

# frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Third Quarter 2004

## Can Aspirin Prevent Breast Cancer?



The role of inflammation in breast cancer is a subject of intense study, specifically the role of the inflammatory enzymes COX-1 and COX-2 and drugs that act as COX-2 inhibitors in several cancers, including breast cancer. Anti-inflammatory drugs, including aspirin, have shown promise in the treatment of cardiovascular diseases and are currently being studied in the reduction of colon and breast cancer.

Aspirin was the focus of a recent research report published in the May 26, 2004, *Journal of the American Medical Association*. Aspirin and ibuprofen are part of a group of anti-inflammatory drugs called non-steroidal anti-inflammatory drugs (NSAIDs).

COX-1 is present in normal cells. In the inflammatory process the COX-2 enzymes are abundant. COX-2 has been found to be associated with some cancers, including breast cancer. As a part of the inflammatory process, COX-2 increases the production of prostaglandins. Prostaglandins increase the production of estrogen and estrogen can contribute to increased breast cancer risk.

Because COX-1 is present in cells in the lining of the stomach and digestive tract, drugs that block both COX-1 and COX-2 can result in irritation and bleeding from the gastrointestinal tract. Aspirin is an example of this type of drug, as are ibuprofen and other NSAIDs. COX-2 specific drugs, including celecoxib, rofecoxib and valdecoxib, do not typically have gastrointestinal side effects associated with them.

### inside

Taking the Road Less Traveled	2
Molecular Imaging	3
Komen Affiliate News	5
Lee National Denim Day®	7
2004 Breast Cancer 3-Day Schedule	7
Partners in the Promise	8
Capitol Hill Update	10
Foundation Hosts 2004 Mission Conference in NYC	11
Komen Champions for the Cure™	11
Volunteer Spotlight: Neel Stallings	12
Discovery Health Recognizes Scientists	12
New Co-Survivor Program Previewed	13
College Tour Kicks Off	13
Komen Race for the Cure® Series Quilts of Inspiration™	14
New Educational Materials Available	15
Your Donation Can Help	15
Komen Link	16

Alfred Neugut, M.D., Ph.D., and Mary Beth Terry, Ph.D., along with a team of investigators at Columbia University, reviewed data for the period of August 1996 to July 1997 for 1,442 women (average age of 59) who had in situ (the disease was confined and had not spread) and invasive breast cancer. They compared them to 1,420 women without breast cancer. These women were a part of the Long Island Breast Cancer Study Project, funded by the National Cancer Institute (NCI). Regular use of aspirin was defined as once per week use for at least six months. The analysis of this group revealed:

- Regular weekly use was associated with a 20 percent reduction in breast cancer risk.
- Regular use of at least seven aspirin per week was associated with a 28 percent reduction in breast cancer.
- In this study, frequency of use was more important than duration of use.
- Aspirin showed more effects than ibuprofen. Acetaminophen, which has no anti-inflammatory properties, did not show any protective effects.
- Hormone-receptor positive cancers, but not hormone-receptor negative cancers, demonstrated a reduction in risk.

(continued on page 4)



Carol Fabian, M.D.

### Q&A with Carol Fabian, M.D.

Dr. Fabian is professor of internal medicine and director of the Breast Cancer Prevention Center at the University of Kansas. She currently receives funding from the Komen Foundation for her work in the area of risk and prevention.

#### What is inflammation?

Inflammation is a general term for reactions occurring after tissue injury, infection or immune stimulation. Inflammation often involves several biologic processes also important in the promotion and development of breast cancer. These include: 1) an increase in proliferation of some cell types; 2) an increase in new blood vessel formation; 3) an increase in the leakiness of blood vessels to allow cells to migrate into the injured tissue; and 4) a change in the adhesiveness of certain cells.

(continued on page 4)

# Taking the Road Less Traveled

By Susan Braun, Komen Foundation President and CEO



Susan Braun

*I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I –  
I took the one less traveled by,  
And that has made all the difference.*

— Robert Frost

More than two decades ago, two sisters faced a choice between two roads that diverged. For Nancy Brinker and her sister Suzy, one road led to despair and apathy, the other to hope and a promise. After Suzy's death, Nancy Brinker chose the road of hope and promise — the promise to find a light in the darkness and a way to eradicate breast cancer as a life-threatening disease.

Ever since, the Komen Foundation has taken the “road less traveled by.” And every step of the way, we have been driven by the same spirit of discovery that has inspired pioneers before us — daring to be different, taking risks, looking beyond the horizon, pushing the boundaries of what we know, plunging ahead into the unknown, defying the skeptics and dreaming of new worlds.

We are pioneers, trailblazers. And that, as Frost wrote, “has made all the difference” for women across America. Today, a breast cancer diagnosis is no longer a death sentence. Fewer women are dying of breast cancer each year. New drugs and treatments are improving both the quality of patient care and the quality of life for survivors. And hope continues to grow.

In addition, a universe of organizations has placed its focus on the issue of breast cancer. “The road less traveled” has grown quite crowded. A disease that was once never spoken of in public is now mainstream. And so, once again, “two roads diverge,” and once again, the Komen Foundation faces a choice. Do we stay the course, keeping to our original path? Do we continue to ask the same questions, fund similar research, pursue the same leads? Or, like the pioneers we have always been, do we take to the “road less traveled”?

For us, the choice is clear. We will remain faithful to our heritage — moving out in new directions, peering where others dare not look, going where others fear to tread. And in the journey ahead, we will be guided by the wisdom of what we know and the humility of what we don't know.

## What We Know: Amazing Scientific Advances

We have made tremendous strides in what we know about the complicated puzzle that is breast cancer. We have seen amazing advances that we could have only imagined just a few years ago, including new intervention possibilities (vaccines,

monoclonal antibodies and gene therapies that take aim at specific biological targets), advanced imaging technologies (see related article on page 3) and possibilities for prevention like new uses for COX-2 inhibitors (see related article on page 1).

As the largest private grantmaker for breast cancer research in the nation, the Komen Foundation has a proud history of taking calculated risks with cutting-edge projects. We were the first organization to fund research that led to the discovery of two key genes known to be involved in breast cancer. Komen-funded research has also discovered:

- How blocking the blood supply to tumors stops them from growing;
- Why many breast tumors stop responding to hormone treatment;
- New imaging tools that allow us to see inside the breast without an X-ray or surgery; and
- Therapies, treatments and programs that have dramatically improved the quality of life of patients.

We truly are on the threshold of a whole new world. And with each new discovery, we're extending lives, improving the quality of lives and getting closer to finding the critical missing pieces of the breast cancer puzzle.

## What We Don't Know: The Knowledge Gap

In his famous trilogy of “The Discoverers,” “The Creators” and “The Seekers,” the historian Daniel Boorstin chronicled the great pioneers whose ideas and achievements shaped the modern world. He wrote that explorers have always been driven by “the quest for what they knew was out there, into an enthusiastic reaching into the unknown.”

In our quest for the cure, we know there is more out there. But not unlike the exploration of the universe itself, what we know about this disease is still just a fraction of all we have to learn. There is still so much about breast cancer that we don't know. We don't know what part of breast cancer risk is genetic, what part is environmental, what part is due to one's internal biology, or why the risk is different between individuals. We also don't know what specific factors cause breast cancer, how to prevent breast cancer or stop its path altogether. We don't know why one therapy works for some women but not others. We don't know why women with certain types of breast cancer have a poorer prognosis than women with other types. We don't know why the incidence rate is lower among Asian women than Caucasian women in the United States — or why, within two generations of arriving in the U.S., Asians have incidence rates similar to Americans.

