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**FORMER FIRST LADY, BREAST CANCER SURVIVOR BETTY FORD
TO SERVE AS HONORARY CHAIRWOMAN FOR LIFE EVENT**

PARAMUS, N.J., (May 6, 2008) — For the ninth consecutive year, former first lady and breast cancer survivor, Betty Ford, will serve as Honorary Chairperson of the annual LIFE (LPGA Pros in the Fight to Eradicate Breast Cancer) Event.

The single-day golf event, which benefits the Cancer Institute of New Jersey (CINJ) and the LPGA's official charity, Susan G. Komen for the Cure, will be held at the Ridgewood Country Club in Paramus, N.J. on May 19.

Ford has served as Honorary Chairwoman since the event's inception in 2000.

Diagnosed with breast cancer in 1974, Ford became an advocate for increased awareness and early detection, both critical to beating the disease. Her candor about her illness and treatment has increased the nation's awareness of breast cancer and the importance of good breast health practices.

To further her mission, Ford established the Betty Ford Breast Cancer Services and Breast Cancer Multispecialty Clinic, which promotes prompt and proper screening and prevention to reduce the risk of life-altering cancers.

Additionally, in 1982, when Nancy Brinker founded the Susan G. Komen Breast Cancer Foundation in memory of her sister, Ford served as co-chairman.

Ford is also known for establishing the Betty Ford Center in Rancho Mirage, Calif., to assist women, men and their families in the starting process of recovery from alcohol and drug addiction. Today, it is regarded as the premier treatment facility in the nation.

Ford, now 90 years old, lives in Rancho Mirage.

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