

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Fall 2005

New Tests Could Provide Important Answers Komen-funded Researchers Leading the Charge with Innovative Detection, Assessment Tools



Saraswati Sukumar, Ph.D.

Breast Fluid Test Could Aid in Early Detection, Risk Assessment

A sophisticated test using a very small sample of breast nipple fluid could provide relatively quick answers to a number of big cancer questions, including the two most urgent ones: "Do I have cancer?" and "Will I get cancer?"

The test, called the QM-MSP, or quantitative multiplex methylation-specific PCR, is being developed by a team of researchers at the Johns Hopkins Kimmel Cancer Center. Principal investigator for the team is Saraswati Sukumar, Ph.D., the Barbara B. Rubenstein Professor of Oncology at the Johns Hopkins Kimmel Cancer Center. Dr. Sukumar's research is being funded, in part, by the Komen Foundation.

The highly sensitive QM-MSP requires a very small sample of breast fluid to yield what appears to be a rich array of

information specific to breast cancer. QM-MSP has the potential to assist physicians in the following ways: It could be used to detect cancer in its very early stages, or help clarify whether cell samples obtained through conventional means, like core biopsy or fine needle aspiration, are indeed cancerous. It could serve as a breast cancer risk-assessment tool by focusing on specific areas of DNA, located within genes, for signs of methylation, a process that leads to the loss of certain key proteins the body needs to resist breast cancer. QM-MSP could also be used in monitoring whether cancer treatments are working, based

on the levels of methylation in sampled cells. In addition, the QM-MSP method has the potential to reduce the number of unnecessary breast biopsies, while allowing for earlier treatment of cancer.

QM-MSP combines cytology, the study of cells, and gene assessment in one test, minimizing the need for numerous samples. Existing methods used to determine accurate levels of methylation usually require repeated tests, which, in turn, might require more samples of breast fluid. Existing means of obtaining samples can be somewhat unreliable, expensive, time-consuming and traumatic to the patient.

Last summer, Dr. Sukumar and her colleagues at Johns Hopkins attracted substantial media attention when one reporter called QM-MSP a "Pap test for breast cancer," alluding to the test widely used by gynecologists for the detection of cervical cancer. Dr. Sukumar dismissed the comparison, saying there remain many factors that need to be addressed before QM-MSP is ever put into routine clinical use, like the Pap test.

The lack of a reliable method for sampling breast fluid, Dr. Sukumar said, is one of the barriers to widespread clinical adoption of the QM-MSP. "Unlike the cervix, the breast is a complex structure, and we are just beginning to understand its normal architecture," she said.

(continued on page 5)

inside

10 Years Later: A Survivor Shares Her Story	2
Desperate Men Ask Fans for \$10 Million	3
Aspirin, Ibuprofen Studied	4
Male Survivor Receives Suzy Komen Award	4
Linking A.R.M.S.™	5
Partners in the Promise	6
Did You Know...	9
Public Policy Update	10
Community Educational Tour	11
Volunteer Voices	12
Breast Cancer 3-Day	12
Komen Affiliate News	13
Founder Receives Research!America Award	13
2005 Komen Race for the Cure® Series	14
RE/MAX Races for Life	14
Your Donation Can Help	15
KomenLink	16
eChampion	16



10 Years Later: A Survivor Shares Her Story

By Diane Balma, Director of Public Policy for the Komen Foundation



Diane Balma at the closing ceremonies of the Breast Cancer 3-Day

On June 16th, I reached a milestone — a decade of breast cancer survivorship. I can hardly believe 10 years have passed since I was diagnosed with an aggressive form of breast cancer at the age of 30. I will never forget the day, the hour, the minute of diagnosis. Nor will I forget the look on my doctor’s face as she stood at the foot of my bed in the hospital recovery room. The look said all I needed to know, but more than I wanted to hear.

The mastectomy and chemotherapy treatments that followed were rigorous. I lost a breast, my hair and too much weight. A close friend who was with me recently to celebrate the 10-year anniversary recalled that during the course of my treatment there were days when I was so weak it

took me an eternity to walk across the room. There were other days when I was so sick from the chemotherapy that I had to crawl to the bathroom; and she wondered whether I would survive the treatment, much less the disease itself. Her observation was a telling reminder that this disease, while uniquely the patient’s, is not the patient’s alone.

On those dark days, we could not have foreseen that 10 years later — to the week of my diagnosis — I would begin a journey of a different kind. A journey in which I would trek more than 60 miles over three days in scorching heat and suffocating humidity, keeping step with my doggedly determined teammates. We were walking the 2005 Breast Cancer 3-Day in Dallas, an event that benefits the Komen Foundation. With a heat index that reached 107 degrees, next to chemotherapy this was the most physically demanding and challenging experience of my life. But, also the most rewarding. Pain was prevalent, both physical and emotional, and tears flowed; but laughter was abundant. Random conversations that helped us pass the time were often born out of desperation — desperate to take one more step, to make it to the next pit stop, to reach the finish line, to finish strong.