*(continued on page 7)*

# Molecular Imaging: An Important Wave of the Future

The discovery of genes, DNA, RNA and the recent mapping of the human genome have led to increased knowledge and understanding of the processes involved in normal biological functions. Today, scientists understand more about the characteristics of normal cells than ever before and can now identify very small variations from “normal” and can associate these variations with specific diseases in a way that allows them to “predict” and “target” research, treatments and prognosis estimates. In addition, scientists now recognize that these variations can be very specific to an individual patient, as well as to the disease, especially when evaluations are focused on a microscopic level.


In order to detect changes within cells, contrast media and imaging tools that can function on a micro or nano scale are needed. A nanoparticle is one billionth of a meter or 1/80,000 the size of a human hair (the combined diameter of 10 hydrogen atoms). Animal cells are approximately 10,000 to 20,000 nanometers in diameter. Nanotechnology is the creation and use of materials and devices at the level of molecules and atoms. A nano device is one to 100 nanometers in size.

As these processes and technologies advance, scientists will be better equipped to detect patterns that predict the possibility of developing cancer, patterns that indicate very early changes that could possibly be eliminated or halted, patterns that indicate response or lack of it to therapy and patterns that indicate an increased risk of metastasis (the spread of cancer cells from one part of the body to another). In addition, scientists will be able to visualize microscopic metastatic disease and therefore tailor treatment options more aggressively at the time of initial diagnosis.

Researchers in the area of molecular imaging are currently developing tools for these very small, specific and targeted images. Radiologists will one day use optical imaging and contrast agents that fluoresce (in a way similar to what we see in the firefly) when they come in contact with certain tissue, metabolites, proteins or receptors. In the same way, nano-sized particles (molecular probes) will be designed to attach to tumors and tumor products in a way that makes them more visible — perhaps by emitting a signal, or a frequency, or a specific wave of light or color. Such technology will help evaluate important parameters in cancer such as blood vessel formation to the tumor and the rate of cell growth.

Treatments will be formatted in a similar manner with nanodevices or particles designed to be attracted to and attach to the tissue “of concern.” These devices/particles will then transmit information by methods similar to those mentioned above or they will be “activated” to send the information by

the detection equipment itself (for example, by heat or low dose radiation). This will make it possible for specific localization of abnormal tissue and the targeted release of therapy without an invasive procedure or injury to normal cells and tissue. The need for biopsies or surgical intervention may even one day be eliminated. Imaging at the molecular level will be an integral part of this process.

The ultimate outcomes of this ability to visualize and treat at the microscopic and molecular level will be better screening, earlier diagnosis, more patient-specific and targeted treatment, less invasive procedures, better quality of life and hopefully, the end of cancer as a life-threatening disease. 

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## buzzwords

**Nanotechnology:** Involves the creation and use of materials and devices at the level of molecules and atoms. As science continues to make huge strides in understanding cancer, nanotechnology may take targeted diagnosis, drug delivery, disease and treatment monitoring and DNA and cellular repair to a new level.

#### Nanometer:

- One billionth of a meter
- 1/80,000 the size of a human hair
- The combined diameter of 10 hydrogen atoms
- Most animal cells are 10,000 to 20,000 nanometers in diameter

**Proteomics:** The body’s 30,000 or so genes carry the blueprint for making proteins, of which all living matter is made. Each protein has a particular shape and function that determine its role in the body. Cancer researchers are turning to proteomics — the study of protein shape, function and patterns of expression — in hopes of developing better prevention, screening and treatment options.

**Genomics:** It’s a branch of biotechnology concerned with applying the techniques of genetics and molecular biology to the genetic mapping and DNA sequencing of sets of genes or the complete genomes of selected organisms using high-speed methods. It also includes organizing the results in databases with applications of the data.

*(Dr. Fabian Qe3A continued from front cover)*

### What are COX-1 and 2 enzymes?

The cyclooxygenase proteins, COX-1 and COX-2, play a role in inflammatory response. These closely-related proteins are produced by two different genes. The COX-1 gene is active all the time and helps protect the stomach lining from the effects of acid. It also helps protect the kidney from harmful substances that may be excreted. The COX-2 gene is normally quiescent (inactive) but becomes active in response to infection, other types of inflammation (such as arthritis) and growth factors. There is often an increased amount of COX-2 protein in pre-cancerous breast disease (hyperplasia, hyperplasia with atypia) and both non-invasive and invasive breast cancer. COX-2 increases production of the inflammation mediator, prostaglandin E2. Prostaglandin E2 increases local tissue levels of aromatase causing an increase in local tissue estrogen production. Prostaglandins also increase growth factor production resulting in an increase in proliferation (cell growth), a decrease in breast epithelial cell death and an increase in new blood vessel formation. The increase in growth factors and growth factor receptor activation results in more COX-2 production and a positive feedback loop.

### What are NSAIDs? What are COX-1 and COX-2 inhibitors?

NSAID is an abbreviation for non-steroidal anti-inflammatory drug. Examples of NSAIDs include non-selective inhibitors (inhibit COX-1 and COX-2) like aspirin and ibuprofen and COX-2 selective inhibitors like celecoxib, rofecoxib and valdecoxib.

### What is their potential role in breast cancer prevention?

Aspirin and ibuprofen are effective in reducing the relative incidence of breast cancer by about 20 percent when taken on a daily basis over several years, but they can cause stomach ulceration and bleeding. The COX-2 selective inhibitors such as celecoxib, rofecoxib and valdecoxib are much less likely to cause stomach ulceration and bleeding when given for long periods of time. Thus, COX-2 selective inhibitors may be safer for cancer prevention than chronic aspirin or ibuprofen use. COX-2 selective inhibitors reduce the incidence of breast and other cancers (such as colon) in animal models and have been shown to reduce both the number and size of precancerous colon growths (polyps) in humans. COX-2 selective inhibitors reduce

proliferation, encourage death of abnormal cells (apoptosis), decrease new blood vessel formation and activate other enzymes that digest tissue.

### Are there clinical trials underway involving these types of drugs?

A number of clinical trials are ongoing to determine if COX-2 selective inhibitors improve the ability of certain chemotherapy drugs (such as taxanes) to kill breast cancer cells. Other trials are examining the ability of COX-2 selective inhibitors either alone or in combination with other drugs (aromatase inhibitors) to prevent breast cancer. Pre-clinical data indicate COX-2 selective inhibitors such as celecoxib should help prevent both estrogen receptor negative and positive breast cancers. Celecoxib is the COX-2 selective inhibitor that is most often evaluated in breast cancer treatment and prevention trials. Doses of celecoxib used in clinical trials for treatment and prevention are high (400 mg 2X daily). This is two to four times the usual prescribed dose of celecoxib. The Komen Foundation is sponsoring a 12-month Phase II prevention trial of celecoxib vs. placebo in high-risk pre- and postmenopausal women. The main endpoint is reduction in proliferation in breast tissue. Results will be available in approximately 18 months. The National Cancer Institute of Canada is sponsoring the MAP-3 trial to examine the ability of exemestane (an aromatase inhibitor) plus or minus celecoxib to reduce the incidence of breast cancer over that observed with placebo in high-risk postmenopausal women.

