

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Spring 2002

The Susan G. Komen Breast Cancer Foundation

Applauds Federal Government's Mammography Recommendations

The Susan G. Komen Breast Cancer Foundation, the nation's largest private funding source for breast cancer research and community outreach programs, wholeheartedly agrees with the mammography screening recommendations announced on February 21, 2002, by the U.S. Preventative Services Task Force (USPSTF) and the National Cancer Institute (NCI).

During a briefing on the subject, Health and Human Services (HHS) Secretary Tommy G. Thompson announced an updated recommendation from the

USPSTF that calls for screening mammography, with or without clinical breast examination, every one to two years for women ages 40 and over. This recommendation affirms HHS's existing position on the value of mammography. The NCI has also reaffirmed its support for screening mammography.

move on to the truly unanswered questions."

The Komen Foundation continues to recommend the following three-step approach to positive breast health: monthly breast self-examinations beginning at age 20; clinical breast examinations at least once every three years



These grants include imaging, technology research and research projects looking at novel approaches to early

Clear Screening Guidelines for Women Underscore Value of Early Detection, Put an End to National Mammography Debate


"The federal government makes a clear recommendation to women on mammography: If you are 40 or older, get screened for breast cancer with mammography every one to two years," Secretary Thompson said. "While developing technology certainly holds the promise for new detection and treatment methods, mammography remains a strong and important tool in the early detection of breast cancer. The early detection of breast cancer can save lives."

LaSalle D. Leffall, Jr., M.D., chair of the Komen Foundation Board of Directors, said: "These recommendations are the final word in this frustrating debate. Early detection saves lives. Let's end this unproductive rhetoric and

beginning at age 20 and annually after age 40; and annual screening mammography beginning at age 40. If a woman has a family history of breast cancer, fits other high-risk criteria or has a specific concern, she should consult with her physician to determine whether to begin yearly screening at an earlier age.

Affiliates of the Komen Foundation currently provide grants for more than 1,600 breast health education and breast cancer screening and treatment projects in their communities. In addition, the Komen Foundation Award and Research Grant Program awarded more than \$20 million in grants in 2001 to support cutting-edge research at institutions around the globe.

detection of breast cancer, as well as prevention strategies.

But according to Susan Braun, president and chief executive officer of the Komen Foundation, more funding is clearly needed. "To truly eradicate breast cancer, we must not only meet the immediate needs of women facing this disease today, but we must also invest in research for future generations," Braun said. "And even then, the fight is not won. The greatest tragedy would be to discover that elusive cure or prevention and not be able to get it into the hands of each and every person who needs it, regardless of where they live or their ability to pay." 

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Foundation Testifies at Senate Hearing on Mammography



As part of the continuing debate over mammography, on February 28, 2002, LaSalle D. Leffall, Jr., M.D., then chair-elect of the Komen Foundation Board of Directors, testified at a joint Senate hearing of the Senate Health, Education, Labor and Pensions Subcommittee on Public Health and the Senate Appropriations Subcommittee on Labor, Health and Human Services and Education, titled "Making Sense of the Mammography Controversy: What Women Need to Know." An excerpt of his testimony follows. Visit www.komen.org for more information about mammography.

As a surgeon, oncologist and medical educator, I have devoted most of my professional life to the study of cancer. I joined the faculty at Howard University in 1962 as assistant professor. In 1970, I became chairman of the department of surgery, a position I've held for 25 years. I am currently chair-elect of the Susan G. Komen Breast Cancer Foundation, a grassroots organization with more than 75,000 volunteers in 116 Affiliates across the country. *NOTE: Dr. Leffall became chair of the Komen Foundation Board of Directors on April 1.*

Modern medicine is full of uncertainty. But today, the assault on mammography has created a cloud of confusion and an atmosphere of suspicion. It has also done a true injustice to American women who understand that screening is not prevention. Discounting the power of uncertainty, the recent debate has thrust ambiguity upon this significant subject of public health. Unproductive reiteration of the relative merits of various scientific inquiries has created confusion. We're not surprised, but we are disappointed. That said, we concur with the expert opinion of our times. Mammography is an imperfect screening tool. We should invest heavily in better technologies.

But while we are working to unlock the secrets of what causes breast cancer and eventually prevent the disease for future generations of women, the Komen Foundation understands the realities facing women and their families TODAY. Therefore, the Foundation applauds the mammography screening recommendations reported last week by the U.S. Preventative Services Task Force and the National Cancer Institute (see related article on cover). These clear guidelines are the final word in this frustrating debate. Early detection saves lives. We need to end this unproductive rhetoric and move on to the truly unanswered questions.

As someone who has been on the front lines of the war on cancer, I know first-hand how mammography and breast cancer treatment has changed during the last 20 years. Mammography

equipment has evolved. Mammography film quality has improved. Mammography technicians are better trained. Radiologists know more about breast cancer than ever before and know how to leverage the current and emerging screening tools that are at their disposal. In addition to scientific improvements, we have made great strides in ensuring access to quality health care for all women.

Two of the crown jewels of healthcare policy in the United States — both of which came about in the last decade — are the Mammography Quality Standards Act and the Centers for Disease Control's (CDC) Breast and Cervical Cancer Early Detection Program.

The Mammography Quality Standards Act (MQSA), enacted in response to serious concerns about the inconsistent, and often poor, quality of mammography women were receiving, established a national standard of mammography care. Our feedback from Komen Affiliate members across the country is that women are grateful for these minimum standards and uniformity. The act requires that, to operate legally, all personnel must maintain regular continuing education requirements. Further, all mammography facilities must meet minimum quality standards for equipment and record keeping. Quality mammography saves lives.

Mammography screening, to reduce breast cancer mortality, must be sensitive enough to detect the disease. Poor quality mammography reduces the sensitivity and specificity of the screening test. The use of dedicated, up-to-date equipment is key to the performance of high-quality screening tests. Since the MQSA enactment, women throughout the country have gained further confidence in their mammograms, as well as in those individuals and facilities that provide this service as part of screening for breast cancer.

In the early 1980s, when only 13 percent of women in the U.S. were getting mammograms, the average tumor size at detection was about 3 centimeters. By the late 1990s, when 60 percent were getting mammograms, the average detected tumor size was 2 centimeters. For many women, early detection means the possibility of less invasive treatments in some cases, as well as the option of breast-conserving surgery instead of a mastectomy.

In the past decade, breast cancer mortality rates have declined in the U.S. This is due, in large measure, to early detection and timely treatment. Regular mammography, as part of a three-step breast health regimen that includes monthly breast self-exams and annual clinical exams, saves lives. It enables women, as true partners in their health care, to become familiar with the normal

(continued on page 5)

Study Shows Anastrozole Has Advantages Over Tamoxifen

Initial results from a large study of adjuvant (post-surgical therapy with or without radiation therapy) breast cancer treatments indicate that anastrozole (Arimidex[®]) was better than tamoxifen in preventing the recurrence of breast cancers. Patients on anastrozole also developed fewer cancers in the opposite breast.

Anastrozole works by reducing the amount of estrogen available in the body, while tamoxifen blocks estrogen from being used by the breast cancer cells to stimulate further growth. The study looked at the effectiveness of anastrozole and tamoxifen in preventing recurrences of breast cancer.