As the miles passed, I was struck by the many ways in which the Breast Cancer 3-Day paralleled my breast cancer journey. I was in awe of the support from my Komen colleagues and friends — those who walked alongside me, those who worked tirelessly as volunteers at pit stops and those who cheered along the way. Each one was as committed to ensuring that we reached the finish line as we were committed to finishing. They helped me

see the meaning of “team” in a new light and reaffirmed what I already knew — hope abides in servants’ hearts.

I marveled at the courage and determination of the other walkers, including that of my teammates, and I was reminded of the women with whom I’ve “walked” over the past 10 years — other breast cancer patients whose courage defied human understanding and whose hope trumped breast cancer every time. Some of them survived breast cancer and others didn’t. But they all finished strong.

As I think of those dear friends, I realize I’ve stood by the bedsides of some of the finest women I will ever know. I’ve held their hands. I’ve cried their tears. I’ve laughed at proud memories. I’ve lost too many friends and delivered too many eulogies. I’ve seen unimaginable suffering. Yet, I’ve also seen the true joy of the spirit that abounds when the body fails us. These unforgettable women taught me more about life and living and, yes, dying, than I could have ever hoped to learn in a lifetime. And, as I saw on the Breast Cancer 3-Day, their spirit lives on!

On the third and final morning of our 60-mile adventure, my teammates and I had our own serious physical struggles, from bouts of nausea and persistent dehydration to feet that screamed for relief from blisters. Giving up mentally was never an option, but I secretly wondered whether our bodies would hold up.

If the thought of giving up ever crossed the minds of my teammates, they never voiced it. As we headed out of camp early to begin the final leg, a song began playing over the loudspeakers — a new version of “Somewhere Over the Rainbow,” of which I’m particularly fond. The song never held much meaning for me until it was played at the memorial services of two close friends — young women I met while plotting the hardest course of our lives — and it has since become interwoven in my heart. They loved this song. As the music played, my tired resolve strengthened, the grimace on my face turned to a smile and the pain subsided. And while one might conclude that I was merely suffering from dehydration-related delirium, I could have sworn I heard the voices of all those who have gone before me and of my strong network of co-survivors who hold my hand daily say, through the music of the loudspeakers, “Finish strong!”

My friends, if we are to finish strong, we must redouble our efforts in this fight against breast cancer. I am just one woman. One story. There are millions more just like me who need help — support, resources, the hope of promising research.

(continued on page 5)

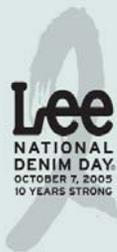
Desperate Men Ask Fans for \$10 Million



Ricardo Antonio Chavira and James Denton

Two of the hunks from *Wisteria Lane* are showing their softer sides by focusing their attention on raising money for breast cancer initiatives. James Denton and Ricardo Antonio Chavira, stars of the hit television show *Desperate Housewives*,

have joined forces to help raise \$10 million to commemorate the 10th anniversary of *Lee National Denim Day*[®]. Denton and Chavira are calling on fans and millions of workers nationwide to join them October 7 in wearing denim to work in exchange for a \$5 donation to the Komen Foundation.



“For 10 years this program has transformed the workplace by bringing deep meaning to casual Fridays and unifying millions of people through two simple acts: wearing denim and making a donation,” said Kathy Collins, vice president of marketing for Lee Jeans. “Lee National Denim Day is about finding a cure for breast cancer — it’s about education and hope and the power of a pair of jeans.”

Chavira and Denton share a passion for the cause: each lost his mother to breast cancer. Chavira’s mother died when he was a teenager while Denton’s mother died just two years ago. While their experiences with the disease are different, the pain breast cancer inflicted on their families is the same. By partnering with Lee Jeans and the Komen Foundation, they hope to spread the important messages of education and early detection so their unfortunate losses might be prevented for future sons and daughters. Additionally, as male spokespeople, Denton and Chavira hope to increase recognition of the important role men play as co-survivors — encouraging breast health and assisting a spouse, partner, parent, sibling or friend in his or her fight against the disease.

Last year, approximately 27,500 companies helped raise more than \$8.5 million on a single day, bringing the nine-year fundraising total of Lee National Denim Day[®] to more than \$52 million for the Komen Foundation. One hundred percent of the funds raised are donated to the Foundation and are used to support breast cancer research, education, screening and treatment programs.

For more information or to register, please visit www.denimday.com.

(New Tests continued from front cover)



Beverly Sullivan, Ph.D.

Saliva Test Could Detect Biomarker for Aggressive Form of Breast Cancer

Researchers at the University of Wyoming are exploring whether a simple saliva test can, in one rapid and non-invasive step, determine whether a patient has the antigen HER-2 neu, a biomarker for an aggressive form of breast cancer. The research to perfect the technique was funded in part by the Komen Foundation. The project is significant for its potential to make “even earlier” detection of cancer and earlier medical intervention possible.

Beverly Sullivan, Ph.D., principal investigator for the University of Wyoming research team focusing on the development of a simple saliva test for HER-2 neu, said that animal studies suggest it is possible to detect a fragment of HER-2 neu in the blood even before a tumor or any other irregularities are clinically evident. For patients, that could mean detection of breast cancer even before x-ray mammography, breast self-examination or clinical breast examination by a trained practitioner could find any breast abnormalities.

