



MINORITY WOMEN AND MEN FIGHTING BREAST CANCER

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For Immediate Release:

**KCET PAYS TRIBUTE TO BLACK HISTORY MONTH
& AWARDS AN UNSUNG HERO**

LOS ANGELES, CA (February 24, 2006) - In honor of Black History Month, KCET has selected Denise Roberts, Founding President of The Denise Roberts Breast Cancer Foundation (TDRBCF) Women and Men of Color Fighting Breast Cancer, to be featured throughout the month of February as an Unsung Hero. Every year KCET recognizes and pays tribute to silent soldiers, who uplift their communities or simply raise the spirits of another individual with valor and humility.

On February 16, 2006, KCET and Washington Mutual presented the Unsung Hero Award to Mrs. Roberts for her efforts in the fight against Breast Cancer and her ability to help the underserved communities through breast health education, free mammograms and counseling. "I am extremely honored to receive the Unsung Hero Award and will continue to fight this dreaded disease and always provide help and care to those in need" said Roberts.

This year, TDRBCF is approaching its seventh year of impacting Los Angeles County and surrounding areas through breast health education, breast screenings and support with Denise Roberts at the forefront, blazing the trail as an eighteen year breast cancer survivor.

TDRBCF is busy preparing for their annual Founder's Day, "Light At The End Of The Tunnel," held at the House of Blues, Sunset Strip on Sunday, April 30, 2006. This event helps to raise money for the underserved communities and supports breast health education and early detection through breast screening.

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