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For Immediate Release

Susan G. Komen Houston celebrates 30th Anniversary with inaugural More Than Pink™ Luncheon

Houston – March 13, 2020- [Susan G. Komen® Houston](#), kicked off its 30th anniversary with the inaugural More Than Pink™ Luncheon on Friday, March 6, 2020 at the Ballroom at Bayou Place. More than 300 Komen Houston supporters came together to celebrate the vision of Komen Houston’s founders and the tremendous impact the organization has had on the lives of countless women and families battling breast cancer in Harris and its surrounding six counties.

Chaired by Carrie and Jonathan Brinsden, who lost their sister to breast cancer in 2007, the luncheon honored the legacy of the late Eileen Campbell, a passionate volunteer and former board president of Komen Houston, whose personal experience with breast cancer inspired her to be a fierce advocate against the disease. It also featured keynote speaker and author, Heidi Floyd. Floyd, who was diagnosed with breast cancer while pregnant with her fourth child, has served as the “voice of the patient” for several organizations including Ford, Google, the U.S. Department of Defense and Susan G. Komen®.

“It is amazing that this local movement, started in 1990 by a small group of volunteers, has made such a global impact in the fight against breast cancer,” said Betsy Kamin, President of Komen Houston. Among its many contributions over the past three decades, Komen Houston has invested more than \$54 million through 65 community partners and 441 projects to fund screening, diagnostic and educational services throughout the Greater Houston area. In recent years, Komen Houston has also provided navigation services, direct patient assistance and informative conferences, like the South Central Metastatic Breast Cancer Conference, through its volunteers and staff.

“Today, we thank our founders for their foresight and commitment to creating the community of Komen Houston. We are definitely much more than ‘pink.’ This milestone anniversary enforces our commitment to our Bold Goal of reducing breast cancer deaths by 50 percent by 2026,” said Julie Voss, Executive Director of Susan G. Komen® Houston.

The More Than Pink theme carried throughout the pre-function area where Komen Houston highlighted thirty years of milestones graphically displayed on colorful banners representing the pillars that allow Komen to find breakthroughs for the deadliest breast cancers while ensuring all people receive the care they need.

Komen Houston saves lives locally while fighting breast cancer locally. Seventy-five percent of the funds raised stay in the Houston area to fund breast health screenings, treatment, services and education. The remaining 25% fund groundbreaking breast cancer research, both in Houston and across the U.S. Susan G. Komen® has invested more than \$1 billion in research and is largest nongovernmental funder of breast cancer research in the world.

Those celebrating with Brinsdens and Kamins included founders Gayle McMorrow and Marsha Eckerman as well as Eileen Campbell’s family members Doug Perley, Meghan Leggett and Kathleen Perley. Others in the crowd included Maria Bush, Clarence Cazalot, Cathy Cleary, Linda McReynolds, Jane Parker, Anne-Laure Stephens, Ileana Treviño, and Donna Vallone.

About Susan G. Komen® Houston

SUSAN G. KOMEN® HOUSTON is committed to saving lives locally and fighting breast cancer globally. Komen Houston is the only local breast cancer organization attacking the disease on all fronts through education, screening, treatment, support, advocacy and research and has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent by 2026. The organization serves women and men throughout Harris and its surrounding six counties battling breast cancer by removing barriers to care and eliminating health disparities.

If you would like to learn about volunteer opportunities or get information about the Komen Houston Race for the Cure® and other events, visit www.komen-houston.org or call 713-783-9188.

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