At present, techniques such as the enzyme-linked immuno-assay (known as ELISA), use blood samples to detect HER-2 neu in the body. Using blood samples requires multiple steps and can take hours to produce an answer. The ultimate goal of the University of Wyoming group’s research is to develop a saliva-test technique that can be easily used in a physician’s office, providing results while the patient waits.

HER-2 neu is a protein that sits on the membrane of breast cancer cells. Part of the protein sticks outside of the cell. This part can be broken off, enabling it to enter the blood stream. The fragment is very small and can also migrate into the saliva.

Because saliva is so easily collected, measuring for HER-2 neu fragments in saliva is ideal. In addition to enabling “even earlier” detection of a particularly aggressive form of breast cancer, the saliva test has other potential benefits: It could enable easy, ongoing monitoring of patients during treatment, to determine response to the therapy. It could also be useful after adjuvant therapy to give physicians an early alert to possible relapse. Such uses are considered investigational at this point, Dr. Sullivan said.

Aspirin, Ibuprofen Studied in Relation to Breast Cancer Risk



The use of non-steroidal anti-inflammatory drugs (NSAIDs) like ibuprofen and aspirin and their association to breast cancer risk was the focus of a study released in the June 1, 2005, *Journal of the National Cancer Institute*. These drugs are widely used for many conditions including arthritis, pain and to reduce fever. Additionally, they are used to decrease stroke and heart attack risk.

This study looked at the use of aspirin and ibuprofen, the risk of breast cancer and the hormone status of the cancer from 114,460 women in the California Teachers Study cohort, ages 22 to 85.

According to the Study:

- Regular use (defined as more than once a week) of any NSAID did not increase breast cancer risk.
- Long-term daily use of aspirin (five years or more) was associated with a reduction in the risk for estrogen and progesterone receptor positive breast cancer, but this is not considered to be a statistically significant finding.
- Long-term (five or more years) daily use of aspirin was associated with an increase in the risk for estrogen and progesterone negative breast cancers.
- Daily use of ibuprofen long-term (five or more years) was associated with more

breast cancer risk, especially breast cancer that was non-localized (the breast cancer was stage 2 or higher and had spread to the lymph nodes or the patients had metastasis). Whether these observed associations were the cause of the risk was not clear from this study's findings.

Anti-inflammatory Drugs and Cancer Prevention

In recent years, research has taken a look at anti-inflammatory drugs and their possible role in cancer prevention, including breast cancer. COX-2 is an enzyme that is involved in the inflammatory process, and blocking this enzyme has shown promising results in colon cancer trials and mixed results in breast cancer trials. Aspirin, ibuprofen and other NSAIDs inhibit the COX-2 enzyme.

As the authors of this study suggest, more research is needed. They pointed out that

these findings are only a noted association of the use of these drugs and breast cancer.

"Whether the use of NSAIDs contributes to breast cancer risk was not determined," said Cheryl Perkins, M.D., senior clinical advisor for the Komen Foundation. "It could be that underlying processes and conditions are contributing to the risk and not necessarily the drugs being used to treat them. It will be very helpful to see the results of additional controlled studies that address the use of anti-inflammatory drugs. It will be important to look more closely at the subsets of hormone receptor status and the non-localized cancer risks that were observed in this study."

The Komen Foundation currently funds research that explores the role of inflammation in breast cancer. Learn more at www.komen.org.

Male Survivor Receives Suzy Komen Award



Mark Goldstein

The Komen Foundation and the National Distance Running Hall of Fame recently honored Mark Goldstein of Randolph, New Jersey, with the fourth annual Suzy Komen Award. Goldstein, a 17-year breast cancer survivor, was selected for this prestigious honor as a result of his advocacy and volunteer work in the fight against breast cancer and dedication to the sport of distance running.

Established in 2002, the Suzy Komen Award is co-presented by the Komen Foundation and the National Distance Running Hall of Fame. The award recognizes the contribution of the Komen Race for the Cure® Series to the sport of distance running and

honors breast cancer survivors who race competitively. The award was named for Susan "Suzy" Komen, the inspiration behind the creation of the Komen Foundation and the Komen Race for the Cure® Series. Today, the Komen Race Series is the largest series of 5K run/fitness walks in the world with more than one million participants expected in the 2005 events.

Goldstein was presented with the Suzy Komen Award at the National Distance Running Hall of Fame Induction Ceremony at the Stanley Theatre in Utica, New York, on July 9. Goldstein was presented with a bronzed replica of the signature Komen Race for the Cure® back sign in addition to being featured in the Komen Race for the Cure® Series exhibit at the National Distance Running Hall of Fame.

(continued on page 15)

Linking A.R.M.S.™ Helps Patients Meet Treatment Costs



Low-income, under- or uninsured breast cancer patients may be eligible for financial assistance through a partnership between the Komen Foundation and CancerCare. The program, called *Linking A.R.M.S.™: Assistance & Resources Made Simple*, awards grants to economically disadvantaged breast cancer patients to cover the costs associated with treatment medications, pain and anti-nausea medications, lymphedema support and supplies and durable medical equipment.

CancerCare is the nation's oldest and largest not-for-profit organization dedicated to providing free support services for cancer patients and their loved ones.

