

IMRE ADDS KOMEN MARYLAND TO HEALTHCARE PRACTICE

BALTIMORE, MAY 25, 2010 – [IMRE](#), a full-service marketing agency, today announced the addition of The Maryland Affiliate of Susan G. Komen for the Cure® to its client portfolio. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find cures.

IMRE was selected from a competitive field of public relations agencies from around the state to lead public relations, media relations and on-site media support for Komen events throughout Maryland. The agency will play a significant role in providing strategic support for the 2010 Susan G. Komen Maryland Race for the Cure® in October. IMRE is conducting the work pro bono. As such, the entire agency will participate in the planning and implementation of this year's event to continue its ongoing support for the organization.

"We are excited to be working with IMRE to further raise awareness of The Maryland Affiliate of Susan G. Komen for the Cure and breast cancer research," said Robin Prothro, executive director, Komen Maryland. "We chose IMRE for their deep experience in healthcare and proven ability to produce results. We also appreciated their clear passion for our organization and our cause."

IMRE will also work actively with Komen Maryland's 2010-2011 grantee recipients to provide media counsel to the 27 programs across the state of Maryland that were awarded grants totaling \$2.2 million for their direct and supportive breast health service programs.

"IMRE is honored to have been chosen from a competitive pool of applicants as public relations partner to The Maryland Affiliate of Susan G. Komen for the Cure," said Michael O'Brien, senior vice president and healthcare practice leader at IMRE. "Nearly everyone has been affected by breast cancer in some way. As an agency, we look forward to working with Komen Maryland to increase awareness and to do our part in contributing to the cure."

ABOUT SUSAN G. KOMEN FOR THE CURE®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure®, the organization has invested more than \$1.5 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit www.komen.org or call 1-877 GO KOMEN.

ABOUT IMRE

IMRE is an agency of marketing experts serving business-to-business and business-to-consumer clients in the healthcare industry. IMRE specializes in shaping consumer perception and inducing behavior change for healthcare brands and associations that include Pfizer, MedImmune, XLHealth, LifeCell, Nutricia, Johns Hopkins Medicine, Erickson Living and the American Dental Association. Services include marketing, social marketing, digital, public relations and advertising. For more information, visit www.imrehc.com, www.healthintelblog.com or www.twitter.com/@HealthIntel.