



FOR IMMEDIATE RELEASE

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U.S.–SAUDI ARABIA PARTNERSHIP LAUNCHES PROGRAM TO COMBAT BREAST CANCER

**SAUDI CANCER SOCIETY, U.S. DEPARTMENT OF STATE, AND SUSAN G. KOMEN FOR THE
CURE LEAD FOUR-CITY TOUR TO HIGHLIGHT BREAST CANCER ADVOCACY TRAININGS**

RIYADH, Saudi Arabia – Today, the Saudi Cancer Society, Susan G. Komen for the Cure, and the U.S. Department of State announce the launch of the Course for the Cure™ program in Saudi Arabia. The beginning of the Course for the Cure™ program represents a major milestone of the US–Middle East Partnership for Breast Cancer Awareness and Research in Saudi Arabia, which is uniting leading breast cancer advocates from Saudi Arabia and the United States to reduce breast cancer incidence, increase early detection, and work together to find the cures.

Support for the Partnership has come from the highest levels of government in both Saudi Arabia and the United States, including Custodian of the Two Holy Mosques King Abdullah bin Abdul Aziz Al Saud, Her Royal Highness Princess Hessa Bent Tarrad Al-Sha'lan, His Royal Highness Prince Faisal bin Abdullah, honorary President of the Saudi Cancer Society, and Mrs. Laura Bush, First Lady of the United States. Through this innovative breast cancer advocacy training program, the U.S.-Saudi Partnership is continuing to build a platform for shared knowledge between the two countries.

In its initial phase, the Course for the Cure™ will be implemented in Riyadh, Jeddah, Qassim, and Dammam. The course, which has been adapted by the Saudi Cancer Society for use in Saudi Arabia, is designed to prepare advocates to: objectively assess the breast health and breast cancer needs of their communities; recruit, organize, and retain volunteers; build breast cancer awareness and provide education options for their community members and raise the funds needed to carry out their objectives. The Course for the Cure™ will help establish sustainable programs that educate the public and save lives. The Institute of International Education is the implementing partner, working on behalf of Komen for the Cure to ensure quality design, training and follow-up activities.

From February 23-27, 2008, representatives from the Saudi Cancer Society, the U.S. Department of State, and Susan G. Komen for the Cure/The Institute of International Education will be traveling to all four areas to promote trainings on the first of five total modules, “Community Profile.” In each location, trainings will be led by the Saudi Cancer Society’s Master Trainers. The five training



modules will be rolled out over the next five months and include sessions on Community Profiles, Volunteer and Organization Development, Awareness and Education, Fundraising, and Advocacy.

Breast cancer is the most prevalent cancer in the world today. Working hand-in-hand with Komen for the Cure, the world's largest grassroots network of breast cancer survivors and activists, the Saudi Cancer Society is committed to expanding breast cancer awareness and saving lives in the Kingdom through the Course for the Cure™. By capturing its 25 years of experience in advocacy, fundraising, and awareness-building in the Course for the Cure™, Komen has created a one-of-a-kind advocacy model. The US and Saudi Arabia have partnered to bring this program to the entire country.

Since the launch of the US-Middle East Partnership in the Kingdom in October 2007, awareness of the need for early detection and treatment has increased. The number of women receiving breast cancer screenings has increased dramatically. The Partnership will continue to support collaborative efforts in the areas of awareness, research, training, and community outreach to find the cures for breast cancer.

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The US–Middle East Partnership for Breast Cancer Awareness and Research is a direct response to calls from women in the Middle East who are leading the fight against breast cancer, as they seek to promote broader collaboration in research and the exchange of information on effective strategies to raise awareness of the importance of early detection, and to achieve wide distribution of information about treatment options.. The Partnership in Saudi Arabia unites the U.S. Department of State, the Middle East Partnership Initiative, Susan G. Komen for the Cure, and The University of Texas M. D. Anderson Cancer Center with King Fahad Medical City and the Saudi Cancer Society.

The Saudi Cancer Society is a non-profit, charitable organization supervised by the Ministry of Social Affairs. The Society's mission is to minimize the effects of cancer on the Kingdom's community. To accomplish this, the Society supports detection and treatment programs, encourages scientific research to identify the causes of cancer in the Kingdom, and contributes to the support of cancer awareness and prevention.

The U.S. Department of State, through support from the Middle East Partnership Initiative (MEPI), has brought the resources, experience, and the determination of the United States to bear in supporting this partnership. Since its founding in 2002, MEPI has set in motion more than 350 programs in 15 countries of the Middle East and in the Palestinian territories. Its partners include local and international non-governmental organizations, businesses, universities, international institutions, and, in some cases, the governments of the region themselves.

Susan G. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-800 I'M AWARE.

Institute of International Education (IIE), founded in 1919, is one of the world's most experienced global higher education and professional exchange organizations. IIE has long worked to implement leadership training programs, particularly through its close relationships with universities, government agencies, and NGOs dedicated to human capacity development. The Susan G. Komen for the Cure Global Initiative for Breast Cancer Awareness is managed by [IIE West Coast Center in San Francisco](#), California.