### What are some of the side effects of COX-2 selective inhibitors?

There is a high degree of interest in COX-2 selective inhibitors because of the lack of hormonal side effects. However, individuals taking six months or more of celecoxib in the doses currently being tested in prevention and treatment trials do have an increased risk of indigestion, stomach cramps, diarrhea and upper respiratory infections. Although COX-2 selective inhibitors have a much lower associated incidence of ulcers and bleeding ulcers than women taking chronic aspirin or ibuprofen, they can still occur. Women known to be allergic to sulfa or who have aspirin sensitive asthma, symptomatic gastrointestinal reflux, ulcers or inflammatory bowel disease are not candidates for prevention studies with celecoxib. 📌

*(Aspirin continued from front cover)*

This study holds promise for women because it shows that a drug like aspirin may play a vital role in the reduction of breast cancer risk. Until then, the actual role of anti-inflammatory drugs in breast cancer needs to be better understood. Questions about the dosage, the timing and duration of treatments, the management of side effects often associated with these drugs such as gastrointestinal irritation and bleeding, aspirin allergies and how to manage this risk need to be evaluated. It is too early to conclude that these drugs should be used to prevent breast cancer and they are not currently approved for this use. The appropriate indications for their use will need to be clarified, as well.

Grants have been awarded by the Komen Foundation to evaluate the role of COX-2 and anti-inflammatory drugs in breast cancer. As research progresses we will find better ways to reduce breast cancer risk. Until then, the Komen Foundation recommends that women maintain an active role in their breast health by staying aware of the known risks and by being aware of the value of early detection. Women should practice regular screening to ensure early detection and maintain a healthy lifestyle. 📌

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*Lower Breast Cancer Risk With Aspirin Linked to Hormone-Receptor Status*, NCI Cancer Bulletin, National Cancer Institute, pp 1-2.

Terry, Mary Beth, PhD, Neugut, Alfred I, MD, PhD, et al, Association of Frequency and Duration of Aspirin Use and Hormone Receptor Status With Breast Cancer Risk, *Journal of the American Medical Association*, Vol. 291, No. 20, May 26, 2004, pp. 2433-2440.

# K O M E N A F F I L I A T E N E W S



Sherrye McBryde and Barbara Daugherty of the Komen Arkansas Affiliate

## Komen Arkansas Affiliate Receives Award

**E**ach year, the Arkansas Governor's Breast Cancer Control Advisory Board awards the Josetta Wilkins Breast Cancer Award to honor those helping to educate Arkansas women and health professionals about screening and treatment of breast cancer. This year's recipient was the Komen

Arkansas Affiliate, which has funded millions of dollars in grants and educational programs throughout the state. The First Lady of Arkansas Janet Huckabee presented this award at a luncheon at the Grand Hall of the Governor's Mansion in April.

The Affiliate identified several key needs, including transportation, access to mammograms and education of priority populations. In order to help fill these gaps, the Affiliate replaced worn mammography equipment in three rural hospitals, provided financial support for mobile machines, purchased a modular mammography unit to service Arkansas' 22 counties and replaced major equipment on one mobile unit. In an effort to promote professional education and awareness, the Affiliate has provided speakers for family physician conferences, funded grants and hosted two lymphedema conferences.



Lynn Hefley, Kathy Pardew, Stephene Moore, Betty Ann Tanner and Kathy Mueller

## Volunteer Takes Mission Trip

**K**athy Mueller, R.N., B.S.N., M.B.A., of the Komen Greater Cincinnati Affiliate recently participated in a mission to Bulgaria as part of Radiology Mammography International, a non-profit group founded by Richard

Hirsh, M.D., a diagnostic radiologist from Akron, Ohio. The mission team took two new donated mammography machines to two hospitals in Sofia, Bulgaria. Two physicians and six mammography technologists trained the Bulgarian mammography technologists and diagnostic radiologists on the machines.

The wife of the U.S. Ambassador to Bulgaria, Kathy Pardew, arranged an aggressive schedule of educational outreach. Mueller led the outreach team of Congressional spouses, including the wives of representatives John Tanner (D-TN),

Joel Hefley (R-CO) and Dennis Moore (D-KS). Together, they spread awareness about breast cancer and early detection in a country that has only 50 mammogram machines, 80 percent of which are antiquated. With such limited access to early detection programs, thousands of women die every year in Bulgaria because of late-stage diagnosis.

The outreach team taught nearly 600 women how to perform breast self-exams. Mueller and the outreach team had lunch with the First Lady of Bulgaria who later invited them to dinner. Her discussions with the team resulted in a promise from the First Lady to become more active in breast cancer awareness programs.

Throughout the visit, Mueller encouraged people to serve as advocates for the cause. She explained how Komen Champions for the Cure™ has made a difference in the United States and how Bulgarian citizens could get involved to change their healthcare system too.



Regina Kapelanski, 90 years old and a 53-year breast cancer survivor, dances with master of ceremonies Jack Ford.

## North Jersey Celebrates Survivors

**M**ore than 1,000 breast cancer survivors were guests of the Komen North Jersey Affiliate at its *Celebration of Life* event in Paterson, NJ, in June. The dinner and dancing event presented Bernie Siegel, M.D., as guest speaker with Jack Ford, host of CBS-TV's *Living it up with Ali and Jack*, serving as master of ceremonies.

Representing all age groups and ethnicities, the survivors celebrated life together, sharing their strength of spirit and hope for a cure. As the founder of a community cancer support group wrote in a thank-you letter to the Affiliate, "Your Celebration of Life event was a night to remember. Thirty-eight from our group attended. Many of them are survivors of less than five years. The feelings of love and hope lifted their spirits more than words could ever express. One member expressed to me that this was the first time since she was diagnosed that she saw breast cancer as something positive in her life...seeing the 1,000 courageous women living with, through and beyond their cancer was inspiring to all of the ladies that attended."

*(continued on page 6)*

# KOMEN AFFILIATE NEWS

(continued from page 5)



New York Affiliate Grantees

## Greater New York City Hosts Luncheon

**O**n June 15, the Komen Greater New York City Affiliate hosted its annual benefit luncheon in celebration of the completion of its grant

cycle. The Affiliate's new grantees — from 30 different community organizations — were presented at the luncheon. Midge Cross, breast cancer survivor and senior member of the first all-women's expedition to climb Mt. Everest, was the guest speaker. Maurice DuBois, co-anchor of WNBC's *Today in New York* and dedicated Komen New York City Race for the Cure® host, served as master of ceremonies. Held at the Yale Club in New York City, the event attracted more than 180 guests.



Jay Cohen and Ellen Tannenbaum

## Miles of Smiles for Philly's Own "Runaway Bride"

**W**ell, she didn't exactly run away but she did walk 5K before stopping at the "altar" to tie the knot. It wasn't exactly what you'd call a traditional Jewish wedding, but it certainly

was exceptional. The altar? The steps of the Philadelphia Art Museum. The wedding party? Three thousand breast cancer survivors and thousands of Komen Philadelphia Affiliate volunteers and staff. The happy couple? Breast cancer survivor Ellen Cohen and her childhood sweetheart, Jay, who reunited in a chance meeting in October.

Having been diagnosed two summers ago, this was Ellen's first Komen Race for the Cure® as an official survivor. After walking the 5K course on May 9 with her two children, her husband-to-be and his two children, she invited her Komen Philadelphia family and the entire pool of Race participants to share in the happiest day of her life.

"Nobody has ever had a day like I had on Mother's Day. It doesn't get any better," she said. "I was surrounded by so much care and support from my family, my new family including my new husband and children, and my new Komen family who have enriched my life for the past two years."



The happy couple

Giving a great deal of credit for surviving breast cancer to the Komen Race for the Cure® and to the resources made available through the Komen Foundation, Ellen chose to get married at the Race because she wanted to combine the two most important events of her life on one day. Ellen says, "I owe my salvation to the Komen family."

What's in store now for the happy bride? "It's time for me to give back to the people who made it possible for me to be here. Through my diagnosis and recovery, I learned you have to turn it around and make it positive. My mission now is to do that for other breast cancer patients by working with the Komen Affiliate and other support organizations. When you can overcome an adversity like breast cancer, that's when life gets good."



