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**SUSAN G. KOMEN® LOS ANGELES COUNTY'S FIRST-EVER
SPECIAL TV EVENT... "PINK RIBBONS CARING"
TO BE BROADCAST ON KCAL 9 AND STREAMED ON CBSN LOS ANGELES
DURING NATIONAL BREAST CANCER AWARENESS MONTH**

Sheila E. and Pete Escovedo Join Celebrity Lineup

Los Angeles, CA...For the first time ever, during October's National Breast Cancer Awareness Month, Susan G. Komen® Los Angeles County will hold a special television event, "Pink Ribbons Caring" on Saturday, October 3 from 6 to 8 PM with the goal of raising \$500,000 for Komen's Treatment Assistance Program.

"Pink Ribbons Caring" will be televised on Los Angeles station KCAL 9 and simulcast on CBSN Los Angeles, <https://losangeles.cbslocal.com/live/>.

The goal is to raise \$500,000 to meet the immediate needs of patients in Los Angeles County, through the organization's Treatment Assistance Program.

Pat Harvey, multiple Emmy award-winning KCBS/KCAL anchor, will co-host the event with **Samantha Harris**, an Emmy-winning TV Host, Author and Certified Health Coach, Komen's Los Angeles's 2017 Breast Cancer Survivor of the Year and a National Komen Celebrity Ambassador and **Ryan "Q" Quast** of Q Loves You.

Other notables who are scheduled to appear during the Telethon include:

- **Melissa Manchester** is a Grammy Award winner and long-time Komen supporter.

- **Sheila E.**, often referred to as The Queen of Percussion, has made a name for herself as one of the most talented musical icons over several decades. Born into a musical family, she has been influenced and inspired by her percussionist father Pete Escovedo; musical uncles Coke Escovedo, Alejandro Escovedo, Mario Escovedo and Javier Escovedo and godfather Tito Puente. Sheila's had a long successful career touring and recording for a variety of artists including Ringo Starr, Cyndi Lauper and Prince along with her own hits.

- **Pete Escovedo** is Sheila's father. They have released numerous albums together. Pete's also recorded with Santana, Boz Scaggs, Marvin Gaye, and Herbie Hancock as a legendary percussionist, producer and band leader and many others.

For "Pink Ribbons Caring," **Sheila E. and Pete** will be performing together with the band Reconstruction.

- **Kelly Osbourne** is known for *The Osbournes*, an Emmy Award winning show, for E's *Fashion Police* and *Dancing with The Stars*.

- Pro Football Hall of Fame icon **Brett Favre** and his wife, Deanna, who is a breast cancer survivor.

- Academy Award winner **Marlee Matlin**, named Best Actress for *Children of a Lesser God*.

- **Sandra Lee** is a multi-Emmy and Gracie Award-Winning internationally-acclaimed home life expert, advocate, activist and philanthropist, and *New York Times* and Amazon Best Selling author of 27 books.

- **Billy Vera** who tours the Los Angeles club scene with his band, Billy Vera and The Beaters. This Grammy Award winner is known for his #1 hit song, "*At This Moment*."

- **Raphael Alejandro** is a lead on the Disney Channel series *Bunk'd* where he portrays 'Matteo,' a cautious kid who is learning to face his fears while at Camp Kikiwaka. He'll also be seen as 'Zaqueu' in Disney's *Jungle Cruise* alongside Dwayne Johnson and Emily Blunt. He wants to raise awareness for breast cancer research as his mother is a survivor.

- **Matt Goss** is an actor, songwriter and musician, known for being the lead singer of the pop group Bros.
- **Dauzat St. Marie** is a Los Angeles-based singer/songwriter duo comprised of Mat Dauzat and Heather St. Marie. They were set to start the Chicago tour with Rick Springfield in June, with a portion of the proceeds going to support Susan G. Komen. The pandemic has postponed that. Heather St. Marie is a breast cancer survivor and vocal advocate for getting mammograms.
- **Summer Watson** is a British Classical Crossover Artist who has wowed the world with her incredible voice and powerful story. The chart-topping international vocalist has shared stages with the likes of Michael Bolton, David Tintera, Chris Botti and David Foster, and has performed for celebrities and royalty worldwide. Having beaten stage 4 breast cancer, Summer embraces the healing power of music. Her newest song ***Break the Silence***, about conquering and prospering through pain by channeling the warrior within us, is being released in October in commemoration of National Breast Cancer Awareness Month. Her full EP will be released this Fall.
- **Marky Lennon** is best known as the lead singer of the band, Venice, although his list of musical credits is lengthy and versatile.
- **Wendy Hammers** is an actress and producer, known for *Muffin Top: A Love Story*, *All My Children* and *Babe: Pig in the City*.

The TAP provides financial support for those going through treatment to cover related expenses that often serve as a barrier to receiving needed care, such as childcare, eldercare, transportation for treatment, portions of rent or living expenses, food, oral pain medication, durable medical equipment, oral chemotherapy and more.

This fund provides modest financial support to individuals in active treatment for breast cancer with an income at or below 250% of the Federal Poverty Level.

The demand for assistance regularly outpaces available funds. Yet due to the economic impact of the coronavirus, with rising levels of unemployment, more people than ever are likely to need assistance. Last year, TAP served nearly 4,500 individuals nationally, including 462 in California. It is estimated that a third of those in treatment for breast cancer in the U.S., may qualify for this assistance. Yet at current funding levels, Komen can only reach 6% of those who are eligible. The public's support will directly assist many of these vulnerable families now when they need help most.

