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SUSAN G. KOMEN LOS ANGELES COUNTY'S FIRST EVER TELETHON TO BE BROADCAST ON KCAL 9 AND STREAMED ON CBSN LOS ANGELES DURING NATIONAL BREAST CANCER AWARENESS MONTH

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 telethon on Saturday, October 3 from 6 to 8 p.m. with the goal of raising \$500,000 for Komen's Treatment Assistance Program.

"TAP is Caring" will be televised on Los Angeles station KCAL 9 and simulcast on CBSN Los Angeles (available on CBSLA.com). The telethon is being sponsored by AutoNation.

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

Pat Harvey, multiple Emmy award-winning KCBS/KCAL anchor, will host the event.

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

- **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.
- **Melissa Manchester**-Grammy Award winner and long-time Komen supporter.
- **Sandra Lee**-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.

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.

About Susan G. Komen® and Komen Los Angeles County

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. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. Komen Los Angeles County is working to better the lives of those facing breast cancer in the local community. 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 \$920 million invested globally in research. For more information, call 310.575.3011 or visit <http://komenlacounty.org>.

Link to Pat Harvey 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 photo: <https://spaces.hightail.com/space/SFnfY11WD3/files/fi-cee677ef-7c6b-415d-84df-76176ddfb8c/fv-0acbf3b8-d4d2-4897-ba56-3dea3d9dc995/Samantha%20Harris%20Nature%20Headshot.jpg>

Link to Melissa Manchester photo: <https://spaces.hightail.com/space/SFnfY11WD3/files/fi-571fb13b-8509-4b72-a599-6d67c7173e38/fv-c5009e63-8186-4e5e-9f86-81e43a63d5ee/Melissa%20Manchester%20Headshot.jpg>

Link to Sandra Lee photo: <https://spaces.hightail.com/space/SFnfY11WD3/files/fi-280df509-d89d-4db2-a9b4-f872bc29659e/fv-cb16f25d-b470-4ffd-a782-7932f11a769e/Sandra%20Lee%20Headshot.jpg>