Soraya

## Kicking Up Her Boots

**A**s a way to say thank-you to singer, songwriter and breast cancer survivor Soraya for her participation as keynote speaker at the Komen El Paso Affiliate's Breast Cancer Survivor Celebration titled "Beauty...in body and soul," the Komen El Paso Affiliate presented her with a pair of custom-made pink ribbon cowboy boots. In the true spirit of Texas, famed boot-



maker Jerry Black of Tres Outlaws donated much of his time and resources to design the boots that not only featured the pink ribbon but Soraya's signature and the colors of the Colombian flag (Soraya was born in Colombia). The Affiliate cannot thank Soraya enough for making the event, which attracted more than 800 attendees and 100 breast cancer survivors, a memorable tribute to all who have been touched by breast cancer. 🌸

## Participate in Lee National Denim Day® October 8



Charlie Sheen

Lee Jeans invites companies, organizations and schools nationwide to participate in *Lee National Denim Day®* by allowing their employees and students to wear denim to work on Friday, October 8, 2004, in exchange for a \$5 donation to the Komen Foundation.

In its ninth year of the program, Lee Jeans has enlisted the help of film and television star Charlie Sheen as the 2004 Lee National Denim Day® spokesperson.

Each registered organization receives a free participation kit that includes all the materials needed to coordinate the event. The Komen Foundation receives 100 percent of the donations. In 2003, more than 25,000 companies raised more than \$7.4 million in the fight against breast cancer. Since 1996, Lee National Denim Day® has raised more than \$44 million for the cause.

To register your company, school or organization, call 1.800.521.5533 or visit [www.denimday.com](http://www.denimday.com). 📍



## 2004 Breast Cancer 3-Day Schedule



The Komen Foundation has joined forces with the National Philanthropic Trust (NPT), an independent non-profit organization, for the *Breast Cancer 3-Day*. These life-changing events provide yet another way for individuals to work together with their families and friends to make a meaningful difference in the fight against breast cancer.

During three awe-inspiring days, participants in Breast Cancer 3-Day events cover 60 miles in this challenging but empowering experience.

National Series Sponsors of the 2004 Breast Cancer 3-Day events are AOL® for Broadband, MOTRIN IB® and New Balance Athletic Shoe, Inc. The Komen Foundation receives 85 percent of the net proceeds from each event to support breast cancer research, education, screening and treatment. The remaining 15 percent benefits the NPT Breast Cancer Fund to provide a permanent endowment for breast cancer initiatives. For more information, visit [www.breastcancer3day.org](http://www.breastcancer3day.org). 📍



San Diego, CA  
October 1-3

San Francisco, CA  
October 15-17

Los Angeles, CA  
October 8-10

Arizona  
October 22-24

*(Taking the Road Less Traveled continued from page 2)*

All these questions and unknowns constitute a gap in our understanding of breast cancer. Our challenge is to fill that gap — to find the missing pieces of the puzzle by embracing the spirit of discovery.

### Being Good Is Not Good Enough

As we plunge into the unknown and unleash a new era of discovery, we must challenge ourselves like never before. Being good is not good enough. We must think and act anew, constantly questioning ourselves to ensure we are on the right path. For example, are we exploring all the ways to explore? So much promising science remains unfunded; so many programs cannot be undertaken. At the Komen Foundation, 42 percent of the research grant applications that we rate as “superior” cannot be funded. Forty-two percent — and that’s just the Komen Foundation! Imagine how much understanding is waiting to be revealed if only we had the resources and tools to find it.

As we fill in more pieces of the breast cancer puzzle, it is only natural that we turn our attention to the gaps that remain. How do we ensure that our research indeed focuses on the gaps in our knowledge? When making funding decisions for education and outreach programs, the Komen Foundation looks to the needs of a community — where we can have the biggest impact. This, too, is our approach to research. We must explore the most pressing needs and promising leads should act as our guide.

It has been said that “the future is made of seeking.” These are just a handful of the questions we will ask ourselves as we seek the future we want — a future without breast cancer.

We still have a long road ahead of us. We know that what abides is hope and determination...to keep searching...to keep walking together — researchers, physicians, advisors, policymakers, partners, patient advocates and community activists — as a dynamic whole...to pursue with courage “the road less traveled”...to keep discovering...and to keep exploring...until we reach the new world — a world without breast cancer. 📍

# PARTNERS IN THE PROMISE



## ZTA Trademarks THINK PINK!®

**A**s the first national sponsor of the Breast Cancer Survivor Recognition program of the Komen Race for the Cure® Series, Zeta Tau Alpha (ZTA) Women's Fraternity has played a vital role in the fight against breast cancer since 1992. This past February, ZTA strengthened its role in the cause by registering *THINK PINK!*® as a trademark with the United States Patent and Trademark Offices for the purpose of educational services, breast cancer awareness and self-examination instruction. Registering the trademark ensures that ZTA will continue to enhance community awareness with a more concentrated and recognizable campaign and focus.



## American Patchwork & Quilting® and VSM Sewing Quilt for the Cure™

**A**merican Patchwork & Quilting® and VSM Sewing, Inc., have partnered with the Komen Foundation for the *Quilt for the Cure*™ quilt block challenge. The challenge provided quilting fans with the opportunity to design, create and submit quilt blocks to be joined together as quilts. The quilts and quilt kits will be auctioned on eBay starting in October and continue through December. Additionally, the Komen Foundation will receive 10 percent of the retail sales price of all pink Robison-Anton thread and Moda pink fat quarters sold. The Komen Foundation will also receive \$25 (up to \$70,000) for every limited edition White VSM sewing machine sold.



## American Airlines Hosts Celebrity Golf Weekend

**A**merican Airlines' Eighth Annual Celebrity Golf Weekend, benefiting the Komen Foundation, will take place October 7-10, 2004, in Newport Beach, California. For more information, please visit [www.AAEvents.com](http://www.AAEvents.com).



## KitchenAid: Cook for the Cure®

**W**hen it comes to supporting a worthy cause, there can never be too many cooks in the kitchen. KitchenAid's ongoing *Cook for the Cure*® initiative, which has raised more than \$1.5 million for the Komen Foundation, will once again rally cooks around the cause this October in recognition of National Breast Cancer Awareness Month.

"Great Things Happen in the Company of Cooks" is the guiding principle and theme for this year's Cook for the Cure® effort, says Brian Maynard, brand director, integrated marketing for KitchenAid. Throughout the month, the company will make a

donation of \$50 to the Komen Foundation for each purchase of select KitchenAid appliances, from ranges and refrigerators to laundry appliances and dishwashers. Donations of up to \$250 will be made for multiple purchases. Throughout the year, purchases of pink KitchenAid Tea Kettles, Coffee Mills and Stand Mixers will generate donations of \$5, \$10 and \$50, respectively.

To give cooks more ways to support the cause, KitchenAid is sponsoring cooking class fundraisers at 19 Art Institutes nationwide and partnering with *Gourmet* magazine to promote the idea of home dinner parties as fundraisers. Food Network hosts Sara Moulton and Bobby Flay, together with chefs Eric Ripert of Le Bernardin and Michael Romano of Union Square Café, kicked off the dinner party program at a \$500 per person dinner on August 5 at the executive dining room of *Gourmet*.

To make it easy for cooks to throw a "dinner with a purpose" in their own homes, KitchenAid and *Gourmet* have created a Home Dinner Party Kit complete with invitations, templates, menu suggestions, recipes and entertaining tips. Also included are an envelope and instructions for sending proceeds from parties directly to the Komen Foundation. For more information, visit [www.cookforthecure.com](http://www.cookforthecure.com).



