



PRESS RELEASE
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SUSAN G. KOMEN CHICAGO LAUNCHES AN EARLY DETECTION BREAST CANCER INITIATIVE IN THE CHICAGOLAND AREA AS PART OF ITS GOAL TO CUT BREAST CANCER DEATHS IN HALF BY 2026

In collaboration with Walgreens and Chicago-area healthcare providers, the organization takes on the challenge of motivating 100,000 Chicagoland women to get mammograms by the end of October

CHICAGO – Susan G. Komen Chicago has set a big, bold goal of helping reduce breast cancer deaths by 50% in the U.S. by 2026. In an effort to reach this momentous goal, one initiative the organization is embarking on is the [Rewards For Mammograms program](#), a collaboration with Walgreens and major healthcare providers in the Chicagoland area. As part of Rewards For Mammograms, Komen Chicago, along with its collaborators, have a program goal of encouraging at least 100,000 Chicagoland women to get mammograms by October 31, 2017.

Women who get a mammogram by October 31, 2017 from a participating healthcare facility will have the opportunity to be rewarded with 1,000 Walgreens Balance® Rewards points.* Walgreens will also donate \$1, up to \$30,000, to Susan G. Komen Chicago, for each valid program voucher redeemed in-store through October 31.**

“Susan G. Komen Chicago is excited to launch this ambitious initiative as we continue to drive awareness of the importance of mammography,” says Bonnie Gordon, Executive Director of Susan G. Komen Chicago. “With Rewards For Mammograms, we want Chicagoland women to know getting a mammogram is easy, but more importantly, it is vital as early detection is key in the fight to reduce breast cancer deaths in Chicago and the U.S.”

Today through October 31, participants can go to any participating healthcare facility, including all Chicagoland Presence Health Hospitals, to have a mammogram. From there, getting a mammogram and being rewarded for it is as easy as 1, 2, and 3 for program participants:

1. **Make an appointment with any participating Chicagoland healthcare facility**
 - For a list of participating Chicagoland facilities, participants can visit www.KomenChicago.org/Walgreens
2. **Complete an appointment**
 - Upon completion of the appointment, participants will receive a Walgreens Balance® Rewards voucher from their participating healthcare provider
3. **Redeem completed voucher at any Chicagoland Walgreens**
 - Participant must present a completed voucher by October 31, 2017 to receive 1,000 Walgreens Balance® Rewards points at checkout†

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“We’re proud to be a part of the Rewards For Mammograms program, and to have the opportunity to collaborate with Komen Chicago as it focuses on an aggressive goal to reduce breast cancer deaths in the community,” says Matt Farber, Walgreens Senior Director of Oncology Disease State. “Walgreens has long been committed to the cancer community, helping patients get access to medications, connect with valuable educational resources and manage prescription therapies – supporting them throughout their journey from screening and diagnosis to treatment and into survivorship.”

Congresswoman Robin Kelly (D-IL 2nd District), a supporter of the program, adds, “Mammograms and early detection are our greatest weapons in the fight against breast cancer. This remarkable program will help save lives by making mammograms accessible to all, especially those who have been historically medically underserved.”

For additional information or questions regarding the Rewards For Mammograms program, please visit www.KomenChicago.org/Walgreens or call Susan G. Komen Chicago’s headquarters at (773) 444 - 0061.

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About Komen Chicago: Susan G. Komen’s promise is to save lives and end breast cancer forever by energizing science to find cures, ensuring quality care for all and empowering people with knowledge. Komen Chicago donates 75 percent of net funds raised to community grants in the Chicago area and dedicates 25 percent to global research. For more information on Komen Chicago, please visit www.komenchicago.org.

*Offer valid 6/4/17 thru 10/31/17 with Walgreens Balance® Rewards card and completed redemption voucher in participating stores in Illinois, Indiana and Wisconsin. Must be a Balance® Rewards member to receive points. Limit one redemption voucher per card member. Points good on next purchase. Void if copied or transferred. Exclusions and restrictions apply to redeeming points. Complete Balance Rewards details at Walgreens.com/Balance.

** Between 6/4/17 and 10/31/17 for every valid program voucher presented and redeemed in store, Walgreens will give \$1, up to \$30,000, to Susan G. Komen Chicago.

†Participants must either be existing Walgreens Balance® Rewards members or sign up onsite at a Walgreens store to be eligible to receive the 1,000 points.