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Breast Cancer Foundation Kicks-Off Tie a Ribbon Campaign in Paterson

For Immediate Release

PATERSON -- City Hall in Paterson will be “dressed in pink” on Thursday, September 29th, as the City kicks-off the Susan G. Komen Breast Cancer Foundation, North Jersey Affiliate’s Tie a Ribbon for breast cancer awareness month (October). The Affiliate’s Tie a Ribbon campaign was developed to increase visibility, awareness and the opportunity to deliver the life-saving message of early detection.

The Affiliate’s eight-foot long hot pink ribbons can be tied around trees in towns and neighborhoods, on school campuses, at local churches, businesses, banks and restaurants. Each ribbon is accompanied by a laminated “In Honor Of” hangtag to bear the name of an individual whose life has been touched by breast cancer. On the reverse side of the tag is the life-saving, 3-steps message to early detection: (1) monthly breast self-examination, (2) clinical breast examination and (3) annual screening mammography.

Paterson’s Tie a Ribbon campaign is being spearheaded by members of the 2005 Leadership Paterson class, who will be distributing the eight-foot long pink ribbons at Thursday’s kickoff. Leadership Paterson brings together community members, business representatives and residents of Paterson for a one-year series of workshops, which help to educate participants on the City’s culture, administration and services. Organized by the Chamber of Commerce, participants are encouraged to become more actively involved in the City by designing and implementing a community based project, such as Tie a Ribbon.

Mayor Jose “Joey” Torres and City Council President Kenneth Morris, among others, will join Kate Muldoon of the William Paterson Small Business Development Center and Deborah Belfatto, Komen Affiliate Executive Director, to tie the first pink ribbon to the pillar of City Hall. “Programs such as Tie a Ribbon”, said the Mayor, “save lives by increasing awareness of the value of preventative and primary care, which result in longer, healthier living and significantly impacts the cost of health care for all Americans.”

Since 1997, the Komen North Jersey Affiliate, which serves nine counties in northern New Jersey (Bergen Essex, Hudson, Morris, Passaic, Somerset, Sussex, Union and Warren) has awarded over \$6.2 million to community-based breast health education and breast cancer screening and treatment programs for the medically underserved. In addition, the Affiliate has contributed nearly \$2.8 million to the Susan G. Komen Breast Cancer Foundation Award and Research Grant Program.

The Susan G. Komen Breast Cancer Foundation was founded in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is the largest private funder of breast cancer research.