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FOR IMMEDIATE RELEASE

For more information, contact Jana Hunter  
[jana@komenwesttexas.org](mailto:jana@komenwesttexas.org), 206-913-3334

### **Susan G. Komen Greater Amarillo and Komen Lubbock Area Join Forces, Expand**

Komen West Texas will serve 62 counties in the Panhandle, South Plains, and Permian Basin Areas

AMARILLO and LUBBOCK—Susan G. Komen Greater Amarillo and Komen Lubbock Area are proud to announce they have 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 the same 42 counties in the Panhandle and South Plains, plus an additional 20 counties in the South Plains and Permian Basin areas.

Susan G. Komen’s mission is to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer. Last fall, Komen announced a new, organization-wide bold goal to reduce the current number of breast cancer deaths by 50% by 2026. To accomplish this goal, Komen and its Affiliates will be focusing heavily on investments in research for new early detection methods and treatments for aggressive and metastatic breast cancer, as well as addressing disparities in access to and timely utilization of quality breast cancer care to improve outcomes.

Komen Affiliates play a significant role in both of these strategic focus areas, as 25% of the funds raised locally are invested in Komen’s national research program, while the remaining 75% are used locally to make an impact through community granting and local breast health programs, determined through a comprehensive study of breast health and breast cancer needs in the Affiliate’s service area.

The move to Komen West Texas has the potential to increase efficiency and stewardship. By centralizing certain functions, allowing staff to develop specialties in responsibilities, and leveraging the volunteer leadership, grant-making relationships, and fundraising capacities of both organizations, the Affiliate can maximize its time, talent, and resources to make a bigger difference in the lives of its neighbors.

“By working together in a smart and strategic way, we strongly believe we will be able to improve our capacity to deliver on Komen’s mission and reach the new bold goal,” said Cindy Best, president of Komen West Texas.

Komen Greater Amarillo was established in 1991. Komen Lubbock Area was established in 1995. 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 research. The Affiliate will have its administrative office in

Lubbock and maintain the Amarillo office. The Komen West Texas board of directors is comprised of board members from each affiliate.

“Both organizations have a long history of serving people in their communities,” said Ashley Kelley, a Komen West Texas board member and former president of Greater Amarillo. “Our shared commitment to the women and men we serve will not change.”

Jana Hunter, executive director of Komen West Texas, said, “We are excited to have the same faces in Amarillo and Lubbock, same faces in our staff and volunteers, and because of that be able to fulfill our mission in even more places.”

#### **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).

#### **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.

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