In the study, which involved 9,366 patients recruited from 381 centers in 21 countries, participants were randomly assigned to one of three treatment arms. Some patients took tamoxifen alone; some took a combination of the two therapies; others took anastrozole alone. Patients were enrolled in the trial from July 1996 to March 2000.

Trial results show that women taking anastrozole experienced fewer side effects such as hot flashes, weight gain, vaginal bleeding, vaginal discharge, endometrial (uterine) cancer, strokes or blood clots. Women taking tamoxifen experienced less joint pain and fewer bone fractures.

The Komen Foundation joins other breast cancer leaders in expressing a qualified enthusiasm for the early results of the anastrozole study. However, the Foundation emphasizes that longer-term follow-up is needed to fully assess the risks and benefits of this therapy. Because patients in the study have been followed for a relatively short period of time (an average of two-and-a-half years), there is insufficient information regarding the long-term (five years and beyond) effects of taking anastrozole.

The Foundation recommends that post-menopausal breast cancer patients who have questions or concerns discuss the findings with their physician. [f](#)

(Foundation Testifies continued from page 2)

look and feel of their breasts so that when something changes, they notice. Some critics of mammography have said that suspicious changes in the breast and the associated procedures increase anxiety. But, the overwhelming majority of women say they would gladly accept that anxiety rather than remain ignorant about the changes happening in their own bodies. If we have learned nothing else in our 20-year history, the Komen Foundation knows that informed is empowered.

While mammography can sometimes lead to false-negative results — when a woman and her doctor caregiver discover a suspicious lump that did not show up on a mammogram — further examination doesn't always entail surgery. There are well-accepted alternatives to surgical biopsy when assessing whether a lump detected through clinical exam or abnormal mammogram is breast cancer. The cost of making a breast cancer diagnosis is lowered dramatically by appropriate use of ultrasound and image-guided biopsies.

There is also the risk of false-positive results when an abnormal mammogram is, in fact, not breast cancer, which may also result in further tests. But while these risks may result in unnecessary procedures for some women, our constituents in America's communities tell us that even these serious consequences seem acceptable if they are faced with the possibility of a life-threatening disease.

Finally, we ask what is really at the heart of this recent debate over mammography's effectiveness? If the opponents of

mammography vehemently deny substantial benefits, arguing instead that the risks tip the scales unfavorably, why then is there no call for a national "cease and desist" order for all screening? There are always economic realities associated with health care, but if economics is at the heart of this debate, let's lay it on the table and exam it objectively. If there's an argument for spending public and private dollars on research rather than screening, then it, too, should be aired for public examination.

Women are in a quandary. Will you send the message to your mothers, sisters, aunts, wives and daughters to wait for a lump to be felt to find their breast cancer, despite the fact that we have the capability of finding it much earlier?

Public health is in a quandary. Will even low-cost, proven, effective screening methods be disallowed in a time of tightened healthcare budgets?

And, researchers are in a quandary. Will their years of research be shelved due to the latest chapter in an exhausting debate?

Rather, we encourage the Senate to allow steadfast hearts and large minds to rule the day, and advocate instead for the recommendation of the U.S. Preventative Services Task Force: take advantage of the only widely available screening tool currently proven to find breast cancers before they grow to the size that can be felt by hand. The National Cancer Institute declares that the evidence will not support a change in their own long-held recommendations. We at the Komen Foundation will remain true to our recommendations as well. Thank you for this opportunity to appear before you today. [f](#)

A Time for Thanks

By Linda Kay Peterson, Former Chair, Komen Foundation Board of Directors



Time is a strange phenomenon. When I began my term as chair of the Komen Foundation board of directors in January of 1998, the two years ahead of me seemed to stretch forever. Then another year was added, giving me 12 more months to work with this wonderful organization, and yet another three months was

tacked on to accommodate the change in the Foundation's fiscal year. So what began as a long stretch in my mind took on a furious, fast-paced rush to the end — March 31, 2002. I realized, as momentum built, I had not had the opportunity to say "thank you" to all the wonderful individuals and companies I've had the privilege of working with during the past 39 months. I credit Maureen O'Donnell, the Komen staff member who edits *Frontline*, for giving me that opportunity in this edition.

So many wonderful memories will stay with me as I leave this position. In all honesty, I frequently asked myself how I came to be so lucky to work with the most amazing volunteers, staff, sponsors, researchers and political supporters I've ever known. The growth during the past eight years of my volunteer experience with Komen is nothing short of phenomenal, as reaffirmed by these few examples:

- Expansion from a staff of 14 to 130-plus, which has meant the constant reassessment and implementation of staffing plans and key personnel.
- Growth of the Komen Race for the Cure® Series from 46 Races to 115, with the addition of three international Affiliates; this has given the Komen Foundation the opportunity to focus on awareness of breast health in many more arenas.
- A national grants program in 2001 that saw \$22 million funding research and meritorious awards — a figure that reassures us we are marching steadily towards finding a cure for breast cancer.
- The rise in prominence of the Komen Foundation both nationally and internationally. This rise led to an intimate

gathering in the White House dining room, where President and Mrs. George W. Bush, along with Secretary of Health and Human Services Tommy Thompson, listened to corporate and medical experts, along with Komen personnel and in particular, breast cancer survivors, express the need to speed up the process of putting cutting-edge research into the hands of physicians and patients.

The list of accomplishments could fill this entire issue of *Frontline*, and most of you are well aware of them. I feel very privileged to have been part of this process and progress. At the recent Komen Affiliate Conference in St. Louis, surrounded by past board chairs Nancy Byrd, Elin Greenberg, Elizabeth Hart, Peggy Johnson and Diana Rowden, I symbolically "passed the torch" (well, it was a lighted candle — pink, of course) to LaSalle D. Leffall, Jr., M.D. As I said, how fitting that a gentleman of international regard should be taking the helm of an organization of international acclaim.

On February 19, I officially passed the gavel to Dr. Leffall at the last regularly scheduled board meeting of my term. As my leave-taking is now upon me, I must say a profound "thank you" to all who made my term memorable — to founder Nancy Brinker, to the eight other members of the board of directors, to the competent and helpful staff, to the generous and supportive corporate partners and to the thousands of volunteers. A special thanks must be conveyed to my husband and family, for their willingness to take over responsibilities at home when the Komen Foundation required me to be elsewhere.

As I leave, I will always keep uppermost in my mind the combination of passion, dedication, persistence, diligence and stewardship — fostered by an unerring spirit of volunteerism — I've witnessed among all of you. These traits are what have guided us to the Komen Foundation's current status, and what will continue to lead us towards our mission of eradicating breast cancer.

To all the friends I've made and all the Races I've run — I thank you for a lifetime of memories. I'll see you at a Komen Race for the Cure®! 🌸

Yoplait: Save Lids to Save Lives®



The 2001 Yoplait Save Lids to Save Lives® program is now complete and Yoplait met its goal! With help from communities across the country, five million Yoplait lids were redeemed and as a result, Yoplait donated more than \$500,000 to the Komen Foundation and the fight against breast cancer.

Watch for the pink lids again this fall. For more information about the Save Lids to Save Lives® program, visit www.yoplait.com. 🌸

Foundation Launches Komen Virtual Race for the Cure®

The world's largest breast cancer fundraiser is now available to millions through the Susan G. Komen Breast Cancer Foundation Virtual Race for the Cure® at www.komenvirtualrace.org. Like its community counterpart, the Komen Race for the Cure® Series of 5K events, the Komen Virtual Race raises awareness for the fight against breast cancer, celebrates breast cancer survivorship and honors those who have lost their battle with the disease.

