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## **PR Veteran Brings Expertise to the Board of Local Susan G. Komen Breast Cancer Foundation Affiliate**

*New PR & Marketing Chair brings nearly 20 years' experience to Florida Suncoast affiliate*

**Tampa, FL, June 29, 2006** — The Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation has elected Jan Luongo to serve as Marketing & PR Chair.

Luongo will direct strategic marketing and public relations efforts for the affiliate, including securing media partnerships, creating ads and PSA's, and promoting affiliate events to the media and general public. Luongo's firm, Alliance Communications, Inc. will help develop and execute all aspects of these efforts.

### **About Alliance Communications, Inc.**

A 10-year-old firm, Alliance Communications helps its clients be seen, heard and remembered through strategic integrated marketing, public relations and advertising. Led by Jan Luongo, the firm is located at 15310 Amberly Drive, Suite 215, Tampa, and can be reached at 813-978-1992. For more information, please visit [www.alliancecommunications.net](http://www.alliancecommunications.net).

### **About the Susan G. Komen Breast Cancer Foundation**

The Susan G. Komen Breast Cancer Foundation is fighting to eradicate breast cancer as a life-threatening disease. In addition to funding research, the Komen Foundation supports education, screening and treatment projects in communities around the world and delivers the life-saving message of early detection to millions of women and men.

Since 1999, Komen's Florida Suncoast Affiliate has grown to serve Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties. Seventy-five percent of funds raised by events like the annual Komen Race for the Cure<sup>®</sup> go directly to the community, with the remainder going to the national Foundation's research and awards program. In 2006, \$686,000 has been awarded to 16 grantees to support a variety of programs providing breast health education, clinical breast exams, screening mammography and diagnostic evaluations in the community.

For more information on the Florida Suncoast Affiliate of the Susan G. Komen Breast Cancer Foundation, please visit [www.komensuncoast.com](http://www.komensuncoast.com) or call toll free 877-506-6927. To learn more about breast health, breast cancer or the national Komen Foundation, please visit [www.komen.org](http://www.komen.org) or call the National Toll-Free Breast Care Helpline, 1.800 I'M AWARE<sup>®</sup> (1-800-462-9273).

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