Lean Cuisine®

## Lean Cuisine®: Do Something Good for the Cure®

**F**or the third year, Lean Cuisine® frozen food products has partnered with the Komen Foundation to present *Do Something Good for the Cure*®. In May 2004, a freestanding insert in the Sunday newspaper coupon section was distributed to more than 40 million households nationwide. Consumers were invited to visit the Lean Cuisine Web site to learn more about the promotion and the Komen Foundation. In September, Lean Cuisine will distribute several million specially marked packages of frozen food dinners highlighting its partnership with the Foundation. Additionally, Lean Cuisine has commissioned designer Laurie Smith of *Trading Spaces* to create a lunch tote, with sales benefiting the Foundation. Details of this special offer will be featured on Lean Cuisine frozen dinners.



## Computer Tote Sales to Benefit Foundation

**M**obile Edge, a manufacturer of carrying cases for notebook computers, will donate 10 percent of the retail price from the sale of three specially designed computer tote bags to the Komen Foundation in support of research and outreach programs. For more information, visit [www.mobileedge.com](http://www.mobileedge.com).

(continued on page 9)

# PARTNERS IN THE PROMISE

(continued from page 8)



## Sherwin-Williams: Brush for Hope

For the third year, Sherwin-Williams will sponsor the *Brush for Hope* program. During the months of September and October, Sherwin-Williams will donate 10 percent from the retail sales price of specially selected paint brushes to the Komen Foundation. In addition, Sherwin-Williams will donate \$1 for each gallon of pre-selected pink paint sold. For more information, visit [www.sherwin-williams.com](http://www.sherwin-williams.com).



## The Sak Sales to Benefit Foundation

The Sak has introduced three specially designed handbags to benefit the Komen Foundation this fall. The microfiber and leather bags began retailing at stores nationwide in September. Ten percent of the retail sales price of all bags sold (up to \$35,000) will be donated to the Foundation for breast cancer research, education, screening and treatment.



## Carlisle Offers Fabric of Hope

For the sixth year, the Carlisle Collection, Ltd., is sponsoring its *Fabric of Hope* program to benefit the Komen Foundation and the fight against breast cancer. Once again,

the designers at Carlisle have created a one-of-a-kind gift for their customers who donate \$125 or more to the Komen Foundation. This year's gift scarf features a pink ribbon — the universal symbol for breast cancer awareness. The Carlisle Collection is sold exclusively by appointment-only through a nationwide network of sales consultants. Through its partnership with the Foundation, the Carlisle scarf program has contributed more than \$1 million to support breast cancer research, education, screening and treatment. For more information, visit [www.carlislecollection.com](http://www.carlislecollection.com).



## Pier 1 Lights the Way

For the eighth consecutive year, Pier 1 Imports is lighting the way in the fight against breast cancer through the sale of a commemorative Komen Candle. The Komen Candle is available at Pier 1 stores nationwide through October 2004. Pier 1 will donate 25 percent of the purchase price (less tax) from sales of the candle to the Komen Foundation to support innovative breast cancer research and community outreach

programs. This year's Komen Candle is significantly different from previous editions. The pink mosaic urn-shaped candle with lid is larger than past Komen Candles and features Pier 1's Morning Bloom scent. The candle includes a label with a pink enamel ribbon-shaped lapel pin and will be sold in U.S. Pier 1 stores and online at [www.pier1.com](http://www.pier1.com) for \$14.



WYNDHAM  
HOTELS & RESORTS™

## Wyndham: Dream for the Cure®

Wyndham International will host *Dream for the Cure®* throughout the month of October in support of the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease. As part of the program — which is in its fifth year — a specially designed pillow card that stresses the importance of early detection will be placed in every Wyndham hotel room. Educational seminars for Wyndham International employees will be held as well, including mammography screenings for Dallas-based Wyndham employees.

Since the partnership began, Wyndham has donated more than \$1 million to the Komen Foundation and the fight against breast cancer. This year, Wyndham will also donate \$10 to the Komen Foundation for every hotel guest who completes his or her first stay as a Wyndham ByRequest® member. For more information, visit [www.wyndham.com/komen](http://www.wyndham.com/komen).



proflowers.com

## Proflowers.com Offers the Komen Collection

Proflowers.com participates in the fight against breast cancer by offering consumers the Komen Collection of flowers. The exclusively designed collection includes a Pink Ribbon Tulip bouquet, a Pink Ribbon Rose bouquet, a Pink Ribbon Lily bouquet, a Pink Ribbon Enchantment bouquet, a Pink Ribbon Premium bouquet and a Pink Ribbon Honor Tree. Each bouquet or tree is delivered with important information from the Komen Foundation about breast health. Proflowers.com will donate 10 percent of net revenue from each bouquet or tree purchase to the Komen Foundation. For more information, visit [www.proflowers.com/cure](http://www.proflowers.com/cure) or call 1.888.FRESHEST (1.888.373.7437).

(continued on page 11)

## CAPITOL HILL UPDATE

### Congressional Briefing on Institute of Medicine Report on Early Detection

On June 21, the Komen Foundation participated in a Congressional briefing sponsored by the Institute of Medicine (IOM) and the National Research Council of the National Academies concerning its recent report, *Saving Women's Lives: Strategies for Improving Breast Cancer Detection and Diagnosis*. Diane Balma, the Foundation's director of public policy and a nine-year breast cancer survivor, provided both the patient perspective as well as the Foundation's position on the study, emphasizing the importance of access to quality breast health and breast cancer care. Balma reiterated the Foundation's commitment to finding a cure and ways to prevent breast cancer, but also stated, "While we're investing for the future, we must not forget about the needs of those facing breast cancer today — particularly low-income and ethnic minorities who are disproportionately impacted by this disease."

Also serving on the panel was Larry Norton, M.D., deputy physician-in-chief and director of breast cancer programs at Memorial Sloan-Kettering Cancer Center, who emphasized the need to make the early detection tools we currently have the best they can be today.

Nearly 100 Congressional offices were represented at the briefing, which was held on Capitol Hill.



### Medicare Replacement Drug Demonstration

In June, U.S. Health and Human Services Secretary Tommy Thompson announced plans for the Medicare Replacement Drug Demonstration, a program that will provide breast cancer patients access to several important oral anti-cancer drugs that were not previously covered by Medicare, including tamoxifen (Nolvadex®).

The Medicare Replacement Drug Demonstration was mandated under Section 641 of the Medicare Prescription Drug Improvement and Modernization Act of 2003 (MMA) and extends Medicare coverage to prescription medicines that can be self-administered, rather than administered in a doctor's office or other medical facility.

Other breast cancer medicines included in the demonstration include letrozole (Femara®), exemestane (Aromasin®), anastrozole (Arimidex®) and toremifene (Fareston®). The Centers for Medicare and Medicaid Services (CMS) estimate that demonstration participants will save between 65 and 98

percent off the retail cost of these medicines, depending upon the specific medicine and the beneficiary's income level.

Open to 50,000 participants nationwide, the demonstration runs through December 2005, after which point the new Medicare Part D prescription drug benefit will be implemented beginning in 2006. The demonstration provides coverage for medicines to treat other diseases, including other forms of cancer and non-cancer diseases such as pulmonary hypertension, multiple sclerosis and rheumatoid arthritis. Approximately 40 percent of the \$500 million in funding will be allocated for anti-cancer medications.

"The Medicare Replacement Drug Demonstration is a real victory for women who are battling breast cancer," said Susan Braun, president and chief executive officer of the Komen Foundation. "The Komen Foundation commends Secretary Thompson and (CMS) Administrator Dr. Mark McClellan for their leadership in helping patients gain access to these important medicines."