Patients who call the Komen Foundation's National Toll-Free Breast Care Helpline, 1.800 I'M AWARE®, may be transferred to Linking A.R.M.S.™ if they are qualified to receive financial assistance through the program. Eligible breast cancer patients may receive financial assistance grants of up to \$300 for oral medication, lymphedema care and medical equipment. Program participants may also receive (free of charge) counseling, information and referral services provided by CancerCare staff social workers. Callers are informed of a variety of other CancerCare programs that may cover expenses related to transportation, home-based medical care and child care.

Through its more than 100 Affiliate groups nationwide, the Foundation is able to fill existing gaps in breast health and breast cancer care. Six Komen Affiliates, located in Las Vegas, Atlanta, South Florida, Maryland, Philadelphia and McClean County, IL, have been instrumental in launching the Linking A.R.M.S.™ program

and working with CancerCare to expand the program's outreach nationwide.

"The Linking A.R.M.S.™ partnership formed by the Komen Foundation and CancerCare enables our organizations to draw on each other's strengths, our knowledge of cancer and our networking capabilities for the direct benefit of underserved and economically disadvantaged breast cancer patients anywhere in the United States," said Wendy Mason, Helpline manager for the Komen Foundation. Annually, CancerCare reaches approximately 90,000 people — 25 percent of whom are breast cancer patients. In 2004, CancerCare provided nearly \$3.7 million in assistance to more than 15,000 patients and families.

For answers to breast health and breast cancer questions or to access the Linking A.R.M.S.™ program, call the Komen Foundation's Helpline, 1.800 I'M AWARE® (1.800.462.9273), Monday through Friday, 9 a.m. to 5 p.m. CST. 📞

Helpline Responds to YOUR Questions

The Komen Foundation operates a National Toll-Free Breast Care Helpline that is available Monday through Friday from 9 a.m. to 5 p.m. (CST). Calls are answered by a trained and caring staff comprised mainly of volunteers who have been personally touched by breast cancer. Spanish-speaking attendants are also available.

In calendar year 2004, the Helpline:

- Responded to 61,244 calls
- Received 1,697 e-mails through the Foundation Web site, www.komen.org

Callers and e-mailers requested information about

- the Foundation, including donations, Komen Race for the Cure® and other events, mailing lists and merchandise;
- financial assistance (including free or low-cost mammograms), biopsy and treatment-related expenses;
- and educational materials.

If you have questions about breast health, breast cancer or the Komen Foundation, please call 1.800 I'M AWARE® (1.800.462.9273) or visit www.komen.org. 📞

(10 Years Later continued from page 2)

What can you do? Help us let Congress and other decision makers know that the fight against breast cancer should be a national priority. Participate in a Komen Race for the Cure®, Breast Cancer 3-Day or other breast cancer awareness or fundraising event. Volunteer with a local Komen Affiliate. Empower yourself with the latest knowledge and share your

knowledge with friends and loved ones. Get a regular clinical breast exam and mammogram. Practice monthly breast self-exam and urge others to do the same. We are in this together.

Ten years of life I once thought I might not have. Sixty miles of physical endurance I once thought I could not endure. Three days that reinvigorated my commitment to this fight. Won't you join me? 📞

PARTNERS IN THE PROMISE



Serta Is Counting Sheep for the Cure™

This fall, Serta Mattress Company is encouraging everyone to fight breast cancer while they sleep. Through its *Counting Sheep for the Cure™* program, Serta is producing and selling limited edition pink mattress sets and collector's edition pink Serta-branded Counting Sheep for the remainder of the year. Serta is also holding special Counting Sheep for the Cure™ "pajama parties" at mattress retail stores in select markets. Guests are encouraged to visit the store in their pajamas, bring along their friends and prepare themselves for hours of fun — all dedicated to raising additional funds for the Komen Foundation. The program kicked off August 1, 2005, and runs through December 31, 2005. As part of its commitment, Serta has donated \$290,000 to the Komen Foundation (\$260,000 from Serta and its U.S. facilities and \$30,000 from Serta Canada). The Komen Foundation will give the \$30,000 donation from Serta Canada to the Canadian Breast Cancer Foundation.



Scents of Promise: Love's Baby Soft® and Chantilly®

This fall, two iconic "pink" fragrances, Love's Baby Soft® and Chantilly®, are celebrating the power of "pink" by partnering with the Komen Foundation in the fight against breast cancer. Beginning in September 2005, these two classic fragrances will be featured in "Scents of Promise" gift sets, which will appear in stores nationwide in support of National Breast Cancer Awareness Month. These exclusive limited edition gift sets will be available only through December 2005. In addition, Love's Baby Soft and Chantilly will feature a collectible mother/daughter gift-with-purchase — the "Scents of Promise" Charm Bracelet — to celebrate the special relationship between mothers and daughters. All Chantilly and Love's Baby Soft packages will also feature the Komen Foundation's National Toll-Free Breast Care Helpline, 1.800 I'M AWARE®, and an English-Spanish breast self-examination guide.