By leveraging the power of the Internet, the Komen Virtual Race for the Cure® brings people together from all over the world to make a difference in the fight against breast cancer. In exchange for a minimum \$20 donation, anyone, anywhere can participate in the Komen Virtual Race for the Cure®, the first online fundraiser of its kind. Proceeds support the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment. An additional \$10 provides each participant with an exclusive Komen Virtual Race for the Cure® t-shirt.

"For 20 years, the Komen Foundation has led the way in developing creative fundraising and awareness programs to support our mission," said Cindy Schneible, vice president of cause-related marketing and sponsorship for the Komen Foundation. "The launch of the Komen Virtual Race for the Cure is another unique and exciting opportunity to adapt our education and fundraising activities to meet the needs of the changing world. This virtual program is one more way to reach new audiences in the fight against breast cancer, ultimately bringing us one step closer to a cure."

Komen Virtual Race for the Cure® participants can experience the sights and sounds of an actual Komen Race event and build global communities of support for the fight against breast cancer. Upon entering the website, participants follow a virtual

path of starting a Komen Race by joining established teams or creating their own in celebration of breast cancer survivors, in remembrance of those who have lost their battle with the disease and in support of the breast cancer cause. Participants can create personal web pages to honor loved ones faced with breast cancer, featuring personalized messages to team members and special photos. A simple email will allow participants to extend an invitation to friends and family around the world to join them in the experience.

"Currently, Komen Race for the Cure events take place in more than 100 communities around the world. Individuals outside those communities frequently ask how they can get involved in Komen Foundation programs," Schneible said. "The Foundation realized there was a great need to eliminate barriers of participating in a Komen Race by leveraging the power and scope of the Internet."

Twenty-five percent of the net proceeds from the Komen Virtual Race for the Cure® will be distributed to the 116 U.S. Komen Affiliates and three international Affiliates. These funds will support community-based breast cancer education, screening and treatment programs for the medically underserved. The remaining proceeds will support the Foundation's mission through programs and resources like the Komen Foundation Award and Research Grant Program, Komen National Toll-Free Breast Care Helpline, Komen Foundation website and educational materials.

The Komen Virtual Race for the Cure® was launched to coincide with the 20th Anniversary of the Foundation and its signature event, the Komen Race for the Cure® Series, one of the most widely recognized breast cancer fundraising events in the world. The first annual Komen Virtual Race for the Cure® will run through November 30, 2002. 🌸

Loews Cineplex Spotlight on the Cure™



Loews Cineplex sponsored the inaugural Spotlight on the Cure™ program last fall as a way to raise funds and awareness for the fight against breast cancer. As part of the program, Loews donated a penny for every paid attendance to a Loews theatre during the month of October. The result was a \$48,326 donation to the Komen Foundation and the fight against breast cancer.

In addition to the monetary donation, Spotlight on the Cure™ provided educational messages through an informational trailer, pre-movie slides, posters, newspaper and radio public service announcements and other collateral materials showcased throughout the month of October (Breast Cancer Awareness Month). 🌸



Update on New Materials



Mamografía (Spanish Mammography Card) Item No. 806-304-SP

This two-sided, 4" x 9" Spanish mammography card compares the various tumor sizes to common coins as they relate to the frequency of breast self-examination and mammography. The back side of the mammography card features common questions and answers regarding mammography as well as the recommended three-step approach to breast health. This is an informative and inexpensive piece that can be used at various venues, including health fairs and mammography clinics. This piece is also available in English (Item No. 806-304).



Take Charge! Older Women and Breast Health Booklet Item No. 806-307

The revised four-color, 8½" x 11" large print booklet for senior women focuses on breast cancer risk factors and the signs of breast cancer. It includes the three-step approach to breast health. Culturally appropriate and sensitive graphics as well as a new resource section make this brochure a desirable resource for breast health education among older women. This piece is written at a fifth-grade reading level. The *Large Print BSE Card* (Item No. 806-306) complements the *Take Charge! Older Women and Breast Health Booklet*.



Large Print BSE Card Item No. 806-306

The revised four-color, 8" x 10" large print breast self-examination (BSE) card illustrates and describes the technique of BSE for senior women. Age-appropriate graphics complement the BSE description. The back side of the BSE card details the signs of breast cancer as well as the recommended three-step approach to breast health. Monthly punch-out holes are included at the bottom of the card as a friendly reminder to perform BSE every month. The large-print BSE card is written at a third- to fourth-grade reading level. This is a complementary piece to *Take Charge! Older Women and Breast Health Booklet* (Item No. 806-307).

To purchase these materials, please call
1.877.SGK.SHOP.

Breast Cancer Statistics for 2002

Expected Number of New Cases of Breast Cancer

In 2002 it is anticipated that 203,500 women and 1,500 men will develop invasive breast cancer. New cases of in situ breast cancers will account for an additional 54,300 cases this year. The majority of these will be ductal carcinoma in situ. The most common cancers diagnosed in women are breast, lung and colorectal. Overall, breast cancer will account for 31 percent of all cancers diagnosed in women this year.

The differences between racial and ethnic groups can best be illustrated by comparing the incidence of breast cancer cases per 100,000 female population.

• Caucasian	115.5
• African American	101.5
• Asian/Pacific Islander	78.1
• Hispanic	68.5
• American Indian/Alaska Native	50.5

Expected Number of Breast Cancer Deaths

The estimated number of breast cancer deaths in 2002 is 39,600 for women and 400 for men. Breast cancer is the leading cause of cancer deaths in women ages 20-59 whereas breast cancer is surpassed by lung cancer as the leading cause of cancer deaths for women 60 years and older. The annual breast cancer mortality rates per 100,000 female population by racial and ethnic group are as follows:

• African American	31.0
• Caucasian	24.3
• Hispanic	14.8
• American Indian/Alaska Native	12.4
• Asian/Pacific Islander	11.0

The death rate from breast cancer decreased by 1.6 percent a year from 1989 to 1995, and by 3.4 percent per year since then. The largest decreases have been observed in younger women, both Caucasian and African American. The decline in the mortality rate is attributed to both early detection and improved treatment.

Five-Year Survival Rates

For breast cancer that is diagnosed while still localized to the breast, the five-year relative survival rate is 96 percent. When breast cancer has spread regionally, i.e., to the underarm lymph nodes, the five-year relative survival rate is 78 percent. Women who are diagnosed with distant metastases (e.g., bone, liver, lungs) have a 21 percent five-year relative survival rate.

CA: A Cancer Journal for Clinicians, Cancer Statistics, 2002. V52:1. Jan./Feb. 2002.

Helpline Expands, Improves Services in 2001



1.800 I'M AWARE®

The year 2001 was a tremendous growth year for the Susan G. Komen Breast Cancer Foundation's National Toll-Free Breast Care Helpline, 1.800 I'M AWARE®. Helpline staff and volunteers began the year working with McIntosh & Associates, LLC, a Dallas-based management consulting firm, to improve the efficiency and effectiveness of 1.800 I'M AWARE®.

