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CONTACT: Sophie Sureau
Komen Northeast Ohio Affiliate
Executive Director
440.488.1896
ssureau@komenneohio.org

SUSAN G. KOMEN FOR THE CURE NORTHEAST OHIO AFFILIATE
NAMES DONER AS AGENCY OF RECORD

Cleveland, Ohio - April 15, 2010 - The Northeast Ohio Affiliate of Susan G. Komen for the Cure has named Doner as its advertising agency of record following a competitive review. Doner will provide services for the development, implementation and production of all advertising and marketing activity for the pro-bono account. The agency will be responsible for developing materials to increase awareness and drive more participation for the organizations largest event, the Susan G. Komen Race for the Cure to be held on September 11, 2010. The organization hopes to build on their recent success after being recognized by their national organization as the Komen for the Cure 2010 Affiliate of the Year.

“Doner’s ability to present solutions to key challenges, project a vision that matched our strategic goals and demonstrate a passion for our cause made them the perfect choice,” said Sophie Sureau, executive director, Komen Northeast Ohio. “This partnership will allow us to advance our mission throughout Northeast Ohio in a new, revitalized way.”

“As the number one most valuable non-profit brand and charity people are most likely to donate to, it’s no surprise that we were impressed by their team’s vision and passion for finding a cure to this disease that touches so many,” said David DeMuth, Doner co-CEO, president. “We look forward to working to expand the participation and awareness of this great organization beyond Cleveland and the surrounding suburbs.”

First work, an integrated campaign supporting the September 11th race, is scheduled to launch this spring.

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, we have invested nearly \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated

to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit komen.org or call 1-877 GO KOMEN.

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About Susan G. Komen for the Cure Northeast Ohio Affiliate

Since 1994, the Komen Northeast Ohio Affiliate has raised \$17 million to provide funding and support to Northeast Ohio agencies working to create a world without breast cancer. The agencies provide mammograms and screening, breast cancer education and ongoing support to women, men, their families and friends. Up to seventy-five percent of the money raised locally funds programs in Northeast Ohio, and the remaining 25 percent helps fund the Susan G. Komen for the Cure National Research Grant Program. In 2010 Komen Northeast Ohio was named Affiliate of the Year by the national Komen organization. For more information about Komen Northeast Ohio, visit komenneohio.org.

About Doner

Doner, based in Southfield, Mich., is one of the largest independently owned advertising agencies in the world, with approximately \$1.5 billion in combined billings. The agency has offices throughout North America, as well as in London, and does business in more than 30 countries for clients including Mazda, Amazon.com, The Coca-Cola Company, ADT, The UPS Store, The Coleman Company, Bush Brothers and Sherwin-Williams. A full-service, performance-driven agency, Doner focuses on creating ideas that will have a demonstrable impact on its clients' businesses.