

**FOR IMMEDIATE RELEASE:**

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### **National Western Stock To Support Susan G. Komen® Colorado at Tomorrow's Pink Rodeo**

**January 20, 2017 (DENVER, CO)** –Susan G. Komen Colorado is honored to partner with the National Western Stock Show to raise awareness and funds for the fight against breast cancer. This year's Pink Rodeo will be held on **Saturday, January 21 at 11:00 a.m. at the National Western Complex**. In celebration of 25 years of healing impact, the National Western Stock Show will **donate \$2.50 for every Pink Rodeo ticket sold using the promotional code KOMEN**.

One in seven women in Colorado will be diagnosed with breast cancer in her lifetime. Thanks to events like the Pink Rodeo, Komen Colorado is able to support a 22-county service area, helping Coloradans affected by breast cancer by funding critical resources including education, screening, diagnostics, and treatment.

There is still time to dust off your pink bandanas and purchase Pink Rodeo tickets! Simply visit <http://bit.ly/PinkRodeo> and enter the promo code KOMEN or call 303-295-2979. *\*This special price is not available to the general public, and all orders are subject to availability.*

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### **About Susan G. Komen Colorado®**

Denver-based Susan G. Komen® Colorado has invested more than \$42 million into 100+ Colorado-based non-profit health clinics, hospitals and community-based organizations to provide life-saving breast cancer care to those in need in 22 counties (Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Eagle, Garfield, Gilpin, Jefferson, Larimer, Logan, Morgan, Park, Phillips, Pitkin, Sedgwick, Summit, Washington, Weld, and Yuma). Komen Colorado's local investments have provided Coloradans with more than:

- 30,200 clinical breast exams;

- 48,500 mammograms; and
- 618 breast cancers diagnosed; and
- 2,070 treatment services (surgery, chemotherapy, radiation).

In addition, the organization has raised nearly \$15.2 million for ground-breaking research to understand risk-factors for the disease, treatment protocols, how the disease metastasizes, and evidence-based interventions to increase survivorship. Learn more at [www.komencolorado.org](http://www.komencolorado.org).

### **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).