Through this partnership, McIntosh & Associates donated its expertise to help define a service strategy, identify technology solutions and identify process and people solutions to improve upon the already high level of service provided by the Helpline. As a result, a new

staffing plan was designed and a full-time bilingual (Spanish) counselor was hired. Currently, the Helpline operates with three full-time staff members, one part-time bilingual counselor and eight volunteer counselors.

The Helpline facilities at Foundation Headquarters were remodeled during the summer months and the Helpline team was able to move into its new quarters in the fall. The new space is larger and can accommodate three Helpline staff, six Helpline volunteers, educational resources and an inventory of educational materials to send to callers.


The Helpline also initiated computer and phone system upgrades in 2001, which allow Helpline phone counselors to gather more data about callers and provide more efficient service. In October, a new Helpline application database was launched and information about Helpline calls is now entered into the computer instead of being logged by hand.

The computer application allows the Helpline to collect more detailed information about calls, including: contact type (direct call, email, letter, etc.), purpose of the call, how the caller heard about 1.800 I'M AWARE®, whether the call was referred to another organization and who the caller was calling for (self, family, co-worker, etc.). The application also collects demographic data about callers, including language spoken, gender, age, health status and, if applicable, type of breast cancer and stage at diagnosis. A unique aspect about the application is the ability to collect more data about our callers without jeopardizing a caller's anonymity.


In early December, the Helpline added an auto attendant to the existing phone system. Since the launch of the auto attendant, donations and Komen Race for the Cure® calls bypass the Helpline and are routed to the appropriate department for response. The new auto attendant system allows Helpline volunteers

and staff to address a larger volume of breast health and breast cancer questions directly.

The Helpline staff and volunteers wish to gratefully acknowledge the expertise and guidance of McIntosh & Associates for its help with all of the positive changes that took place throughout 2001. Because of the upgrades, the Helpline is able to more effectively and efficiently respond to calls from thousands of people affected by breast cancer each year. In 2001, the Helpline responded to nearly 52,000 calls and 3,000 emails. Volunteers donated well over 1,000 hours of their time lending an experienced ear and providing supportive information to these callers.

For moral support or information about breast health, breast cancer or local resources, please call 1.800 I'M AWARE® (1.800.462.9273). 

2002 Danskin Women's Triathlon Series

For the 11th year, Danskin will donate 10 percent of all entry fees from its Danskin Women's Triathlon Series to the Komen Foundation to help fight breast cancer. As the largest and longest-running series in multisport history, more than 81,000 women have participated since 1990. For more information, visit www.danskin.com or call 1.800.452.9526. 

2002 Danskin Women's Triathlon Series:

Southwest: Austin, Texas	Jun 8-9
Northern California: Sacramento, CA	Jun 22-23
Midwest/Chicago: Pleasant Prairie, WI	Jul 13-14
New England: Devens, MA	Jul 27-28
Mountain: Denver, CO	Aug 3-4
Pacific Northwest: Seattle, WA	Aug 17-18
South: Orlando, FL	Sep 14-15

DANSKIN 

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

2002 Komen Affiliate Conference

More than 550 Komen Affiliate volunteers, corporate partners, staff members and special guests attended the 2002 Komen Affiliate Conference. For the first time, the conference was held outside of Dallas in St. Louis, MO. This year's conference — themed *The Power of a Promise™* — also served as the official kickoff of the Foundation's 20th Anniversary. The Komen Foundation was founded in 1982 on a promise made between Nancy Goodman Brinker and her dying sister, Susan Goodman Komen, to do everything possible to end breast cancer. Twenty years later, the Foundation remains dedicated to eradicating this disease.

As part of the conference, past Komen Foundation board chairs, including Nancy Byrd, Elin Greenberg, Elizabeth Hart, Peggy Johnson and Diana Rowden, participated in the weekend's activities, along with Linda Kay Peterson, outgoing board chair, and LaSalle D. Leffall, Jr., M.D., current board chair. On Friday evening, conference participants enjoyed a special 20th Anniversary reception and dinner that recognized individuals and corporations for their efforts in the fight against breast cancer. The evening also served as a renewal of the Foundation's promise to end breast cancer. On Saturday, the Foundation's generous corporate partners presented information about their sponsorship, programs, contributions and overall support of the Foundation's mission. Also on Saturday, a Conference Expo was held, highlighting the history and accomplishments of the Foundation, its Affiliates and partners. A celebration and recognition brunch was held Sunday morning that honored survivors, volunteers and individuals.

Komen Pittsburgh Race for the Cure® Holds 10th Anniversary Symposium

The Komen Pittsburgh Race for the Cure® celebrated its 10th Anniversary on February 20 with an educational symposium, "Breast Cancer: Past, Present and Future," with keynote speaker Bernard Fisher, M.D. Dr. Fisher, the distinguished service professor at the University of Pittsburgh and the scientific director of the National Surgical Adjuvant Breast and Bowel Project, spoke on the history of breast cancer treatments dating back to the 19th century. His particular research proved that most women with breast cancer did equally well with lumpectomy as with mastectomy and paved the way for breast conservation surgery. In addition, he was the lead investigator in breast cancer prevention trials with tamoxifen and is now involved in the Study of Tamoxifen and Raloxifene (STAR) trial.

Joining Dr. Fisher were Devra Lee Davis, Ph.D., and Steve Grant, Ph.D. Dr. Davis spoke of environmental concerns, while Dr. Grant reported on scientific research that in the near future may provide women with more exacting screening techniques. At the end of the program, Laurie Moser, executive

director of the Komen Pittsburgh Race, asked Dr. Fisher what role the Race should play in its second decade. He responded with, "Keep doing what you are doing. The Race has provided education and screening, but most importantly, optimism."



In Memory of Jane Rodney

It is with great sadness that we note the passing of friend and leader, Jane Rodney, on January 30, 2002. Jane was credited with bringing the Komen Race for the Cure® to New Jersey in 1994. Under Jane's direction, the Komen New Jersey Race grew from 1,200 participants to over 14,000 runners and walkers in 2001.

As director of the Breast Cancer Resource Center of the YWCA/Princeton, Jane touched the lives of thousands of individuals with her passion, commitment and determination to empower women at all stages of their disease. Jane believed in living every day as a gift; she embodied the true spirit of survivorship. Jane was a role model and a wonderful inspiration not only to survivors but also their families and loved ones.

Those of us fortunate enough to have worked with Jane will feel her presence at the Komen New Jersey Race for the Cure® and will never forget her unswerving dedication and commitment to finding a cure during her own courageous battle with breast cancer.

Komen Southwest Michigan Race for the Cure® and Team Kellogg Donate Trip

Kellogg's® **O**ne Kalamazoo breast cancer survivor visited her family this winter, thanks to the Komen Southwest Michigan Race for the Cure® and Team Kellogg. The 260-member team was recognized as the largest participating team in last year's Race in Battle Creek, MI. The team received two American Airlines round-trip tickets for travel anyplace in the U.S. But team members wanted the tickets to be used by a breast cancer survivor.

