**FOR IMMEDIATE RELEASE**

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**Susan G. Komen Greater Detroit®, Launches New Campaign for Men's Health Awareness Month with Local Celebrity Advocates – “Men Get Breast Cancer Too”**

Detroit, MI — October 22, 2019 — Susan G. Komen Greater Detroit®, announced the launch of a new brand campaign focused on providing education and awareness on men’s breast health – “Men Get Breast Cancer Too”. The campaign, a collection of video PSA’s, emphasizes the importance of regular check-ups for men.

The “Men Get Breast Cancer Too” campaign is underway to bring awareness to the community and educate men on symptoms to look for, and the importance of early detection. Celebrity advocates including Former Mayor Dave Bing, Retired NBA Player Randy Henry, Detroit Police Chief James Craig, Macomb County Sheriff Mark Hackel, and others in the metro Detroit community serve as ambassadors to help bring more attention to the disease in men.

“Men don’t think of themselves as having breasts. For men, it’s their chest or their “pecs. So, it may come as a surprise to learn men are at risk of breast cancer. In the U.S., more than 2,600 new cases of breast cancer are diagnosed in men, and about 500 men will die from breast cancer each year”, said Jaye Sciullo, Executive Director of Komen Greater Detroit.

November is Men's Health Awareness Month, but efforts to bring attention to the disease take place all year. Susan G. Komen’s free, 6-week telephone support groups for men with breast cancer provide a safe place for men to discuss the challenges of breast cancer, get information and exchange support.

To learn more call the Komen Breast Care Helpline at 1-877-465-6636 Monday through Friday, 9AM to 10PM ET or email helpline@komen.org. For more information or to learn about local support resources, contact Komen Greater Detroit at (248) 234-8851 or e-mail info@komengreaterdetroit.org.

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**About Susan G. Komen®**

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 cure.

**About Komen Greater Detroit Affiliate**

Komen Greater Detroithelping fuel research, advocate for patients 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 across Macomb, Oakland and Wayne Counties. For more information, visit [**www.komengreaterdetroit.org**](http://www.komengreaterdetroit.org)