More than nine Minnesota women a day hear the words, "you have breast cancer" and nearly two Minnesota women die from breast cancer each day, we must fight to change this statistic. On October 5, 2019, Minneapolis St. Paul Business Journal is leading the charge by quite literally going PINK in support of Susan G. Komen Minnesota. We invite you to join us in making a statement by contributing to this worthy cause with an advertising message in support of Susan G. Komen’s local efforts to provide breast health services to those who could not otherwise afford them, as well as global efforts to fund cutting edge research towards a cure. A portion of every advertising message, offered at very special rates, will be donated to Susan G. Komen Minnesota to directly fund this worthy cause.

**SPECIAL EDITION**

**MSPBJ GOES PINK**

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CONTACT GINA SUNDEEN FOR MORE INFORMATION
gsundeen@bizjournals.com | 612-288-2131
WHY KOMEN?

1. The combination of science, education and direct help to people facing breast cancer has led to a 39% decline in mortality since 1989.

2. Komen has funded more breast cancer research over our history than any other nonprofit (more than $956 million to date second only to the U.S. government).

3. Komen focuses on supporting those with the fewest resources; uninsured, under-insured and low-income women and men unable to access care.

4. Education = Action: Komen and grantees educate people about breast cancer where they live, work, play and pray to empower them with information they need to make informed breast care decisions for themselves and as they advocate for others.

OUR MISSION

Save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

OUR GOAL

Reduce the current number of breast cancer deaths by 50% in the U.S. by 2026.

WHAT YOU CAN DO

- KNOW YOUR RISK
- GET SCREENED
- MAKE HEALTHY LIFESTYLE CHOICES
- KNOW YOUR “NORMAL”