Applications to participate in the demonstration are available by calling 1.800.MEDICARE. Applications will be accepted through September 30, 2004.

### Affiliates in Action

Komen Affiliates cultivate relationships with their elected officials by conducting meetings and site visits in an effort to educate officials about important breast cancer programs and the Komen Foundation's contributions to supplement federal dollars for early detection programs. What follows is just a sampling of their efforts.



Melissa Kirby and Rebecca Birch with U.S. Sen. Kay Bailey Hutchison in her Washington, D.C., office

A recent issue of *Austin Woman Magazine* published a feature story about Rebecca Birch, Melissa Kirby and Kalandra Dunn of the **Komen Austin Affiliate**, highlighting their participation in Komen Champions for the Cure™.

The story, "Champions for the Cure — Trio of Breast Cancer Lobbyists Take Mission for Women's Health Issues to Heart," describes how the three women got involved with the Komen Foundation and the leadership roles they took on to advance the Foundation's public policy initiatives. They have attended policy briefings, arranged and conducted meetings with members of Congress and attracted media coverage to the importance of early detection programs. The Komen Austin Affiliate is currently

*(continued on page 11)*

## CAPITOL HILL UPDATE

*(continued from page 10)*

planning a visit to a local breast cancer screening site with Representative Lamar Smith (R-TX).


Rebecca's quote at the end of the article captured the enthusiasm and dedication of these exceptional women: "Although this started out as a personal thing, it has become so much more. I only wish I could devote all of my time to this cause."

In May, the **Komen Northeast Louisiana Affiliate** toured the clinic at Louisiana State University-Conway, a grantee that performs 4,800 mammograms yearly, with Congressman Rodney Alexander (D-LA). The site visit was featured on television station KNOE news programs.


During the site visit, public health officials spoke about the importance of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and its "Partners in Wellness" program that administers screenings. Mary Elliott from the Komen Northeast Louisiana Affiliate spoke about Komen Champions for the Cure™ and her Affiliate's work with

the State Appropriations Committee to support \$750,000 in state money to supplement the NBCCEDP program. The clinic's medical director thanked the Affiliate for funding its special probe machine (transducer), educational materials and transportation services, which provide access to needed mammography for women in 12 of the area's parishes.

In May, the **Komen Sacramento Valley Affiliate** organized a site visit with Congressman Wally Herger (R-CA) at the Richland Family Health Center, a clinic in his district funded by the NBCCEDP. The event demonstrated the importance of the program for women in the district and helped garner Congressman Herger's support for breast cancer policy issues.

Presenters at the site visit included Sacramento Valley Affiliate representatives Donna Sanderson, Ranjit Dhaliwal and Ann Herbert-Novak, as well as clinic representatives, a spokesperson for the state program and nurse practitioners. After a tour of the facility, the Congressman participated in discussions about state and federal breast cancer issues. The Affiliate made a strong ask to the Congressman to support NBCCEDP reauthorization and increased funding. 


## Foundation Hosts 2004 Mission Conference in NYC

 The Komen Foundation's Seventh Annual Mission Conference, *Pathways to a Promise*, was held June 27-29, 2004, in New York City,

bringing together some of the world's


leading experts to present innovations and discuss the latest issues involving breast cancer. Presenters shared their breast cancer research, education, screening and treatment projects supported by the Komen Foundation's Award and Research Grant Program and the Komen Affiliate Network.

A wide range of topics were covered during the Mission Conference, including disparities in underserved populations; breast cancer headlines from the past year; emerging trends in breast cancer research and community-based outreach programs; advocacy and public policy issues; healthy lifestyles; and new surgical options. During the Mission Conference there were also many sessions that offered the opportunity for interaction between survivors, advocates, researchers and other healthcare professionals.

For a more complete update of the topics covered at this year's conference, please visit [www.komen.org](http://www.komen.org). 


## Komen Champions for the Cure™

**K**omen *Champions for the Cure™* is a grassroots public policy program that is designed to educate Congress, the President, policymakers, Komen Affiliates and the public about what they can do to make a difference in breast cancer policy.

Join us in the fight against breast cancer by logging on to [www.ActNowEndBreastCancer.org](http://www.ActNowEndBreastCancer.org), where you can become a Komen eChampion, send an e-mail to members of Congress and learn more about Komen's public policy priorities and positions on breast cancer legislation. 

*(Partners in the Promise continued from page 9)*

### Deluxe Checks: Checks for the Cure™

**D**eluxe Corporation is offering people a way to help support the Komen Foundation with its *Checks for the Cure™* check design program. The check design features the recognizable pink ribbon and the Komen Foundation logo. Also available is a coordinating genuine leather checkbook cover. Nine percent of each purchase will be donated to the Komen Foundation and each check that is written will help raise awareness for the cause. To order the Checks for the Cure™ check package, contact your bank or credit union representative. To see the Checks for the Cure™ design, visit [www.deluxe.com](http://www.deluxe.com). 

## Volunteer Voices: Neel Stallings



Neel Stallings

**N**eel Stallings, immediate past Affiliate representative to the Komen Foundation Board of Directors, began volunteering with the Komen Charlotte Affiliate in 1997. Stallings has been active in the Affiliate for the past seven years as a result of her sister's breast cancer diagnosis. In 1997 she helped launch the first Komen Charlotte Race for the Cure® and in 1999 she co-chaired the event. Six weeks after stepping up to this position Stallings received her own breast cancer diagnosis. Now a five-year survivor, Stallings is still a strong force within the Charlotte Affiliate.

Stallings has been a member of the Carolinas Summit, a coalition for the Komen Affiliates in the North Carolina and South Carolina area since 2001 and served as team development chair from 1997-98. She has served as a member of the Komen Charlotte Affiliate's Board of Directors since it began in November 1999 and has served as Chair, Education/Community Outreach Committee, from 2000-2003. She was also a member of the Komen Foundation's National Volunteer Advisory Council from 2002-2004. In that capacity she helped conduct leadership training for Affiliate board presidents and executive directors from around the United States. As education chair, Stallings initiated Charlotte's educational and community outreach program, with a major emphasis on diversity. She also supervised the creation of a speaker's bureau, which now has more than 35 trained speakers — with speakers fluent in Spanish and French. The bureau has educated more than 50,000 people in the community about breast health and breast cancer to date.

In 2002, Stallings and her sister, Margaret Stothart, developed and implemented the first *Scouting for the Cure™* program along with the Girl Scouts' Hornets' Nest Council. The goal of the program is to increase breast health awareness among young girls and their families. Scouting for the Cure™ was so successful that it has become a model for similar programs across the Komen Affiliate Network.

A human resources learning strategist in Charlotte, Stallings is a results-oriented and customer-focused professional with 20 years of experience working in all aspects of human resources. Currently, Stallings works as a learning strategist at Wachovia, the fourth-largest bank in the United States. She is a project manager and facilitator for leadership development, customer service excellence and distributive learning. Additionally, Stallings has served as captain of Wachovia's Komen Race for the Cure® team and helped it expand from 197 participants in 1997 to 1,434 participants in 2001.

Stallings has worked enthusiastically and tirelessly for seven consecutive years to raise money, recruit volunteers, organize committees and educate the community. Stallings says she is proud to have contributed to the successful growth of the Komen Charlotte Race for the Cure® from 2,300 participants in 1997 to more than 12,000 participants in 2003. Her passion for the fight against breast cancer drives her. The vision statement of the Komen Charlotte Affiliate is "by focusing on breast health education and collaborations with local organizations, we will strive to save lives, improve breast health services and reach out to the underserved members in our communities." Every Komen Charlotte volunteer knows that "saving lives" is a Stallings mantra. 📌

## Discovery Health Recognizes Scientists



Honoree Mina J. Bissell, Ph.D., Komen Foundation President and CEO Susan Braun and Secretary of Health and Human Services Tommy Thompson

institutions and clinical researchers who have made tremendous contributions to the field of medicine and in the lives of people around the world.