Katie Brown Joins KitchenAid's Cook for the Cure®



Cooking, decorating and gardening guru Katie Brown has joined forces with *Cook for the Cure®* presented by KitchenAid. A nationally recognized television personality, Brown has hosted shows on A&E, Lifetime and the Style network. In other news, *Cook for the Cure®* recently surpassed the \$2.5 million mark in its contributions to the Komen Foundation and the fight against breast cancer. About to enter its fifth year, the program

includes a variety of culinary events and special product promotions, including the sale of the pink Stand Mixer, Coffee Mill, Blender and more. New pink countertop appliances launched for National Breast Cancer Awareness Month include a food processor and a 9- and 7-speed hand mixer. In addition, new pink gadgets, such as an ice cream scoop, can opener and measuring spoon and cup set are available this month. Visit www.cookfortheure.com for more information.



Lladró Creates Pink Collection

During the months of September and October 2005, Lladró will donate 10 percent from the sale of four special edition items to the Komen Foundation, with a guaranteed minimum donation of \$50,000 (up to \$60,000). Items include: Admiratio, a delicate porcelain sculpture from the Humanitas Collection; Flowers of Peace, a home fragrance candle; Waterdrop, a pendant with pink glazes from Lladró's Talismania Accessories Collection; and Treasures of the Earth, a classic Lladró figurine featuring pink flowers. For more information, contact 1.800.634.9088 or www.lladro.com.



Pink Roomba® Fights Breast Cancer and Dust Bunnies

In collaboration with the Komen Foundation, iRobot introduces the limited Pink Ribbon Edition Roomba® to help support breast cancer research and outreach programs. For each Pink Ribbon Edition Roomba® Robotic Floorvac sold, iRobot will donate \$36 to the Komen Foundation, with a minimum guaranteed donation of \$45,000. For more information, visit www.irobot.com/sgk.



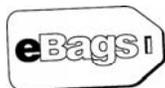
Energizer Has the Power to Keep Going

From September 1, 2005, through December 31, 2005, Energizer will sell Energizer AA and AAA batteries and flashlights through participating retailers in support of the Komen Foundation's mission to end breast cancer. Through this program, Energizer will donate \$350,000 to the Komen Foundation. In addition, Energizer will offer a proof-of-purchase promotion to consumers. When a consumer submits two proofs-of-purchase from any Energizer battery or flashlight (postmarked by December 31, 2005), Energizer will donate \$1.00 to the Komen Foundation. Consumers who participate in this program will receive a "Power to Keep Going" pin from Energizer. For more information, visit www.energizer.com.

(continued on page 7)

PARTNERS IN THE PROMISE

(continued from page 6)



Pick Pink with eBags

In support of the Komen Foundation and the fight against breast cancer, eBags will donate 10 percent of the retail sales price of each pink bag sold on its Web site to the Komen Foundation, with a minimum guaranteed donation of \$100,000. Each bag included in the year-round program is highlighted with a pink ribbon on its Pick Pink Page at www.ebags.com.



Jazzercise Hits the Road with Art & Soul Tour

The Jazzercise Art & Soul Tour is a fundraising effort that benefits two important causes — the arts and women's health initiatives. Each participant of the Art & Soul Tour pledges a minimum donation of \$150 and, in turn, gains entrance to an afternoon of high-energy workouts featuring cardio, stretch and strength moves. The goal is to raise \$1 million through the tour in 2005. Jazzercise will donate a minimum guaranteed donation of \$100,000 to the Komen Foundation. Visit www.jazzercise.com for more information.



Major League Baseball Hosts Strikeout Challenge

This spring, Major League Baseball (MLB) held the *Strikeout Challenge*, a weeklong program to increase breast cancer awareness and raise funds to support the mission of the Komen Foundation. The initiative culminated with a special Mother's Day program at ballparks across the country on Sunday, May 8. During the Strikeout Challenge, fans and players logged on to MLB.com and made a monetary pledge for each strikeout thrown during games played between May 1 and May 8. In 2005, 1,362 strikeouts were thrown during the Strikeout Challenge. In addition to pledges per strikeout, fans and players were also able to donate directly to the Komen Foundation. MLB Charities also donated \$50,000 to the Komen Foundation as part of the program. Look for the Strikeout Challenge again in 2006.



Love Cures Card

The Komen Foundation will be one of the recipients of funds raised through an innovative new shopping program called the *Love Cures Card*. Consumers who purchase the Love Cures Card will receive a 15 percent discount on any \$100 or more purchase made at Ann Taylor and Ann Taylor Loft stores from October 1 through December 31, 2005. In addition, consumers who

purchase the card will receive a one-year subscription to one of a selection of Conde Nast magazines. Love Cures Cards are available for purchase for \$30 at Ann Taylor and Ann Taylor Loft stores nationwide from September 25 to October 31, 2005. The Komen Foundation will receive 25 percent (\$7.50) of the purchase price of each Love Cures Card sold.

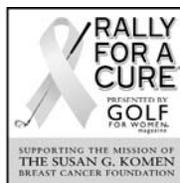


WNBA Auction Supports Fight

In recognition of October as National Breast Cancer Awareness Month, the Women's National Basketball Association (WNBA) and National Basketball Association (NBA) will conduct an online auction in mid-October in support of the Komen Foundation. With this past July's successful WNBA Breast Health Awareness Auction that raised more than \$40,000 for the fight against breast cancer, the WNBA is looking to help raise additional funds to help put an end to this disease. The auction will feature a variety of unique NBA and WNBA player auction items and experiences. Visit www.auction.wnba.com and place a winning bid to score your own WNBA and NBA memorabilia.

