



HEALTH AWARENESS

Driving Home The Need For Breast Cancer Research

(NAPSA)—Thirty-six distinctive cars—checkered in silver and white—have started a dramatic cross-country trek, expecting to raise \$1 million and aiming to put the brakes on breast cancer.

The Sixth Annual Ultimate Drive for the Susan G. Komen Breast Cancer Foundation is a one-of-a-kind, grassroots fund-raising effort, made possible by a unique partnership with BMW and hundreds of thousands of drivers across America.

Now through November, the program (and the checkered cars) will travel across the country, hosting day-long fund-raising events, inviting communities to come out and test-drive a BMW. For each mile test-driven, BMW will donate \$1 to the Komen Foundation.

“The Ultimate Drive is giving people a much-needed feeling of control by putting them in the driver’s seat in terms of raising funds to combat this disease,” said Tom Purves, chairman and CEO of BMW North America, LLC. “We hope that through this powerful grassroots fund-raising effort, we can show the world that people from all walks of life are truly driven to give their all in the battle against breast cancer.”

As an added attraction, individuals will also have the opportunity to enter a contest—through a \$10 donation—for a chance to win a BMW M5 autographed by Madonna. Both Madonna and the car were featured in “Star,” a film made for BMW as part of “The Hire,” a series of long-playing commercials starring British actor Clive Owen.



Once again, BMW is steering its way toward raising funds for breast cancer research.

“BMW’s efforts to raise awareness of the disease, as well as the funds necessary for much-needed research, make them exemplary corporate citizens, and role models for other companies who want to truly make a difference in this vital global health issue,” said LaSalle D. Leffall, Jr., M.D., chair-elect of the board of directors of the Komen Foundation. “We are also very appreciative of Madonna’s efforts to bring attention to the Ultimate Drive.”

The Susan G. Komen Breast Cancer Foundation is an international organization with a network of volunteers working through affiliates to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Since its inception in 1982, the Foundation has awarded more than \$68 million in research grants.

For breast health and cancer information, call 1-800-I’M-AWARE or visit the Komen Foundation’s Web site at www.breastcancerinfo.com. For more information about the Ultimate Drive, visit the Foundation’s home page or www.bmwusa.com.