**O**n June 23 in Washington, D.C., the Komen Foundation and nine of the nation's leading health organizations honored the best in medical achievement at the inaugural Discovery Health Channel Medical Honors. The evening recognized the achievements of individual healthcare providers,

The Komen Foundation was the only organization to present honors in the field of breast cancer research at this event. Mina J. Bissell, Ph.D., of California's Lawrence Berkley Laboratories, and Walter Churchill Willett, M.D., Dr. P.H., of Harvard University, were selected for this honor. The two were also named recipients of the Komen Foundation's Brinker Award for Scientific Distinction in December 2003.

Dr. Bissell was recognized for her groundbreaking work in cell matrix biology and Dr. Willett was recognized for his exhaustive epidemiological studies of the links between dietary factors and health conditions, including breast cancer. 📌

## New Co-Survivor Program Previewed at the Komen National Race for the Cure®



Participants at the Komen National Race for the Cure® were among the first to preview a new breast cancer ribbon as they descended on the National Mall on Saturday, June 5. Nearly 52,000 runners and walkers, including 3,500 breast cancer survivors, registered for the 15th annual 5K event in Washington, D.C.

Despite heavy rains, the Komen National Race for the Cure® drew participants from across the country and around the world. During pre-Race ceremonies, Komen Foundation President and CEO Susan Braun was joined by Foundation board member and breast cancer survivor Karen Rivera to unveil the new Co-Survivor program to the crowd. The Co-Survivor program, and its new interlocking pink and white ribbon, represents the special relationship between people who have fought breast cancer and those who supported them along the way.

“The new Co-Survivor ribbon is building on the strength of the pink breast cancer ribbon, a universal symbol of breast cancer awareness and survivorship,” Rivera said. “Breast cancer survivors inspire us and fuel our efforts — honoring them has been a priority of the Komen Foundation for more than 20 years. Today, we continue in that strong tradition by recognizing Co-Survivors, and giving breast cancer survivors a chance to thank those they love and depend on most.”

This year’s Komen National Race kicked off with the traditional Parade of Pink to celebrate and recognize those who have fought breast cancer as well as remember those who have passed. Honorary Breast Cancer Survivor Chair, Congresswoman Sue Myrick, and Telemundo television star and breast cancer survivor, Ana Maria Polo, led the Parade. Other dignitaries at the event included Associate Justice Stephen G. Breyer, Mayor Anthony Williams and CBS *Early Show* Anchor René Syler.

Early estimates indicate more than \$2 million was raised to support the fight against breast cancer. Net income from the 2003 Komen National Race for the Cure® funded 19 grants for programs at local institutions and organizations, as well as national research grants.

“This year, with the help of funds from the Komen National Race for the Cure®, we can provide more than 400 medical screenings to underserved men and women in the metropolitan area,” said Jacqueline Torres, La Clinica del Pueblo. La Clinica del Pueblo, a 2003 grant recipient, provides free, culturally sensitive medical and health services in the local Latin community and is just one example of how the Komen National Race is helping create a healthier community in Washington, D.C. 🍌

## Young Women’s College Tour Kicks Off

Understanding that young women face unique challenges and pressures, in September the Komen Foundation proudly launched a traveling campaign aimed at disseminating breast cancer information to college students. The two-week interactive tour, called *On the Way to the Cure™ — The Komen College Tour*, visited colleges and universities along the East Coast, touching the lives of thousands of students.

The goal of the tour was twofold: to encourage students to begin practicing positive breast health and to provide further involvement opportunities for those dedicated to the breast cancer cause. The tour traveled to each destination in a mobile education unit that also served as the “hub” of each event. Each event included interactive computer stations; informational materials; breast self-examination guides; opportunities for local involvement; on-site health practitioners to answer questions and schedule appointments; and “a graffiti wall” that students signed in support of the fight against breast cancer.

On the Way to the Cure™ — The Komen College Tour was made possible by a grant from the Val Skinner Foundation through monies raised by the LIFE Event (LPGA Pros in the Fight to Eradicate Breast Cancer), an annual golf tournament held at Metedeconk National Golf Club in Jackson, New Jersey. The event was founded by Ladies Professional Golf Association (LPGA) Touring Professional Val Skinner, who has been dedicated to the fight against breast cancer since 1993, when close friend and fellow LPGA Touring Professional Heather Farr lost her battle to this disease at the age of 28.



The mission of the LIFE Event is to reach a younger generation of women with information about early detection and the importance of healthy breast care practices. 🍌

# 2004 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



**RACE FOR THE CURE**

Presented by Voplat



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

For the most up-to-date information on the 2004 Komen Race for the Cure® Series, call **1.888.603.RACE** or visit [www.komen.org](http://www.komen.org).

### International Races

May 16 Rome, Italy  
Sep 26 Frankfurt, Germany

Date	Site	Date	Site	Date	Site
Jan 31	West Palm Beach, FL	Jun 12	Hartford, CT	Oct 3	Denver, CO
Feb 22	El Paso, TX	Jun 12	Raleigh-Durham, NC	Oct 3	New Orleans, LA
Mar 6	Baton Rouge, LA	Jun 12	St. Louis, MO	Oct 3	Omaha, NE
Mar 20	Lafayette, LA	Jun 13	Albuquerque, NM	Oct 3	Reno, NV
Mar 27	San Antonio, TX	Jun 26	Decatur, IL	Oct 9	Baltimore, MD
Apr 3	Jackson, MS	Jul 3	Brainerd, MN	Oct 9	Birmingham, AL
Apr 3	Waco, TX	Jul 3	Greeley, CO	Oct 9	Cleveland, OH
Apr 10	Ft. Worth, TX	Jul 17	Aspen, CO	Oct 9	Knoxville, TN
Apr 18	Tucson, AZ	Jul 25	Manchester, VT	Oct 9	Little Rock, AR
Apr 24	Cincinnati, OH	Aug 8	Colorado Springs, CO	Oct 9	Louisville, KY
Apr 24	Fayetteville, AR	Aug 8	Kansas City, MO	Oct 9	Orlando, FL
Apr 24	Indianapolis, IN	Aug 28	Cheyenne, WY	Oct 9	Wichita Falls, TX
Apr 25	Lansing, MI	Sep 11	Lexington, KY	Oct 10	Phoenix, AZ
May 1	Charleston, WV	Sep 11	Monroe, LA	Oct 16	Dallas, TX
May 1	Las Vegas, NV	Sep 11	Scranton, PA	Oct 16	Hickory, NC
May 8	Atlanta, GA	Sep 12	Boston, MA	Oct 16	Miami, FL
May 8	Boise, ID	Sep 12	New York City, NY	Oct 16	Oklahoma City, OK
May 8	Ottumwa, IA	Sep 18	Shreveport, LA	Oct 16	Terre Haute, IN
May 8	Peoria, IL	Sep 18	Tulsa, OK	Oct 16	Texarkana, TX
May 8	Richmond, VA	Sep 19	Bangor, ME	Oct 17	Princeton, NJ
May 8	Sacramento, CA	Sep 19	Evansville, IN	Oct 17	Temecula Valley, CA
May 8	Salt Lake City, UT	Sep 19	Milwaukee, WI	Oct 23	Charleston, SC
May 8	Syracuse, NY	Sep 19	Portland, OR	Oct 23	Des Moines, IA
May 8	Tyler, TX	Sep 19	Toledo, OH	Oct 23	Fresno, CA
May 8	Winston-Salem, NC	Sep 25	Amarillo, TX	Oct 23	Jacksonville, FL
May 9	Minneapolis, MN	Sep 25	Grand Rapids, MI	Oct 23	Macon, GA
May 9	Philadelphia, PA	Sep 25	Greenville, SC	Oct 23	Memphis, TN
May 9	Pittsburgh, PA	Sep 25	Wichita, KS	Oct 23	Thibodaux, LA
May 15	Columbus, OH	Sep 26	Chattanooga, TN	Oct 23	Tupelo, MS
May 15	Helena, MT	Sep 26	Coeur d'Alene, ID	Oct 23	Virginia Beach, VA
May 25	Elmira, NY	Sep 26	Orange County, CA	Oct 24	Honolulu, HI
Jun 5	Detroit, MI	Sep 26	San Francisco, CA	Nov 7	Austin, TX
Jun 5	Madison, WI	Oct 2	Albany, NY	Nov 7	Nashville, TN
Jun 5	Plano, TX	Oct 2	Charlotte, NC	Nov 7	San Diego, CA
Jun 5	Washington, D.C.	Oct 2	Chicago, IL	Feb 27, 2005	Los Angeles, CA
Jun 6	Seattle, WA	Oct 2	Houston, TX	May 21, 2005	Kalamazoo, MI
Jun 12	Buffalo, NY	Oct 2	Lubbock, TX		
Jun 12	Davenport, IA	Oct 2	St. Petersburg, FL		

