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**FOR IMMEDIATE RELEASE**

**Susan G. Komen® Central Indiana  
Leads Program to Reduce Breast Cancer Disparities in Marion County**

*Peer-to-peer program Sisters in Pink partners with, educates African American women*

INDIANAPOLIS- In Marion County, African American women are less likely to be diagnosed with breast cancer, but up to 40 percent more likely to die from the disease.

Beginning in 2017, Susan G. Komen® Central Indiana is leading [Sisters in Pink](#), a peer-to-peer education program that seeks to help African American women in Marion County learn about breast health and breast cancer.

The program also helps these women access affordable screening and diagnostic services that can save lives, and ultimately reduce the breast cancer death rate disparity in Indianapolis.

“We are proud to implement the Sisters in Pink program here in Indianapolis,” said Komen Central Indiana Mission Director Stephanie Laskey. “We know the educators will have meaningful impact, not only on the disparity in breast cancer deaths in our city, but also in the lives of the individual women they are working with. We are grateful to the Anthem Foundation and Walgreens for their continued support that makes this program possible.”

In 2016, Susan G. Komen announced a bold goal: to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Programs like Sisters in Pink help Komen get closer to accomplishing this broad goal, while saving more lives locally.

Sisters in Pink has six trained health educators, three of whom are breast cancer survivors. Each educator is passionate about reducing breast cancer disparities and is available to lead free sessions in the upcoming months, recommended for groups of seven to 15 people.

Indianapolis native Rhonda Bayless leads the Sisters in Pink program.



"Sisters in Pink provides Black and African American women in Marion County an opportunity to learn medically accurate information and ask questions from women who look like them," Bayless said. "It's important this representation happens and it's important for women to have access to education and resources to stay healthy."

To host an educational session led by one of our trained educators, or for more information about the program, please contact Rhonda Bayless at [healthequity@komencentralindiana.org](mailto:healthequity@komencentralindiana.org).

### **About Susan G. Komen® and Komen Central Indiana**

In the fight to end breast cancer, we are central Indiana's locally led and empowered affiliate of Susan G. Komen®—a global organization whose name is synonymous with the cause. Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Susan G. Komen Central Indiana works locally to improve outcomes for those facing breast cancer throughout 41 counties in central Indiana. For more information, call 317-638-2873 or visit [komencentralindiana.org](http://komencentralindiana.org). Connect with us on Facebook at [facebook.com/komencentralindiana](https://facebook.com/komencentralindiana) and Twitter [@KomenCentralIN](https://twitter.com/KomenCentralIN).

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