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### **Joshua Cribbs, Fred Nance Named Members of Komen Northeast Ohio's 2010 Pink Tie Guys**

CLEVELAND, OHIO (July 9, 2010) - Susan G. Komen for the Cure® Northeast Ohio Affiliate will introduce its 2010 class of Pink Tie Guys at the organization's annual Power of a Promise event being held in May 12<sup>th</sup> at Windows on the River at 6:30 pm. These eight regional executives and celebrities have agreed to serve as Ambassadors for breast health throughout the coming year. By simply wearing the Komen pink ribbon tie at community events, the men hope to spark conversations about the important message of early detection: the best protection against deadly late stage breast cancer. This initiative is also aimed at engaging more men in the breast cancer movement, empowering them to be involved in women's health issues and raising awareness that men can have breast cancer as well.

The eight men were selected to represent the one in eight women who will be diagnosed with breast cancer in their lifetimes. This year's class includes: **Joshua Cribbs** of the Cleveland Browns, **Fred Nance** of Squires Sanders, State Senator **Kirk Schuring**, **Bill Koehler** of Key Bank; **Lee Giller** of B. Berger Inc.; **Steve Murray** of University Schools; **Wayne Dawson** of Fox 8; Dr. **Joseph Baar** of University Hospital Case Western Medical Center. Giller is a male breast cancer survivor and a strong advocate for Komen for the Cure.

During the event's program, Komen will also be recognizing key volunteers and supporters whose dedication and passion make the organization's work possible. Both long-term and new volunteers will be awarded for their contributions of time and talent to the fight against breast cancer. Recipients include Hermione Malone of University Hospitals Ireland Cancer Center, Rachel Stanley of Key Bank and Karen Ishler of Case Western Reserve University. Komen will also recognize Boaters for the Cure; a grass roots organization raising over \$10,000 annually to support the breast cancer movement..

## **About Susan G. Komen for the Cure Northeast Ohio Affiliate**

*Since 1994, the Komen Northeast Ohio Affiliate has raised \$17 million to provide funding and support to Northeast Ohio agencies working to create a world without breast cancer. The agencies provide mammograms and screening, breast cancer education and ongoing support to women, men, their families and friends. Up to seventy-five percent of the money raised locally funds programs in Northeast Ohio, and the remaining 25 percent helps fund the Susan G. Komen for the Cure National Research Grant Program. **Our vision is to create a world without breast cancer.***

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