Susan G. Komen Los Angeles County serves the nearly 10.1 million women and men across 88 cities. Each year, approximately 6,000 people are diagnosed with breast cancer across this area and more than 1,100 people die from the disease – that's about 21 people each week.

Tune in, enjoy the presentations, and give what you can. Call in that evening or go to <https://komenlacounty.org/TAP> to make a donation or text TAP to 44321.

About Susan G. Komen Los Angeles County:

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures.

Komen Los Angeles County is helping fuel research and support people facing breast cancer locally through a variety of direct patient-centered services and by collaborating with area providers to remove barriers and connect people to needed care. Through events like the **MORE THAN PINK Walk™** Komen Los Angeles County has invested \$10,535,590 in community breast health programs in Los Angeles County and has helped contribute to the more than \$1.1 billion invested globally in research. For more information, call 310.575.3011 or visit <http://komenlacounty.org>.

Link to event banner: https://spaces.hightail.com/space/dG7zxCSJLv/files/fi-d42d3949-4a6d-45df-9e9d-6a3db77ad67d/fv-dcfce58-e6ac-4985-ace4-1fbdeea6f1a1/sgkf_Tap%20Is%20Caring%20Billboard_1.jpg

Link to Pat Harvey's photo: <https://spaces.hightail.com/space/SFnfY11WD3/files/fi-c6c03626-9138-4f07-a2bf-fe6592487db9/fv-5f9aebd8-a057-4e87-a536-8511134965f9/pat-harvey-1200x800-2018.jpg>

Link to Samantha Harris's photo: <https://spaces.hightail.com/space/SFnfY11WD3/files/fi-cee677ef-7c6b-415d-84df-76176ddfba8c/fv-0acbf3b8-d4d2-4897-ba56-3dea3d9dc995/Samantha%20Harris%20Nature%20Headshot.jpg>

Link to "Q's" photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-f5e769d1-29a9-4216-b757-e49360ab63b6/fv-2586cb30-a091-4091-a15a-32429513b4d6/Nancy%20O'%20Dell.jpg>

Link to Melissa Manchester's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-a7762485-6764-4881-9c8d-8252bc0f1ee6/fv-34bf4091-c70c-4117-b75a-88fa35c1801b/Melissa%20Manchester%20Headshot2.jpg>

Link to Pete Escovedo and Sheila E.'s photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-fb843f1e-7510-4dfd-af6c-15a6a8444f92/fv-44ebba5-d22d-4e4b-b071-556acfc98d/SE%20and%20Pops.jpg>

Link to Kelly Osbourne's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-be16ddc2-9e8c-473a-8aec-9da310124b81/fv-219f5413-1090-40f2-b5bb-909292307ea8/Kelly%20Osbourne.jpg>

Link to Deanna and Brett Favre's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-2f8b4721-4eef-4fb6-908f-2fc7b45aa4cc/fv-d4ce08b7-1f34-4be7-a325-2192ad5ec126/Brett%20and%20Deanna%20Favre.JPG>

Link to Marlee Matlin's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-b655d6da-4e82-4bc1-8253-4f5ead55261f/fv-5f60be4a-7238-410e-ab58-2361a784f9f1/Marlee%20Matlin.jpg>

Link to Sandra Lee's photo: <https://spaces.hightail.com/space/SFnfYI1WD3/files/fi-280df509-d89d-4db2-a9b4-f872bc29659e/fv-cb16f25d-b470-4ffd-a782-7932f11a769e/Sandra%20Lee%20Headshot.jpg>

Link to Billy Vera's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-1d89bd1d-3e99-4f7b-9f27-5f3bc16c3fbd/fv-b538b287-5e6f-4c91-b194-d0799660b209/Billy%20Vera.jpg>

Link to Raphael Alejandro's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-7cbb9f91-e178-4cd2-9036-327f86431324/fv-8b7dd375-5602-48ff-96c0-856d59eeb6db/Raphael%20Alejandro%20headshot.jpg>

Link to Matt Goss's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-655144b0-db24-48a2-9438-65ed8b4cf632/fv-993554c9-87c4-4fb9-8cf3-6e0bf5f3e0ac/Matt%20Goss%20headshot.jpeg>

Link to Dauzat St. Marie's photo: <https://spaces.hightail.com/space/dG7zxCSJLv/files/fi-c3214f3e-9519-41e9-93e7-fbeb24a2a805/fv-ebfa3db6-be64-4217-a3ce-390e661697ed/DauzatStMarie-PressPhoto.jpg>

Link to Summer Watson's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-672ef100-0af4-44a4-990e-20e78c449beb/fv-4f593d7b-65fa-40b8-b650-c4f57b956036/Summer%20Watson%20Headshot.jpg>

Link to Marky Lennon's photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-1b6234b1-b35c-49c6-89cb-16ac338d28c6/fv-b7567950-e3c4-4d27-947d-bd51cc985dca/Marky%20Lennon.png>

Link to Wendy Hammers photo: <https://spaces.hightail.com/space/rF1pxqhVbt/files/fi-db445e37-844d-41a8-a99b-b2ad311d787c/fv-28f60aed-fb36-4f6e-a623-6950eb67ac43/wendy-hammers-12.jpeg>