

MEDIA CONTACT: Michael Schug, IU Simon Cancer Center – w: (317) 278-0953; c: (317) 417-0709

START DATE: TBD

STOP DATE: TBD

ANNOUNCER COPY for PSAs

<Insert name of Medical Partner> in <insert name of city> to host Tissue Collection <insert date> for the Komen Tissue Bank at the Indiana University Simon Cancer Center

:30 Research has determined that more study of normal breast tissue is needed to further progress in finding better treatments for breast cancer or preventing the disease. <Insert name of Medical Partner> in <Insert city> will host a tissue collection event on Saturday, <Insert date>, for the Komen Tissue Bank at Indiana University. Healthy women ages 18 and older, from all ethnicities, with no signs of breast cancer are asked to donate breast tissue to help advance research. To schedule a donation appointment or to learn more, call 866-763-0047 or go to www.komentissuebank.iu.edu.

:60 <Insert name of Medical Partner> in <Insert city> will host a healthy breast tissue collection on Saturday, <Insert date>, for the Komen Tissue Bank at Indiana University the only tissue bank of its kind in the world. Healthy breast tissue samples from women of all ethnicities who are age 18 or older are needed. Researchers will be able to study the tissue samples to better understand the differences between healthy and cancerous tissue. This could lead to discovering new, effective breast cancer treatments or possibly help prevent the disease for future generations. Protect your legacy by donating a sample of your healthy breast tissue and help bring your loved ones closer to a world without breast cancer. To schedule a donation appointment, please call 866-763-0047, or go to www.komentissuebank.iu.edu.

:30 Breast cancer affects minority women differently than Caucasian women and is often more aggressive. Studying normal breast tissue from healthy women of all ethnicities will help researchers better understand the reason for these differences. Findings could help prevent the disease or lead to new treatments that can increase survival. You can help. Register for the <Insert date> breast tissue collection event at <Insert name of Medical Partner> in <Insert city>. To schedule a donation appointment, learn more or to volunteer, call 866-763-0047 or go to www.komentissuebank.iu.edu.

:20 African American women have the highest breast cancer mortality rate and are three times more likely to develop triple-negative breast cancer, one of the most aggressive forms of this disease. By studying normal breast tissue from healthy women, researchers hope to discover the reasons for these statistics, as well as help develop new treatments or prevent the disease. To schedule a tissue donation appointment, call 866-763-0047, or go to www.komentissuebank.iu.edu.

:30 Did you know Asian American women experience a lower breast cancer risk rate until they move to the U.S. when their risk rises to equal that of Caucasian women? Studying normal breast tissue from healthy women could help researchers understand these differences, and help develop new treatments or prevent the disease. To schedule a donation appointment or volunteer to help, please call 866-763-0047, or go to www.komentissuebank.iu.edu.

:30 Did you know Latinas tend to develop breast cancer at an earlier age than other groups, and also have a higher risk for triple-negative breast cancer? Studying normal breast tissue from healthy women of all ethnicities could lead to discovering the reasons for this statistic, and help develop new treatments or prevent the disease. Join us Saturday, <Insert date> as <Insert name of Medical Partner> in <Insert city> hosts a healthy tissue collection for the Komen Tissue Bank at Indiana University's Simon Cancer Center. To schedule a tissue donation appointment or to learn more, call 866-763-0047 or go to www.komentissuebank.iu.edu.

:15 Minority women of <Insert city>, protect your legacy. Donate your healthy breast tissue Saturday, <Insert date>, at <Insert name of Medical Partner>'s tissue collection for the Komen Tissue Bank at Indiana University. Help further breast cancer research. To schedule a donation appointment, call 866-763-0047 or go to www.komentissuebank.iu.edu

:30 Did you know that breast cancer affects minority women differently than Caucasian women? Studying normal breast tissue from healthy women of all ethnicities could help further breast cancer research. <Insert name of Medical Partner> in <Insert city> will host a healthy tissue collection on Saturday, <Insert date>, for the Komen Tissue Bank at Indiana University's Simon Cancer Center. To schedule a donation appointment or to learn more, call 866-763-0047, or go to www.komentissuebank.iu.edu