The Komen Southwest Michigan Affiliate contacted Nancy Maleady, the leader of the Metastatic Breast Cancer Support Group, an advanced breast cancer support group at West Michigan Cancer Center, looking for a recipient. A member of that group, Beth Scott, accepted the offer. Beth has been an active volunteer with the Affiliate, helping to identify breast cancer books for libraries. Team Kellogg's offer made it possible for her family to visit her brother and his family in San Francisco this past February. 📍

Komen National Race for the Cure® Supports Initiatives in Washington, D.C., Area

 The Susan G. Komen Breast Cancer Foundation

national RACE FOR THE CURE

Presented by **Yoplait**

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new balance

NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

WASHINGTON, DC
JUNE 1, 2002

The Komen National Race for the Cure® is one of the most visible events sponsored by the Susan G. Komen Breast Cancer Foundation. Every June for the past 13 years, tens of thousands of breast cancer advocates have gathered in Washington, D.C., to raise money and awareness for breast cancer. The 2002 event took place on Saturday, June 1.

The Komen National Race is organized through Foundation Headquarters, but, just like Komen Race for the Cure® events held throughout the country, a large percentage of the money raised stays in the community where the Race is held to help advance local breast health and breast cancer programs. The Komen National Race community includes Washington, D.C., Alexandria City and the counties of Montgomery, Prince Georges, Fairfax, Loudon, Arlington and Prince William.

The 2001 Komen National Race had 72,328 registered participants, making it the largest National Race ever. The community-based grants, which were awarded in late 2001, totaled \$1,281,447. This was a 13.3 percent increase over 2000. A total of 21 grants were awarded out of 43 submissions. The grantees included a wide range of organizations, from large university systems to small local programs. The average grant amount was \$70,500. Forty-three percent of the 2001 grants were to programs not funded during the previous year. The criteria used in reviewing the grant proposals included adherence to the statement of community needs, clearness of goals, implementation strategies, strength of evaluation plans and resources. The definition of community needs was based upon an in-depth community assessment prepared by the Komen Foundation with local consultants in early 2001. As in Komen Affiliate grant programs, the reviewers were recruited from the local area to provide the best basis for reviewing grants for that community. 

Over 1.5 Million Participate in 2001 Lee National Denim Day®

Lee National Denim Day
OCTOBER 5, 2001

For the sixth straight year, businesses, schools and other organizations across the country joined Lee Jeans in the fight against breast cancer by participating in Lee National Denim Day®. On Friday, October 5, 2001, more than 1.5 million people wore jeans to work for an individual \$5 donation to the Susan G. Komen Breast Cancer Foundation. These funds are used for breast cancer research, education, screening and treatment programs.


Lee National Denim Day® raised a total of \$6.3 million from individuals in more than 20,000 organizations nationwide. With 100 percent of donations going directly to the Komen Foundation, this brings the six-year total to more than \$30 million.

Actress Lucy Liu, star of *Charlie's Angels* and *Ally McBeal*, helped lead the charge as spokesperson for Lee National Denim Day®. She delivered vital messages about breast health, including the

importance of education. She appeared in television, radio and print ads to promote Lee National Denim Day® as something everyone can do to battle breast cancer.

Despite the impact that September 11 had on the nation, Americans continued to band together for Lee National Denim Day® to raise funds and awareness, confirming their commitment to breast health and recognizing the impact breast cancer has on millions across the country.



Please participate in Lee National Denim Day® 2002 on October 4 to help raise \$7.5 million for the fight against breast cancer. For more information or to register, visit www.denimday.com. 

PARTNERS IN THE PROMISE

The Susan G. Komen Breast Cancer Foundation is proud to partner with a wide variety of corporate partners. No matter what their size or scope, all of our partners share a dedicated spirit and a generous commitment to the fight against breast cancer.



DSW and LPGA Team Up to Fight Breast Cancer

DSW Shoe Warehouse, a shoe retailer with more than 110 stores in more than 50 markets in the United States, will join the Ladies Professional Golf Association (LPGA) — a 10-year partner of the Komen Foundation — to raise a minimum of \$100,000 for breast cancer research and community outreach programs.

For every subpar round a DSW-sponsored LPGA player records in designated events in 2002, DSW will donate \$500 to the Komen Foundation, the LPGA's official national charity. Through its overall sponsorship of the LPGA, DSW has guaranteed a minimum donation of \$100,000 to the Komen Foundation for 2002. DSW currently sponsors six LPGA Tour players: LPGA Tour Hall of Famer Betsy King, Kristal Parker-Manzo, Michele Redman, Pam Kerrigan, Marisa Baena and Jill McGill.

Republic of Tea: Sip for the Cure™

The Republic of Tea's Sip for the Cure™ program — which premiered last fall — has to date raised more than \$57,000 for the fight against breast cancer. This Mother's Day, the company sold a special Sip for the Cure™ Pink Grapefruit Green Tea (50 tea bags) with a matching mug and lid displayed in a pink tin box. The Republic of Tea donated \$2.25 from the sale of each gift box to the Komen Foundation and the fight against breast cancer. For more information, call 1.800.298.4TEA.



Parade Shoes: Stand Up for What You Believe In

Parade Shoes believes a dollar can be a powerful thing. During October 2001, the 270-store women's shoe retailer sold pink ribbon pins for \$1 each to benefit the Komen Foundation and the fight against breast cancer. In return, shoppers received a coupon for \$5 off their next Parade purchase. Parade, its shoppers and its associates raised \$94,195 for breast cancer research, education, screening and treatment. Parade believes nothing is more stylish than standing up for what you believe in.

Wacoal Fit for the Cure™

Since 1999, Wacoal America has been a proud partner of the Susan G. Komen Breast Cancer Foundation through its Awareness Bra Collection and Fit for the Cure™ program. To date, Wacoal has held more than 600 Fit for the Cure™

events. For every woman fitted at a Fit For the Cure™ event in Wacoal, Donna Karan Intimates and DKNY Underwear, Wacoal donates \$1 to the Komen Foundation and the fight against breast cancer.



In addition, Wacoal offers its popular Awareness Bra Collection which promotes breast cancer education with a hangtag that contains vital information about breast self-examination. Awareness Bras also include a signature pink ribbon logo for easy identification. For every Awareness Bra purchased, the company donates \$1 to the Komen Foundation to help fund breast cancer research, education, screening and treatment. For a schedule of Fit for the Cure™ events, visit www.wacoal-america.com.



Hallmark Cards for the Cure™

This year, Hallmark Gold Crown® stores join the Komen Foundation in celebrating its 20th Anniversary through Cards for the Cure™. Over the past four years, Cards for the Cure™ has contributed more than \$1 million to the Komen Foundation and the fight against breast cancer. The centerpiece of Cards for the Cure™ is a specially designed greeting card that raises awareness and encourages women to have a yearly mammogram. Participating retailers provide the card free of charge to their customers, and those customers are encouraged to send the card to a loved one. For more information, visit your local Gold Crown® Hallmark Store.

Ford Credit: Race Fans for a Cure™



Race Fans for a Cure™ is an initiative involving Ford Credit and NASCAR Winston Cup driver Dale

Jarrett and his wife Kelley to support the Komen Foundation and the fight against breast cancer. In 2001, the program generated \$51,458.93 in donations from race fans at various NASCAR Winston Cup events and Ford Racing Fan Appreciation Days. Ford Credit matched that amount for a total of \$102,917.86 raised for the Komen Foundation. Also through the program, Ford Credit made a donation of \$92,500 based on Dale Jarrett's performance in NASCAR 2001 Winston Cup events. All donations support the mission of the Komen Foundation. For more information, visit www.racefansforcure.com.

