



**FOR IMMEDIATE RELEASE**

Sean Tuffnell  
Susan G. Komen®  
972-855-4382  
[press@komen.org](mailto:press@komen.org)

**SUSAN G. KOMEN® ANNOUNCES GRAMMY AWARD WINNING ARTIST, MONICA, AS  
AMBASSADOR FOR  
HEALTH EQUITY; “KNOW YOUR HISTORY, KNOW YOUR RISK” CAMPAIGN**

***The Songstress Will Share Key Breast Health Information Across Her Platforms***

**DALLAS, TEXAS – January 29, 2021 – [Susan G. Komen®](https://www.susangkomen.org)**, the world’s leading breast cancer organization, today announced that Grammy award winning artist, Monica, and her nonprofit, The BeHUMAN Foundation has agreed to partner with the organization as an ambassador focused on Komen’s work to achieve health equity for Black women.

Komen’s partnership with Monica will initially focus on a new resource the organization is launching in honor of Black History Month – “Know Your History, Know Your Risk,” a campaign that seeks to help empower Black women to take charge of their breast health and inspire meaningful conversations with family, friends and healthcare providers about their breast cancer risk. Future efforts will include additional community outreach initiatives and fundraising to support Komen’s health equity work. Monica also supported Komen this past October, lending her vocals to the hit song PINK, an all-star collaboration also featuring Dolly Parton, Jordin Sparks, Rita Wilson and Sara Evans.

“I am excited to join with Susan G. Komen on this campaign and to work towards achieving health equity in our health care system,” said Monica. “While we can’t control whether we develop breast cancer, working together we can change what happens if we are diagnosed. It starts with knowing your family history and breast cancer risks.”

“Know Your History, Know Your Risk” is an integrated, multi-channel campaign to provide Black women with information they need to understand and take charge of their breast health. It includes trustworthy information regarding breast cancer screening, diagnosis and treatment; tools to understand risks and family history; guidance for genetic testing; and questions to ask your doctor.

“We are thrilled to partner with Monica and The BeHUMAN Foundation on this critically important effort,” said Paula Schneider, Komen’s president and CEO. “Black women face a trifecta of issues that negatively affect their breast cancer outcomes. Together, we can change this.”

Black women are often diagnosed at a younger age, at a more advanced stage and with a more aggressive, harder to treat subtype of breast cancer. Combined with systemic issues that serve as barriers to care, Black women are 40 percent more likely to die from breast cancer than white women. Komen believes that addressing the systemic and underlying causes of health inequity in our country is a social imperative. In order to ensure Black women have equal access to timely, high-quality risk assessment, screening, diagnostic and treatment services, we provide resources that support and empower people to understand their family history and breast cancer risk.

Visit [komen.org/knowyourhistory](https://www.komen.org/knowyourhistory) to access resources and information to learn more about how one’s family health history may impact a person’s risk of developing breast cancer.

###

**About Susan G. Komen®**

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).