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FOR IMMEDIATE RELEASE

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Lubbock Area Community Leaders to Be Susan G. Komen BigWigs *Community is invited to mingle with them at a celebration on Apr. 7 at TTU Innovation Hub.*

LUBBOCK—Residents of the Hub City soon will see seven 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 BigWigs, desserts, music, and pink wig-themed art will take place on Friday, Apr. 7, from 6-8 p.m. at TTU's Innovation Hub (3911 4th Street). 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 Lubbock-based Komen West Texas BigWigs?

- **Dr. Paul Anderson** – Radiation Oncologist, Covenant's Joe Arrington Cancer Center
- **Dr. Steven Berk** – Executive Vice President and Provost, Texas Tech University Health Sciences Center; Dean, School of Medicine
- **Laura Bryan** – Voice Talent, Digital Base Productions; Owner, Miss Laura's Imagination Station and Parents' Day Out
- **Calvin Davis** – District Director, US SBA Lubbock-West Texas Office
- **Brittany Escobar** – News Anchor, KLBK News
- **Murvat Musa** – Executive Director, Reese Technology Center
- **Dr. Robert Schmid** – Co-Owner and Surgeon, Lubbock Plastic Surgery Institute

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.

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 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 or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

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