



**The Susan G. Komen
Breast Cancer Foundation**

Louisville Affiliate

Komen Louisville
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FOR IMMEDIATE RELEASE

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**BMW ULTIMATE DRIVE TO BENEFIT THE SUSAN G. KOMEN BREAST CANCER FOUNDATION
COMES TO SAM SWOPE BMW**

BMW - The Ultimate Drive (tm) Date: Friday, June 23, 10 a.m. – 5 p.m.

Location: Sam Swope BMW, #3 Swope AutoCenter

Louisville, KY, June 23, 2006 - For the tenth year, BMW of North America, Inc. has joined forces with the Susan G. Komen Breast Cancer Foundation in its mission to eradicate breast cancer as a life-threatening disease. The Ultimate Drive is a nationwide breast health awareness campaign where participants are invited to test-drive a new BMW. For each mile driven, BMW will contribute \$1 to the local Susan G. Komen Breast Cancer Foundation to support breast cancer research, education, screening and treatment programs. BMW's goal in 2006, as was achieved from 1997 through 2005 is to generate 1,000,000 test miles, therefore contribute \$1 million to the Foundation. A fleet of 18 2006 silver specially decorated BMW's will travel to Sam Swope BMW on Friday, June 23 for the event. Qualified participants drive the BMW of their choice on a pre-determined course. During the opening lap at 10 a.m. local breast cancer survivors will drive the BMW's.

As part of the festivities, one local hero will be honored for her work in the fight against breast cancer. This year's honoree is 16-year old Rachel Helson, a recent graduate of Louisville Collegiate and a community leader in the fight against breast cancer.

There is no cost for anyone to test drive. Drop-ins welcome. Age 21 with valid driver's license required. The event goes from 10 a.m. to 5 p.m. with the last test drive approx. 4:30 p.m.

About the Susan G. Komen Breast Cancer Foundation – The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of more than 75,000 working through local Affiliates and events like the Komen Race for the Cure to eradicate breast cancer as a life threatening disease. A global leader in the fight against breast cancer, the Foundation fulfills its mission through support of innovative breast cancer research grants, meritorious awards and educational, scientific and community outreach programs around the world. Together with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised nearly \$700 million for the fight against breast cancer. Representatives from the Louisville Affiliate will be at the BMW Ultimate Drive to distribute free literature on breast health.

For more information regarding the event, breast health or breast cancer, call 584-CURE or log onto www.komenlouisville.org.

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