OUR RESEARCHERS: DEDICATED TO THE PROMISE

Nearly 20 years ago, Nancy Brinker promised her dying sister, Suzy, that she would do everything possible to put an end to breast cancer. Nancy could not do the job alone, though — she needed the help of others who were committed to eradicating breast cancer as a life-threatening disease. *Our Researchers: Dedicated to the Promise* is a regular feature that spotlights the work of one of the Komen Foundation's key partners in the fight against breast cancer — the researcher.



KumKum Khanna, Ph.D.
Queensland Institute of Medical
Research, Brisbane, Australia

The findings of Komen-funded researcher KumKum Khanna, Ph.D., who is working in collaboration with an Australian research group, were recently published in the *Journal of the National Cancer Institute* (JNCI). Dr. Khanna's study asserts that certain mutations in a gene labeled ATM are possible indicators for inherited forms of breast cancer. The mutated form of ATM could be regarded as the BRCA3 gene — possibly on a par with BRCA1 and BRCA2 in its connection with familial forms of breast cancer.

Dr. Khanna, of the Queensland Institute of Medical Research in Brisbane, Australia, says the study published in the Feb. 6 issue of JNCI demonstrates a clear link between the development of breast cancer and carriers of mutations of the ATM gene. All forms of the ATM gene are mutated in individuals who harbor a rare recessive disorder characterized by neurological degeneration, immune system deficiencies and radiosensitivity. However, when only one copy of ATM is mutated, carriers increase their risk of developing breast cancer by up to sixteenfold. The gene mutation is thought to render the ATM protein unable to carry out its normal duties of DNA-damage sensing and repair.

The group studied multiple-case breast cancer families who agreed to provide data to the Kathleen Cunningham Foundation for Research into Familial Breast Cancer (kConFab) at www.kconfab.org. Researchers screened multiple-case families who didn't have the well-known BRCA1 or BRCA2 gene markers for breast cancer, as well as a large number of randomized breast cancer cases and

controls. The researchers looked for two ATM mutations previously implicated in breast cancer development.

The mutations were found only in breast cancer patients with a strong family history of breast cancer. Dr. Khanna reported that an estimated penetrance rate of 60 percent was found, meaning that 60 percent of women with the ATM gene mutation will develop breast cancer by the age of 70. Dr. Khanna said the mutation of the ATM gene could be responsible for up to 20 percent of all multiple-case breast cancer occurrences in families. Presumably, if carriers of this gene mutation can be identified, they can be more closely screened.

When Dr. Khanna and her colleagues first began their research with Komen funding in 1999, their objective was to find common, low-risk variants (mutations) in the ATM gene that might be responsible for "sporadic" breast cancers — those occurring outside high-risk families. They discovered the mutations they were looking at were very rare, and occurred only in high-risk families.

Arguing that the penetrance rate for ATM mutation-linked breast cancer is similar to that of BRCA1 and BRCA2 — the groundbreaking genetic discovery made in the mid-1990s by Komen-sponsored researcher Mary Claire King, Ph.D. — Dr. Khanna says the mutated ATM gene can more accurately be classified as a BRCA3 candidate, although it is still uncertain what proportion of familial breast cancers can be attributed to the ATM mutation.

"The exact proportion remains to be determined; until it is known, it is difficult to determine the significance of our study in comparison to the discoveries of BRCA1 and BRCA2," Dr. Khanna said. Scientists around the globe have been anxious to find the next significant genetic marker for breast cancer. The unknown marker has been dubbed BRCA3 in anticipation of its discovery. 🌸

Rally for a Cure® Reaches 2,500 Events

Williston Country Club in Williston, ND, was one of the more than 2,500 golf and country clubs that participated in the 2001 Rally for a Cure®. Rally is a women's golf program designed to increase breast cancer awareness and raise funds in support of the Komen Foundation for the advancement of research, education, screening and treatment.

The theme for the Williston Rally event, *Because It's Personal*, captured the emotions of the program as friends and loved ones were honored and remembered. Trees lining the fairway were decorated with personalized pink ribbons in tribute to those who lost their battle with the disease. After the tournament, participants gathered on the balcony of the country club and released

helium-filled pink ribbon balloons in tribute to their loved ones.

"No one could speak, it was so moving," said Rally Ambassador Peggy Heth.

While the primary mission of Rally for a Cure® continues to be breast cancer awareness, substantial funds are raised at these events as well. Since



its inception in 1996, more than \$5 million has been raised to support the Komen Foundation and the fight against breast cancer.

Plans are underway for Rally 2002. For more information, visit www.rallyforacure.com or call 1.800.327.6811. 🌸

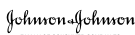
2002 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by **Yoplait**

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

For the most up-to-date information on the 2002 Komen Race for the Cure® Series, contact our automated hotline at **1.888.603.RACE** or visit **www.racefortheCure.com**.

Dates subject to change.

Date	Site	Date	Site	Date	Site
Jan 26	West Palm Beach, FL	Jun 8	Davenport, IA	Oct 5	Albany, NY
Feb 10	El Paso, TX	Jun 8	Raleigh-Durham, NC	Oct 5	Baltimore, MD
Mar 23	Lafayette, LA	Jun 22	St. Louis, MO	Oct 5	Charlotte, NC
Apr 6	Fort Worth, TX	Jun 29	Decatur, IL	Oct 5	Little Rock, AR
Apr 13	San Antonio, TX	Jul 4	Greeley, CO	Oct 5	New Orleans, LA
Apr 14	Tucson, AZ	Jul 6	Brainerd, MN	Oct 5	Oklahoma City, OK
Apr 20	Detroit, MI	Jul 13	Albuquerque, NM	Oct 5	Reno, NV
Apr 20	Fayetteville, AR	Jul 20	Aspen, CO	Oct 6	Denver, CO
Apr 20	Indianapolis, IN	Jul 27	Fresno, CA	Oct 12	Birmingham, AL
Apr 27	Cincinnati, OH	Jul 28	Manchester, VT	Oct 12	Houston, TX
Apr 27	Waco, TX	Aug 11	Colorado Springs, CO	Oct 12	Jacksonville, FL
May 4	Charleston, WV	Aug 11	Kansas City, MO	Oct 12	Lenoir, NC
May 4	Las Vegas, NV	Aug 17	Cheyenne, WY	Oct 12	Louisville, KY
May 4	Winston-Salem, NC	Sep 8	Boston, MA	Oct 12	Wichita Falls, TX
May 11	Atlanta, GA	Sep 14	Bangor, ME	Oct 13	Omaha, NE
May 11	Boise, ID	Sep 14	Lexington, KY	Oct 13	Phoenix, AZ
May 11	Daytona Beach, FL	Sep 14	Monroe, LA	Oct 19	Dallas, TX
May 11	Jackson, MS	Sep 14	Scranton, PA	Oct 19	Des Moines, IA
May 11	New Britain, CT	Sep 14	Tulsa, OK	Oct 19	Knoxville, TN
May 11	Ottumwa, IA	Sep 15	Chicago, IL	Oct 19	Miami, FL
May 11	Peoria, IL	Sep 15	New York City, NY	Oct 19	Terre Haute, IN
May 11	Richmond, VA	Sep 15	Portland, OR	Oct 19	Texarkana, TX
May 11	Sacramento, CA	Sep 15	Toledo, OH	Oct 19	Virginia Beach, VA
May 11	Salt Lake City, UT	Sep 21	Evansville, IN	Oct 20	Milwaukee, WI
May 11	Tyler, TX	Sep 21	Shreveport, LA	Oct 20	Princeton, NJ
May 12	Minneapolis, MN	Sep 21	Tampa Bay, FL	Oct 20	San Francisco, CA
May 12	Philadelphia, PA	Sep 22	Orange County, CA	Oct 26	Baton Rouge, LA
May 12	Pittsburgh, PA	Sep 28	Amarillo, TX	Oct 26	Charleston, SC
May 18	Buffalo, NY	Sep 28	Battle Creek, MI	Oct 26	Macon, GA
May 18	Columbus, OH	Sep 28	Chattanooga, TN	Oct 26	Memphis, TN
May 18	Helena, MT	Sep 28	Cleveland, OH	Oct 26	Temecula Valley, CA
May 18	Syracuse, NY	Sep 28	Grand Rapids, MI	Oct 26	Thibodaux, LA
May 19	Elmira, NY	Sep 28	Greenville, SC	Oct 26	Tupelo, MS
Jun 1	Madison, WI	Sep 28	Lubbock, TX	Oct 27	Providence, RI
Jun 1	Plano, TX	Sep 28	Wichita, KS	Nov 3	Austin, TX
Jun 1	Washington, D.C.	Sep 29	Coeur d'Alene, ID	Nov 3	Los Angeles, CA
Jun 2	Seattle, WA	Sep 29	Honolulu, HI	Nov 3	Nashville, TN
				Nov 3	San Diego, CA

