



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

### **PEGGY LLEWELLYN NAMED CELEBRITY SPOKESPERSON TO COMBAT BREAST CANCER**

*- Divas For A Cure Dedicated to Motorcycle Riding for Awareness and a Cure-*

**(SAN ANTONIO, Sept. 10, 2009)** - - NHRA Pro Stock Motorcyclist Peggy Llewellyn has been named celebrity spokesperson for Divas For A Cure (DFAC), to promote breast cancer awareness in Black and Latina/Hispanic communities.

"I am honored and excited to serve as spokesperson for Divas For A Cure," explains Llewellyn. "It takes two of my passions, which are motorcycles and reaching out to my community, and use them to raise awareness of breast cancer."

Divas For A Cure (DFAC) is a national service-based nonprofit organization dedicated to raising cancer awareness through early detection, education, screenings and supporting research for eradicating cancer among women, specifically Black and Latina/Hispanic. The organization is unique in that its African-American and Latina women ride motorcycles across country to raise funds and awareness throughout the year and participate in their signature fundraiser, **Divas For A Cure Breast Cancer Motorcycle Run**.



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## **Page 2 – Llewellyn/Divas For A Cure Spokesperson Announcement**

Lead by Founder/President and breast cancer survivor, Jan Emanuel-Costley, the four-year organization, supported by Harley-Davidson, clocked over 22,000 miles across the United States for the cause and donated over \$110,000 to MD Anderson Cancer Center at the University of Texas, where DFAC has a dedicated treatment room.

In past years, Divas For A Cure has enjoyed the support of such celebrities as Award-winning, Bestselling African American Authors Nina Foxx and Eric Jerome Dickey, International Male Supermodel and Actor Tyson Beckford, Comedian and Actor Joe Torry, and Hollywood Stunt Man and former Dancer Lionel Douglass.

"We are extremely excited to have Peggy Llewellyn as the 2009-2010 Divas For A Cure Celebrity Spokesperson," said an elated Emanuel-Costley. "Our association will help launch us to a new level. Combining our efforts will truly give greater value to our motto *Passion With A Purpose.*"

According to the US Dept. of Human and Health Services, breast cancer is the second leading cause of death among Black and Latina woman, making it the most commonly diagnosed and most likely form of cancer to lead to death in both groups because it is often diagnosed in later stages.

Llewellyn said, "The Black and Hispanic communities are less informed; therefore, it is the highest incident rate of the disease. Being of Mexican and Jamaican descent, I want to make sure the message is out there about early detection and education."

Her spokesperson role will begin October 1, 2009 and last for one year.

Llewellyn, is the first woman of color in the world to win a professional motorsports event. Winning at the NHRA POWERade Dallas 2007, she earned an appearance in the inaugural Countdown to 4 and Countdown to 1, giving her a finish in the POWERade top five in standings where she recorded her post-career-best time and speed.

The three year professional motorcyclist ran an abbreviated season in 2008 where she advanced to the semifinals in Denver, finishing the season qualifying five of six races. Llewellyn looks to return to the NHRA circuit for the remainder of the 2009 NHRA season in September.

Named 2009 Female Athlete of the Year by The Elements of a Champion Foundation for displaying extraordinary character on and off the racetrack, Llewellyn is dedicated to her community through actively being involved with Women's Sports Foundation's Go Girl Go! and independently promoting the sport of motorcycle racing, physical fitness education, and following dreams to young girls.

For more information, visit [www.peggyllewellyn.com](http://www.peggyllewellyn.com) and [www.DivasForACure.org](http://www.DivasForACure.org).

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