Compete for Pink at WorldWinner.com

In 2005, the Komen Foundation continues its partnership with WorldWinner.com as the beneficiary of its online *Compete for Pink* tournament in support of the fight against breast cancer. During the month of October, the online gaming Web site will host *Compete for Pink* tournaments, donating 10 percent of each entry fee per game to the Komen Foundation. For more information, please visit www.worldwinner.com.



Rally For A Cure® Marks 10 Years

Rally For A Cure®, presented by *Golf For Women*® magazine, is *Celebrating 10 Years of Touching Lives* in support of the Komen Foundation and the fight against breast cancer. A simple closest-to-the-pin contest, Rally is a golf event with a purpose: to deliver the important message that early detection saves lives. Anyone can hold a Rally — play on a day you choose, incorporate into a group's regular play day or be part of a tournament or special event. Rally Headquarters provides each player with breast cancer information from the Komen Foundation, a signature pink ribbon pin with a golf club and a chance to win event favors and a significant golf prize. Additionally, each participant is entitled to a one-year subscription to *Golf For Women*® magazine.

(continued on page 8)

PARTNERS IN THE PROMISE

(continued from page 7)

Since Rally's inception in 1996, the staff at Rally Headquarters has enjoyed hearing from countless participants and volunteers. They communicate just how important their Rally events have become to members of their communities and how much breast cancer awareness they have been able to raise. And although Rally has a serious message behind it, one thing is for sure, spirits are always high among Rally participants and these events create wonderful memories. Rally For A Cure® has touched hundreds of thousands of people worldwide and continues to be an active partner in the fight against breast cancer. To learn how you can host a Rally event in your community, contact 1.800.327.6811 or www.rallyforacure.com.



Join Quilted Northern Ultra® Online

Georgia-Pacific Corporation, the makers of Quilted Northern Ultra®, will donate 50 cents to the Komen Foundation for every proof-of-purchase collected from specially marked pink ribbon packages of Quilted Northern Ultra® through December 31, 2005 (up to a maximum of \$500,000). Consumers can log on to www.quiltednorthernultra.com and enter the unique code online to activate the donation to the Komen Foundation's national headquarters or a local Komen Affiliate. The code can be found behind the seal on the back of Quilted Northern Ultra® packages. Consumers can also mail in the UPC to: Quilted Northern/Komen Donation Program, P.O. Box 5418, Clinton, IA 52736-5418, or bring the UPCs to collection boxes at the Quilted Northern tent at local Komen Race for the Cure® events across the country. The proceeds from all UPC donations contributed at the Races will be distributed to local Komen Affiliates.

Quilted Northern Ultra® has also partnered with fashion designer Cynthia Rowley to make it Fashionable to Care. Rowley has designed the Ultra Care Tote Bag, which will be available for purchase online at www.quiltednorthernultra.com through December 31, 2005. The tote bag is \$15 with any Quilted Northern purchase, with 100 percent of net proceeds (guaranteed \$5 per bag) donated to the Komen Foundation.

Quilted Northern Ultra® is a National Series Sponsor of the Komen Race for the Cure®. For more information, please visit www.quiltednorthernultra.com.



ClubMom Members Make a Difference

The Komen Foundation has partnered with ClubMom for its *ClubMom Dollar Drive for Charity* program. This past Mother's Day, ClubMom, a free national membership organization for moms, launched an initiative that allows America's moms to give back to many nationally recognized charities, including the Komen Foundation. For each new registration for a free ClubMom membership, ClubMom will donate \$1 to the charity of her choice. For every mom who joins ClubMom now through March 31, 2006, and selects the Komen Foundation, \$1 will be donated to the Foundation. In addition, ClubMom will donate one percent of the amount a member spends with participating merchants in the ClubMom Online Mall to the Komen Foundation (or other charity of her choice). For more information, visit www.clubmombdollardrive.com



Better Homes and Gardens® Red Plaid Cookbook Goes "Pink"

A treasured favorite among generations of families, the best-selling Red Plaid *Better Homes and Gardens® New Cook Book* has been a trusted kitchen resource since 1930, with more than 37 million copies sold. Now, for the first time in its 75-year history, the cookbook will be published in a special "Pink Plaid" Limited Edition in support of the fight against breast cancer. As part of this promotion, a minimum donation of \$250,000 will be made to the Komen Foundation.

The complete 12th edition *New Cook Book, Limited Edition "Pink Plaid"* features more than 1,200 recipes, 700 full-color photographs, hundreds of preparation tips and easy-to-read cooking charts presented in a convenient ring-bound format. An all-new 64-page "pink" section includes healthful dietary and lifestyle suggestions and up-to-date breast cancer information. In addition, there are more than 60 recipes using wholesome "super foods" — functional foods that help meet daily nutritional requirements and may play a role in reducing the risk of disease.