Two New Partners Join the Komen Race for the Cure® Team

The Komen Foundation proudly welcomes Adecco and RE/MAX as Official Partners of the Komen Race for the Cure® Series in 2002.

Adecco, "the Employment People," begins its partnership with the Komen Foundation as a National Series Sponsor of the Komen Race for the Cure®. Adecco is the largest and one of the world's most successful staffing companies with close to 5,500 offices in 58 countries. Like the Komen Foundation, Adecco believes that grassroots efforts are the key to success; the company has more than 1,700 locations throughout North America.

The year 2002 also marks the beginning of a partnership with RE/MAX International, a recognized leader in the real estate industry in the U.S. and Canada. RE/MAX is now co-sponsor of the Komen Race for the Cure®

National Series Breast Cancer Survivor Recognition Program. Along with Zeta Tau Alpha Fraternity, RE/MAX will honor breast cancer survivors by providing the signature pink t-shirts and caps for survivors to wear during Komen Race for the Cure® events. Race participants also receive "In Memory of" or "In Celebration of" back signs to honor their friends and loved ones who have been touched by the disease.



RE/MAX Real Estate

Volunteer Voices**2002 Komen Outstanding Volunteers**

The Komen Foundation recently hosted its 2002 Affiliate Conference. As part of the annual conference, numerous Affiliates, volunteers and corporate partners were recognized for their dedication and commitment to the fight against breast cancer. This year's Komen Award winners are as follows:



Linda Kay Peterson (presenter) and Jean Wicken, Pat Sned, Debbie Price (Komen South Florida Affiliate)

Komen Affiliate Award Komen South Florida Affiliate

Each year, the Komen Foundation recognizes the Komen Affiliate that has best promoted excellence in serving the unmet breast health needs of its community. Through creative education initiatives, the Komen South Florida Affiliate

has targeted priority populations specific to its community by spreading the word of early detection to these important constituents. In 2001, the Affiliate produced and disseminated a resource calendar with breast health and general information concerning local Komen initiatives, events and grants. The Affiliate also hosts a wide variety of innovative fundraising programs including a Pink Ribbon Regatta™.



Brenda Ladun (ABC 33/40) and Joyce Weise (presenter, Komen Grand Rapids Affiliate)

Local Television Media Award Komen Birmingham Affiliate – ABC 33/40 Komen Phoenix Affiliate – KPNX-TV CHANNEL 12

The Komen Local Television Media Award recognizes the outstanding contributions of a local television entity to the Komen Foundation and its mission in collaboration with a local Komen Affiliate during a one-year period. The award is presented to both the local television station and its corresponding Komen Affiliate. The award for excellence in a small market went to the Komen Birmingham Affiliate and ABC 33/40. The Komen Phoenix Affiliate and KPNX-TV Channel 12 received the award in the larger market category.



Kay Thompson (Komen Phoenix Affiliate) and Anita Helt (KPNX-TV)



Peggy Johnson with Becky Haddad (presenter, board member)

Jill Ireland Award Peggy Johnson, Individual Celestica Corporation, Corporate

The Jill Ireland Award was created in 1990 in memory of actress Jill Ireland who died of breast cancer at the age of 54. Her optimism and determination throughout her fight became such an inspiration to others that she was awarded the Medal of



Sherry Turley (Celestica Corp.)

Courage by President Ronald Reagan. Each year, the Komen Foundation recognizes an individual and a corporate partner for their dedicated optimism in the fight against breast cancer.

Peggy Johnson won the individual Jill Ireland Award. She began her Komen career as a charter member of the Komen Mid-Kansas Affiliate. She has served as Race chair and president of the Komen Mid-Kansas Affiliate, as well as vice chair of chapter development. Peggy served as the first out-of-state board chair for the Foundation and she has been a true champion of the Centers for Disease Control screening program.

The Komen Arkansas Affiliate believes Celestica Corporation is a dream come true. Celestica first approached the Affiliate as a local Race sponsor. Then, when the Komen Arkansas Affiliate needed a place to store goody bags, Celestica provided a central location for sponsor pickup for UPS and on top of that paid for the majority of the shipping. Celestica also provided volunteers and challenged the Affiliate to address the issue of male breast cancer. The Affiliate responded by producing a video aimed at a male audience with help from a Sturgis Foundation grant.



Charles Thompson (APS)

Komen Community Service Award Charles Thompson and Arizona Public Services (APS)

As a local sponsor of the Komen Phoenix Race for the Cure® since 1996, Arizona Public Services (APS) and Charles Thompson — APS's community relations manager and a founding member of Komen Phoenix Affiliate's Board of Directors — have remained dedicated to the fight against breast cancer. In 2001, APS and Thompson took their commitment to a higher level and included information about early detection in 894,000 APS customer bills sent throughout Arizona. The company also produced and distributed Komen Phoenix Race for the Cure® window displays for over 250 businesses in Arizona and placed Race ads in local magazines and Hispanic newspapers. APS also promoted breast health and breast cancer awareness on its website.



Alma Adams and Dawn Duplantier (Komen Dallas County Affiliate)

Founder's Award Komen Dallas County Affiliate

The Komen Dallas County Affiliate is the recipient of the 2002 Founder's Award. Over the years, the Affiliate has overcome many obstacles, one of which is to operate in harmony in

(continued on page 14)

Meet the Women of AANAC: Mary Louise Adams, Ph.D., R.N., C.S., F.N.P.

In 1999, the Komen Foundation formed the African American National Advisory Council (AANAC), composed of African American women on the front lines of the nationwide battle against breast cancer. Their charge? To advise the Foundation on reaching, informing and serving the breast health needs of the African American community. Who are the members of AANAC? *Frontline* will introduce you to a number of these vibrant women over the coming months.

Mary Louise Adams, Ph.D., R.N., C.S., F.N.P.: Dr. Adams has



served as facilitator of the Susan G. Komen Breast Cancer Foundation's African American National Advisory Council since 1999.

