



## SAMPLE PRESS RELEASE

(PLACE OF WORSHIP) Holds Worship in Pink for Breast Cancer Awareness

(Date)

(City, State)— (PLACE OF WORSHIP) participated in the Worship in Pink program to help spread the message of breast cancer awareness and breast health to its congregation. The members were encouraged to wear pink to commemorate the congregation's survivors, (insert any other activity you had and would like to highlight).

The Worship in Pink program is a partnership with Susan G. Komen Central & Eastern Virginia in an effort to educate faith-based communities on the importance of breast health and healthier lifestyles. The Affiliate supplied (NAME OF CONGREGATION) with printed materials containing information on (Breast Self- Awareness, Mammography, Being a Co-Survivor, and Resources in the Community) to the attendees.

*(QUOTE FROM CONGREGATION LEADERSHIP ABOUT IMPORTANCE OF PARTICIPATING IN WORSHIP IN PINK)*

Worship in Pink

Faith based groups that are interested in the Worship in Pink program can contact Susan G. Komen Central & Eastern Virginia at [komenceva.org](http://komenceva.org) or 757-490-7794.