Foundation Partners with Belk

The Komen Foundation is proud to partner once again with Belk department stores. In honor of National Breast Cancer Awareness Month, Belk will conduct special events throughout the month of October to support breast cancer awareness efforts and raise funds for the Komen Foundation. In-store activities will include the *Pink Ribbon Wall of Hope* and *Shop for the Cure®* discount shopping pass. Belk has guaranteed a \$200,000 donation from these in-store promotions. For more information, visit www.belk.com.

Did You Know...



Low-fat Diet May Lessen Risk for Breast Cancer Recurrence

New research indicates that women on a low-fat diet (20 percent dietary fat) are less likely to have a breast cancer recurrence after five years compared to women on a regular diet.

The results from the randomized clinical trial involving 2,400 postmenopausal women who had previously been treated for breast cancer were presented at the 2005 annual meeting of the American Association of Clinical Oncology (ASCO) in May. The study also suggests that women with estrogen receptor negative breast cancer appeared to respond better to the fat-reduction diet than those with estrogen receptor positive breast cancer. It is not clear whether the difference in the rates for the recurrence of breast cancer was due to the lowered amount of dietary fat, to foods that might have been substituted when fat was reduced, to the weight loss reported by the women on the low-fat diet or to some other cause and effect. However, the findings point to the importance of maintaining a healthy lifestyle and diet. For more information about this study, please visit the Newsroom at www.komen.org.

What Is Paget's Disease?

Paget's disease of the nipple, also called Paget's disease of the breast, is an uncommon type of cancer that forms in or around the nipple. More than 95 percent of people with Paget's disease of the nipple also have underlying breast cancer; however, Paget's disease of the nipple accounts for less than five percent of all breast cancers. For instance, of the 211,240 new cases of invasive breast cancer projected to be diagnosed in 2005, fewer than 11,000 will also involve Paget's disease of the nipple. For more information about Paget's disease and other types of breast cancer, please visit the About Breast Cancer section at www.komen.org.



National Race Raises Millions

More than 47,000 runners and walkers, including nearly 3,700 breast cancer survivors, participated in the 16th annual Komen National Race for the Cure® in

Jaclyn Smith and Ricardo Antonio Chavira

Washington, D.C., on June 4, 2005, to raise money for breast cancer research, education, screening and treatment programs. More than \$3 million will go directly to support the fight against breast cancer. Among those participating were actress and breast cancer survivor Jaclyn Smith and *Desperate Housewives* actor Ricardo Antonio Chavira. For more information about the Komen National Race for the Cure®, including the 2004 grant recipients, please visit www.nationalraceforthecure.org.



Walking Could Reap Big Rewards

Walking even one hour a week could increase breast cancer survival rates according to the May 25, 2005, issue of the *Journal of the American Medical Association*. The results were based on a study that looked at responses from almost 3,000 women aged 30 to 55 who were diagnosed

with stages I, II or III breast cancer between 1984 and 1998. The study indicates that walking (or a similar vigorous activity) only one hour a week appears to reduce the risk of dying when compared to those who walked less than an hour a week at an average pace. However, the maximum benefit was seen with additional activity (such as walking three to five hours a week). Activity more strenuous than this did not increase the benefit further. These benefits were seen with five- and 10-year survival outcomes. The average pace for walking in this study was 2-2.9 miles per hour. For more information, please visit the Newsroom at www.komen.org.

Are You a Co-Survivor?

Co & Survivor
strength - support - love

There are as many ways to be a co-survivor as there are people. Thoughtful gestures big and small mean

so much to breast cancer survivors, whether they've just been diagnosed or completed treatment years ago. The pink and white co-survivor ribbon represents the special relationship between breast cancer survivors and the family members, friends, healthcare providers or colleagues who supported them through diagnosis, treatment and beyond. For more information about what it means to be a co-survivor, please visit our new co-survivor mini-site at www.komen.org/cosurvivor. 🌸



D.C. Kicks Off Minority Cancer Week

On April 18, *Komen Champions for the Cure™* kicked off National Minority Cancer Awareness Week with a press conference and community discussion on breast cancer issues facing low-income and minority women in the nation's capital. The event was held at Mary's Center for Maternal and Child Care, a Komen National Race for the Cure® grantee, and was attended by 65 representatives of leading healthcare organizations in the District of Columbia.



Congresswoman Eleanor Holmes Norton

Komen Champions for the Cure™ worked with D.C. Councilmember Jack Evans to secure \$250,000 for breast cancer screening, outreach and treatment efforts for women with little or no health insurance at Greater Southeast Community Hospital. Evans also pledged \$430,000 in additional funding to expand access to screening for women in the District.

At the federal level, D.C. Congressional Delegate Eleanor Holmes Norton called for reauthorization and increased funding for the National Breast and Cervical Cancer Early Detection Program (NBCCEDP).



Senator Dianne Feinstein (D-CA) with former Senator Connie Mack

Foundation Hosts Public Policy Awards Luncheon

The Komen Foundation honored three champions in the fight against breast cancer at its Public Policy Awards Luncheon, held April 19 on Capitol Hill. The event brought together approximately 200 advocates, policymakers, medical professionals and volunteers, including a number of members of Congress.



