



PHILANTHROPY NEWS

Komen O.C. receives Spirit of Innovation Award

The local nonprofit was the only affiliate out of 124 nationwide to garner the honor.

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Published: March 31, 2011 02:42 PM

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The Orange County Affiliate of Susan G. Komen for the Cure has garnered the Spirit of Innovation Award for its Pink Tie Guy initiative.



The local nonprofit received the honor during the organization's annual Susan G. Komen Leadership Conference in Fort Worth, Texas. Komen O.C. was the only affiliate to receive the award out of 124 nationwide.

The initiative was formed in 2005, and it engages area businessmen and helps raise breast cancer awareness in the Orange County community.

Each year, seven of Orange County's top business professionals are chosen as Pink Tie Guys. The number represents the figure that one in seven women in the area will be diagnosed with breast cancer in her lifetime.

Previous Pink Tie Guys include Wayne Pinnell of Haskell & White LLP; Dennis Kuhl of the Los Angeles Angels of Anaheim; Henry Walker of Farmers & Merchants Bank; and Wylie Aitken of Aitken Aitken & Cohn. There have been nearly 50 Pink Tie Guys since the program's inception.

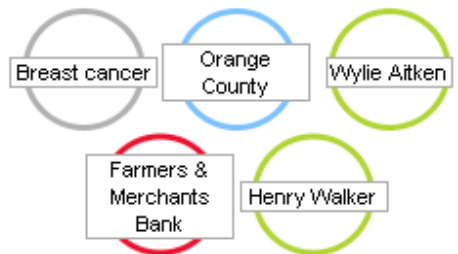
In addition to their role as advocates, Pink Tie Guys often offer financial support through sponsorships, underwriting, and in-kind and personal donations. In 2010, Komen O.C. received \$786,200, which will be used for breast cancer research and to further educate the public about breast health.

"The dedicated support of our Pink Tie Guys has helped tremendously in bringing breast cancer awareness to the forefront of the local business community," said Lisa Wolter, executive director of the local affiliate. "These exemplary business leaders understand the urgency of the disease and are providing resources – both personal and corporate – to support our work and research to find a cure."

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