

Health Awareness

Getting Behind The Wheel To Fight Breast Cancer

(NAPSA)—A fleet of 25 eye-catching autos is getting patients, advocates and survivors revved up to fight breast cancer.

Breast cancer is the most frequently diagnosed cancer in women, with one out of eight developing breast cancer in her life. Additionally, approximately 3 million women in the U.S. are living with breast cancer—2.3 million who have been diagnosed and an estimated 1 million who do not yet know they have the disease.

Worse, more than 40,000 women died from breast cancer last year.

While the death rate of this disease has been declining due to earlier detection through screening, increased awareness and improved treatment, there's still a need for more research in hopes of finding a cure. Women coping with breast cancer can't do it alone—they need support from the community, friends and family.

The Ultimate Drive

Now in its 12th year, the BMW Ultimate Drive is a national grassroots fundraising program that gives community members the opportunity to be proactive in the fight to end breast cancer. A fleet of 25 specially-badged BMWs will travel to participating BMW Retail Centers, giving consumers the chance to get behind the wheel and help support breast cancer research and raise awareness.

"This program inspires community members to help us fight the most common disease among women," said Hala Moddelmog, president and chief executive officer of Susan G. Komen for the Cure.



Photo: Jim Sulley/NewsCast

PUTTING THE BRAKES ON BREAST CANCER: A fleet of specially-badged white BMWs hits the road in the 12th Annual Ultimate Drive Supporting Susan G. Komen for the Cure—a grassroots, fundraising program aimed to put the brakes on breast cancer. By December 2008, the Ultimate Drive will have traveled over 12 million cumulative miles.

For every mile driven during the event, \$1 is donated to Susan G. Komen for the Cure, the nation's largest source of nonprofit funds dedicated to the fight against breast cancer in the world. The program has raised more than \$11 million for the cause over the past 11 years, with the goal of donating an additional \$1 million this year.

The initiative will crisscross the country and money raised directly supports breast cancer research, education, screening and community outreach programs provided by the cause. The drive will continue through December 2008, encouraging community members to get behind the wheel and help contribute to the fight against breast cancer.

To see when the initiative will roll into town, call 1 (877) 4A-DRIVE or visit www.bmwusa.com and www.komen.org.