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FOR IMMEDIATE RELEASE

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## **Amarillo Community Leaders to Be BigWigs for Susan G. Komen** *Community is invited to mingle with them at a celebration on Apr. 7 at BL Bistro*

AMARILLO—Residents of Amarillo soon will see nine local leaders wearing bright pink wigs to raise money to help fund critical local needs and to help Susan G. Komen reach its bold goal of reducing deaths from breast cancer by 50 percent in the United States by 2026. Each BigWig sets an individual fundraising goal for the campaign, which runs through April 7.

A celebration event featuring the BigWigs will take place on Friday, Apr. 7, from 5:30-7:30 p.m. at BL Bistro (2203 S Austin St). The community is invited to attend.

The 2017 BigWigs campaign is launching at the same time as the West Texas Affiliate of Susan G. Komen®. Komen Greater Amarillo and Komen Lubbock Area joined forces recently to expand their service area, increase their impact, and strengthen operations. Komen West Texas will serve the same 42 counties in the Panhandle and South Plains, plus an additional 20 counties in the South Plains and Permian Basin areas.

So, who are the Amarillo-based Komen West Texas BigWigs?

- Parie Donaldson – Parie Designs/The Bowery Warehouse
- Raymond Donaldson QA Claims Adjusting Services
- Jennifer Hoehn – 2016 Race Top Fundraiser
- Jackie Kingston – KAMR
- Karen Kreighauser –2012 Honorary Race Chair
- Lizzie Mason – ANB/BL Bistro/Hands On Amarillo
- Jerry McAffrey – Xcel Energy
- Tommy the Hacker & Angel Dee – Townsquare Media

For more information about the campaign, or to donate to the 2017 Susan G. Komen West Texas BigWigs campaign online, please visit [www.komenwesttexas.org/bigwigs](http://www.komenwesttexas.org/bigwigs).

### **About Komen West Texas**

Komen West Texas was formed in February 2017 when the Greater Amarillo and Lubbock Area affiliates joined forces to expand their service area, increase their impact, and strengthen operations. The new united affiliate will be called Komen West Texas and will serve 62 counties in the Panhandle, South

Plains, and Permian Basin areas. Together, they have granted out \$5.2 million to organizations in their communities to address the most critical local needs and almost \$2 million to the Komen national research program. As a combined force, Komen West Texas's mission is to meet the most critical local needs related to breast cancer and fund ground-breaking research to help meet our organization's goal: **to reduce the number of deaths from breast cancer by 50% by 2026.** For more information, go to [www.komenwesttexas.org](http://www.komenwesttexas.org) or call (806) 698-1900.

**About Susan G. Komen®**

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).

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