Dates subject to change.

## Join Quilted Northern® and *The View* in Quilts of Inspiration™



Georgia-Pacific, the makers of Quilted Northern®, has teamed up with the Komen Foundation and ABC's *The View* to create a unique program so people nationwide can quilt to show they care. Through the *Quilts of Inspiration*™ program, the three partners will support the fight against breast cancer by developing the world's largest quilt created for a charitable cause, which will be auctioned off to raise funds for the Komen Foundation in support of breast cancer research and outreach programs. The quilt will be unveiled by the hosts of *The View* on October 25. Five people who submitted a quilt block will be randomly selected to attend (with a friend) the quilt's unveiling during a live broadcast of *The View* in Dallas. After the unveiling, the quilt will be auctioned off with all proceeds benefiting the Komen Foundation. For more information about the program, how to submit a quilt block or to learn more about Quilted Northern®, the newest National Sponsor of the Komen Race for the Cure® Series, visit [www.quiltednorthern.com](http://www.quiltednorthern.com).

## New Educational Materials Available

The Komen Foundation is pleased to announce the availability of five new topics in our *Facts for Life* series of breast cancer fact sheets (50 topics already exist), as well as revised editions of our breast health booklet, *Breast Health: What Every Woman Should Know* (English and Spanish), and the video, *Breast Cancer: Your Guide to Early Detection* (English and Spanish).

### Facts for Life (Five New Fact Sheets)

All fact sheets are 8½" x 11" and two sided.

- **Breast Calcifications** (Item No. 806-03203) This fact sheet explains the types of calcifications that may be seen on a mammogram, the methods used for the evaluation of calcification and questions to ask the radiologist and surgeon. Illustrations of the types of calcifications are included.
- **End-of-Life Care** (Item No. 806-03161) This fact sheet discusses palliative care, hospice and quality of life after treatment is stopped. Talking about death, living wills and durable powers of attorney for health care are topics included.
- **Inflammatory Breast Cancer** (Item No. 806-03202) This fact sheet defines inflammatory breast cancer and who is at risk. The symptoms of inflammatory breast cancer are described along with the treatment options.
- **Metastatic Breast Cancer** (Item No. 806-03201) This fact sheet defines metastatic breast cancer and describes types of treatment and treatment goals. Management of fatigue and pain are also discussed.
- **Life After Treatment** (Item No. 806-03160) This fact sheet describes the emotional and physical effects of breast cancer treatment. Concerns are acknowledged and suggestions for dealing with them are included.

### A New Look!

- **Breast Health: What Every Woman Should Know** (Item No. 806-445 and Item No. 806-445-SP) The 24-page breast health booklet (available in English and Spanish) has an updated look but still features the same important topics as the previous version, including benign breast changes, warning signs, the three-step approach to breast health, methods of diagnosis, types and stages of breast cancer, methods of treatment and patient support. A resource section and a glossary are also included. The new color images update the look of the booklet. This comprehensive breast cancer resource guide is also available in Arabic (Item No. 806-445-AR).
- **Breast Cancer: Your Guide to Early Detection** (Item No. 806-11301 and Item No. 806-11301-SP) This 10-minute multi-cultural video provides information about the Komen Foundation and the three steps to breast health. Included are a brief overview of mammography, clinical breast exam and breast self-examination (BSE), along with screening guidelines for each. Detailed instructions on how to perform BSE are demonstrated using colorful graphics and easy-to-understand directions. This is a great resource for breast health presentations and health fairs. The video includes closed captioning. Also available in Spanish.

Educational materials may be purchased by visiting the Marketplace section on our Web site at [www.komen.org](http://www.komen.org) or by calling 1.877.SGK.SHOP. 📞

## Your Donation Can Help Us Eradicate Breast Cancer

The simple act of writing a check or placing a donation on your credit card could quite literally save someone's life. Any contribution (large or small) helps us continue our quest in the fight against breast cancer.

Please accept my contribution to the Susan G. Komen Breast Cancer Foundation to support the Foundation's breast cancer research, education, screening and treatment programs.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Amount of contribution: \$ \_\_\_\_\_

Check enclosed Charge to:  American Express  Visa  MasterCard  Discover

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_

Signature: \_\_\_\_\_

If this donation is a tribute, please complete one of the following:

In honor of: \_\_\_\_\_ (name)

In memory of: \_\_\_\_\_ (name)

Please send the tribute card to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please remember the Susan G. Komen Breast Cancer Foundation in your will and United Way, federal employee and local employee campaigns.

Increase your donation with employer matching funds.

Many employers will match your personal donation. Check with your company for more information on matching gift programs. Employer matching gifts may also be available to you if you are the spouse of an employee, a retired employee or the spouse/widow/widower of a retiree.

I have included the Komen Foundation in my will.

I would like information on making a gift to the Komen Foundation through my estate plan.

Mail this form and your donation to:

The Susan G. Komen Breast Cancer Foundation  
P.O. Box 650309  
Dallas, Texas 75265-0309

Or, you may also place your donation on a credit card by using the secured server on our Web site at [www.komen.org](http://www.komen.org) or by calling our National Toll-Free Helpline at **1.800 I'M AWARE®** (1.800.462.9273).



The Susan G. Komen  
Breast Cancer Foundation

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## Sign Up for the Komen Link TODAY!

It's here! The Komen Foundation is proud to announce the launch of the Komen Link, an e-newsletter that will feature current, topical and timely information about breast health and breast cancer as well as news about our programs, partners, Affiliates, events, volunteers and the Foundation. Sign up at [www.komen.org](http://www.komen.org) to receive this free monthly e-newsletter.



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and Gifts, see the  
special insert inside  
this issue of  
*Frontline*, or visit  
[www.komen.org](http://www.komen.org).

## The Power of a Promise

The Susan G. Komen Breast Cancer Foundation was founded on a promise made between two sisters — Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing the Komen Foundation in 1982 in Suzy's memory. More than 20 years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and meritorious awards and supporting education, screening and treatment projects in communities around the world.

**frontline newsletter**  
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