COPY FOR SOCIAL MEDIA POSTS

<Insert name of Medical Partner> in <Insert city> to host Tissue Collection <Insert date> for the Komen Tissue Bank at the Indiana University Simon Cancer Center

For Facebook, Instagram, or Website:

#1 Research has determined that we need to study normal breast tissue to further the progress of finding better treatments or a cure for breast cancer. The Susan G. Komen Tissue Bank at the IU Simon Cancer Center will hold a tissue collection event in <Insert city> on Saturday, <Insert date>th, at <Insert name of Medical Partner>, <Insert address of Medical Partner>. Healthy women with no signs of breast cancer are asked to donate breast tissue for research. Women belonging to racial and ethnic minority groups are especially encouraged to participate. For more information, or to schedule a donation appointment, please call 866-763-0047, or go to www.komentissuebank.iu.edu. *(link to flyer inserted here)*

#2 The Komen Tissue Bank will soon be in <Insert city> to collect healthy breast tissue for breast cancer research, on Saturday, <Insert date>th, at <Insert name of Medical Partner>, <Insert address of Medical Partner>. Protect your legacy by joining together with other women to donate your healthy tissue and increase the possibilities for future generations to experience a world without breast cancer. Women belonging to racial and ethnic minority groups are especially encouraged to participate. You must have an appointment to participate. For more information, or to schedule a donation appointment, please call 866-763-0047, or go to www.komentissuebank.iu.edu. *(link to flyer inserted here)*

#3 Did you know that African American women have the highest breast cancer mortality rate, and are three times more likely to develop triple negative breast cancer, one of the most aggressive forms? Or that Asian American women enjoy a lower breast cancer risk rate until they move to the U.S. when their risk rises to equal that of Caucasian women? Were you aware that Latinas tend to develop breast cancer at an earlier age than other groups, and also have a higher risk for triple negative breast cancer? Studying normal breast tissue from healthy women could lead to discovering the reasons for these statistics, and help develop new treatments or a cure. The Komen Tissue Bank will hold a tissue collection event in <Insert city> on <Insert date>th, at <Insert name of Medical Partner>, <Insert address of Medical Partner>. To find out how you can help, or to schedule a donation appointment, please call 866-763-0047, or go to www.komentissuebank.iu.edu. *(link to flyer inserted here)*

Targeting Hispanic Community: The Komen Tissue Bank (KTB) at Indiana University is the only biobank in the world that collects healthy breast tissue to be used as normal controls in breast cancer research. Breast cancer in Latinas is more often diagnosed at a later stage (when the disease is more advanced) than when found in non-Hispanic women, and is the leading cause of cancer death among Latinas in the U.S. Please protect your legacy by learning about and participating in this important, rewarding research. Call 866-763-0047 for more information www.komentissuebank.iu.edu. *(link to flyer inserted here)*

Komen Tissue Bank, en Indianapolis, es el único banco biológico que obtiene y almacena muestras de tejido mamario sano para ser utilizadas en la investigación del cáncer de seno. El cáncer de seno en Latinas es diagnosticado en una etapa tardía (cuando la enfermedad está muy avanzada) en comparación con mujeres no Hispánicas y se ha convertido en la principal causa de muerte entre las Latinas en Estados Unidos. Por favor protege tu legado aprendiendo y participando de esta maravillosa y satisfactoria investigación! Llame 866-763-0047 para más información www.komentissuebank.iu.edu. *(link to flyer inserted here)*

TWITTER – *check character counts after links are inserted*

Tweet 1: The IU Komen Tissue Bank will be in <Insert city> <Insert date XX/XX> to collect healthy breast tissue for breast cancer research *(link to flyer inserted here)*

Tweet 2: Minority women of <Insert city> protect your legacy! Donate your healthy breast tissue to the IU Komen Tissue Bank on <Insert date XX/XX> *(link to flyer inserted here)*

Tweet 3: The IU Komen Tissue Bank is holding a <Insert city> breast tissue collection event <Insert date XX/XX>- volunteers & tissue donors needed *(link to flyer inserted here)*