She is a family nurse practitioner and is the project director for African American Breast Cancer Outreach (AABCO), a statewide initiative in Texas that encourages African American women to participate in early breast

cancer detection and follow-up services. She is also the project coordinator of the Community Women's Wellness Center (CWWC) at the University of Texas at Austin School of Nursing, where she is assistant professor of Clinical Nursing.

Dr. Adams was recently recognized by Career Communications Group, Inc. (CCG), with the organization's "Women of Color in Health, Science and Technology" award. Adams was selected for her career accomplishments and dedication to helping other minorities succeed in health, science and technology careers.

Innovating, Implementing: Dr. Adams has been with the CWWC for 10 years. During her tenure she has undertaken the development and implementation of a model program connecting medically underserved women 40 years and older, of all races and backgrounds, to the potentially life-saving benefits of screening mammography.

Focusing on African Americans: Four years ago, Dr. Adams, along with a Komen staff member and members of the Texas Cancer Council, decided there was a great need for breast cancer

outreach to African American women in the state of Texas. While fewer numbers of African American women get breast cancer than do Caucasian women, proportionally more African Americans are diagnosed before age 45, and more die from the disease. To help address these issues, Dr. Adams applied for and received a grant that helped form the AABCO program. AABCO currently operates in Houston, Dallas and Tyler, and for the past four years has provided screening to women who otherwise might not have received it. "We learned that reaching this group of women in both rural and urban areas means a lot of one-on-one, doing health fairs, talking to people and meeting people," Dr. Adams said.

The Value of Volunteers: Dr. Adams and her colleagues know that volunteers are the true power behind programs like AABCO. But volunteers need incentives and motivation: feeling good about helping others takes a person only so far. Creating social events and tie-ins with Mother's Day, Juneteenth and other dates significant to the African American community were bridges to reaching and recruiting willing volunteers. But the most creative volunteer roundup effort — and easily the most fun — was a bus trip to the San Marcos Outlet Mall. "What woman doesn't like to shop?" Dr. Adams asks, explaining the tactic used to get women to listen to a pitch about AABCO, early detection and the need to "save our sisters." "During the drive from Austin, we talked with them, told them about breast cancer and answered their questions." When the bus made its way back to Austin, the shoppers had found some nice bargains and AABCO recruited a new group of volunteers willing to serve a minimum of 50 hours that year. 🌸

(Volunteer Voices continued from page 15)

the same city as Foundation Headquarters. As with most Komen Affiliates, the Race was organized and operated out of the homes and garages of volunteers in the early 1990s. In 1993, after Foundation Headquarters was established in Dallas, "the chapter" closed its doors, feeling that perhaps there was a duplication of efforts. The closing left the proposed 1994 Komen Race for the Cure® without the experience of those who had guided the Race in previous years. An entirely new Race committee was formed and volunteers set out to write new by-laws, thereby establishing the Komen Dallas County Affiliate. Still operating under volunteer leadership today, the Dallas Race has grown from 800 participants to 30,000. As a result, the Affiliate supports numerous community programs and in 2002 will award \$1 million in grants to programs for the underserved in Dallas County.



Dave Leavenworth

Suzy's Angel Award

Dave Leavenworth

The Suzy's Angel Award recognizes the contributions of a volunteer who has served at the national level above and beyond the call of duty. Dave Leavenworth is the recipient of the 2002 Suzy's Angel Award. Throughout his years with the Foundation, Dave has served on the Komen Foundation Board of Directors, the finance committee, international committee and the human resources committee. In addition to the wisdom, time and dedication he has volunteered over the years, Dave and his wife Marty have also established a Komen scholarship award for young adults who have lost a parent to breast cancer and are unable to afford a higher education. 🌸

NEW to the Komen Marketplace!

The Komen Foundation is pleased to offer the following new Pink Ribbon Merchandise: Milestones to Wellness™ Marble Push Pins and two stationery lines. Sixty-two percent of the sales price benefits the Komen Foundation and the fight against breast cancer. Visit www.komen.org to view more items.



Item No. 706-P1100



Item No. 706-03100



Item No. 706-P5100



Item No. 706-P2100



Item No. 706-P3100



Item No. 706-P7100



Item No. 706-P6100

Purchaser Information (Please print clearly or type)

Name: _____
 Company: _____
 Address (no P.O. boxes): _____
 City: _____ State: _____ Zip: _____
 Daytime Phone: _____
 Email: _____

Pricing Form

Item No.	Product	Quantity	Item Price	Total
706-03100	Milestones to Wellness™ Marble Push Pins		\$ 15.00	
Pink Ribbon Topiary Stationery Series				
706-P1100	Pink Ribbon Topiary Sheer Delight Note Cards (8 count)		\$ 11.50	
706-P2100	Pink Ribbon Topiary Journal		\$ 25.00	
706-P3100	Pink Ribbon Topiary Kitchen List Pad with Magnet		\$ 5.00	
Swirl Pink Ribbon Stationery Series				
706-P5100	Swirl Pink Ribbon Note Cards (10 count)		\$ 11.50	
706-P6100	Swirl Pink Ribbon Correspondence Cards (10 count)		\$ 8.00	
706-P7100	Swirl Pink Ribbon Note Cube		\$ 10.00	
Total Product Cost				
Add Shipping & Handling*				
Total				

Payment Options

• **Check enclosed payable to:** The Susan G. Komen Breast Cancer Foundation

• **Charge to:** Visa MasterCard American Express

Card number: _____ Exp. date: _____

Name on credit card: _____

Signature: _____

Placing Your Order

• **Online:** www.komen.org

• **Mail:** The Susan G. Komen Breast Cancer Foundation
 P.O. Box 932361, Atlanta, GA 31193-2361

• **Tel:** 1.877.SGK.SHOP **Fax:** 1.877.581.7037

• **Questions?** Please call 1.877.SGK.SHOP

Shipping and Handling* (Based on Total Product Cost)

\$1 - \$100 = \$7.50 | \$101 - \$250 = 10.0% | \$251 - \$500 = 8.0%

\$501 - \$1,000 = 7.0% | Over \$1,000 = 6.0% | USA only

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 code: _____
 Phone number: _____
 Email: _____
 Amount of contribution: \$ _____

Check enclosed Charge to: Visa MasterCard American Express

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 acknowledgment of this gift to:

Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Please remember the Susan G. Komen Breast Cancer Foundation in your will and United Way and federal 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 website at 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


Headquarters
5005 LBJ Freeway, Suite 250
Dallas, Texas 75244
Tel: 972.855.1600 Fax: 972.855.1605
www.komen.org
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Susan Braun Helps Open New Washington, D.C., Breast Center



Susan Braun, president and CEO of the Komen Foundation, helped open the new Center for Breast Health at Washington Hospital Center during a ribbon-cutting ceremony with Marc Boisvert, M.D. (left), the center's medical

director, and Mike Covert, president of the center. Braun was the keynote speaker for the dedication of the new center, which opened in February in Washington, D.C. The state-of-the-art facility was designed based on feedback from area women who expressed a desire for a central location providing a full array of breast health services. 

The Power of a Promise[™] 20 YEARS

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 Susan G. Komen Breast Cancer Foundation in 1982 in Suzy's memory. Twenty 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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