely to be diagnosed with breast cancer at a late stage, placing them at increased risk of mortality due to breast cancer. Breast cancer, when diagnosed at an early stage, has a 98% survival rate, while late stage diagnosis has a 20% survival rate (Komen, 2014).

This program will strategically educate, motivate, and supply Latina women with resources to enable screening and detection in a tactical effort to identify a breast cancer diagnosis, and further provide applicable medical channels as necessary. "I am a supporter and donor of the Susan G. Komen Orange County Latina Initiative, as I truly believe that Latina women in need, living and working here in our community, should not go without quality breast screening when it is easily available to them through Susan G. Komen Orange County", JoAnn Albers.

This initiative will promote awareness of breast cancer early detection and increase mammography screening of rarely or never screened and high risk Latinas in Orange County, California. Convenient and quality breast health/cancer health education and screening services will be provided by bringing mobile mammography to trusted locations within the Orange County area. "Hispanic 100 and Susan G. Komen Orange County are partnering to improve the breast health of Latinas in Orange County", Ambrocía Lopez, Community Outreach & Education Manager.



Mario Rodriguez, Chairman of the Hispanic 100, “On behalf of the entire Hispanic 100 organization, we are honored to be working with such a reputable and distinguished organization; Susan G. Komen Orange County has brought great awareness to a very serious issue within the Latina population of Orange County, and we are delighted to be working alongside them in order to help remedy the problem.”

The first of three outreach events for 2015 has been scheduled as follows:

Saturday, May 2, 2015 Event: 10:00a.m.-2:00pm	Sign Ups for Onsite Mammography Screenings at store	Northgate Gonzalez Market Store #9 - 230 N Harbor Blvd Santa Ana, CA 92703
Thursday, May 7, 2015 Event: 2:00p.m.-6:00pm	Sign Ups for Onsite Mammography Screenings at store	Northgate Gonzalez Market Store #18- 770 S. Harbor Blvd., Santa Ana, CA 92703
Monday, May 11, 2015 Event: 9:00a.m.-12:00p.m.	Onsite Mammography Screenings at Store	Northgate Gonzalez Market Store #18- 770 S. Harbor Blvd., Santa Ana, CA 92703

For more information on this initiative or to lend your volunteer services, please contact Michelle Rose, Executive Director of the Hispanic 100, at michelle@hispanic100.org

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