David Satcher, M.D., with former Rep. (and Komen Board member) Ken Bentsen

The Foundation honored Senator Dianne Feinstein (D-CA) with the Connie Mack Lifetime Achievement Award. Senator Feinstein, as the founding co-chair of the Senate Cancer Coalition, has been a strong supporter of increased funding for breast cancer research and the NBCCEDP. Her leadership was key in establishing the breast cancer research stamp and this year she introduced legislation to extend the stamp through 2007.

Additionally, the Foundation honored David Satcher, M.D., with the Komen Champion of Change Award. Dr. Satcher, interim president of the Morehouse School of Medicine and director of the National Center for Primary Care at Morehouse, served as Surgeon General of the United States, Assistant Secretary of Health and director of the Centers for Disease Control. Dr. Satcher has been outspoken and active on minority health disparity issues.



Komen Foundation Board Chair LaSalle D. Leffall, Jr., M.D. with Rep. Ileana Ros-Lehtinen (R-FL)

Finally, the Foundation presented Representative Ileana Ros-Lehtinen (R-FL) with the Women's Health Advocate Award. Representative Ros-Lehtinen co-chairs the Health and Older Women Caucus in Congress and was a strong supporter of H.R. 383, the Breast Cancer Patient Protection Act. Congresswoman Ros-Lehtinen co-sponsored the breast cancer research stamp legislation and supported the Cancer Screening Coverage Act, H.R. 1285. She has been a leader on the Breast and Cervical Cancer Treatment Act.



Congressional staffer Michele Jalpet, consultant Kristen Gordon, Congressman Bill Delahunt (D-MA) and Anna Madison from the Komen Massachusetts Affiliate

Komen Champions Participate in Lobby Day

On April 19-20, 43 participants representing 25 Komen Affiliates across the country came to Washington, D.C., to attend the Komen Champions for the Cure™ Lobby Day. This year's Lobby Day was the largest ever, with Champions volunteers visiting 160 congressional offices, representing 24 states.

Affiliates participated in a training session and heard from guest speaker Representative Tim Murphy (R-PA), who spoke about the power of advocacy. Rep. Murphy has been a champion of breast cancer issues and played a key role in the passage of the Mammography Quality Standards Act (MQSA) last year.

Two Champions volunteers who attended the Lobby Day, Annie Staten from the Komen Northeast Louisiana Affiliate and Kim Carlos from the Komen Greater Kansas City Affiliate, were profiled in a story on BET Nightly News for their efforts to educate members of Congress about the disproportionate impact of breast cancer on African-American women.

In the Lobby Day meetings, Affiliate representatives discussed programs aimed at reducing disparities faced by low-income and minority women in access to breast cancer screening and treatment. Champions called for increased funding for the National Center on Minority Health and Health Disparities (NCMHD), which works to reduce and ultimately eliminate disparities in health outcomes. They also called for reauthorization and increased funding for the NBCCEDP.

(continued on page 11)

(Public Policy continued from page 10)

Finally, Champions discussed the critical nursing shortage facing our country, the important role of oncology nurses and the need to invest in nursing by funding the Nurse Reinvestment Act programs.

Online Campaign Aimed at Disparities

The Komen Foundation marked National Minority Cancer Awareness Week with an online advocacy campaign aimed at highlighting outcome disparities for minority women diagnosed with breast cancer. Through this campaign, the Foundation's network of nearly 75,000 eChampions were asked to write letters to members of Congress in support of funding for NCMHD and NBCCEDP. In all, more than 12,500 individuals took action, sending more than 37,000 messages to members of Congress.

Patient Navigator Legislation Enacted

In June, President Bush signed H.R. 1812, the Patient Navigator Outreach and Chronic Disease Prevention Act of 2005. Sponsored in the Senate by Senators Kay Bailey Hutchison (R-TX) and Jeff Bingaman (D-NM), and in the House of Representatives by Representatives Robert Menendez (D-NJ) and Deborah Pryce (R-OH), the legislation provides federal grant funds for model patient navigator programs providing early detection, treatment and follow-up care services for medically underserved patients with cancer and chronic diseases. Patient navigators provide case management services to help coordinate care, assist patients with making appointments for physician visits, complete insurance paperwork, assist with health insurance appeals and provide culturally sensitive services tailored to a community's specific needs. 🌱

Foundation Launches Community Educational Tour

Millions of Americans took to the highways this summer for vacations and family reunions and the Komen Foundation joined them through *On the Way to the Cure — Komen On the Go™*, a community educational tour that brought important information about breast health and breast cancer to hundreds of people at festivals, sporting events and shopping malls.

The tour was made possible in part by funds from the Val Skinner Foundation, which hosts the annual LIFE (LPGA Pros in the Fight to Eradicate Breast Cancer) Event, a charity golf event featuring the greatest women golfers in the world from the Ladies Professional Golf Association (LPGA) Tour. Skinner, a 20-year veteran and multiple winner on the LPGA Tour, began the Val Skinner Foundation and annual LIFE Event in memory of her LPGA touring professional and close friend, Heather Farr. Farr was diagnosed with breast cancer at 24 in 1989 and died of the disease in 1993 at the age of 28. In the past six years, the LIFE Event has raised \$1.5 million for the Komen Foundation in support of its initiatives to engage young women.

The goal of the 14-week tour — which continues this fall at college and university campuses across the

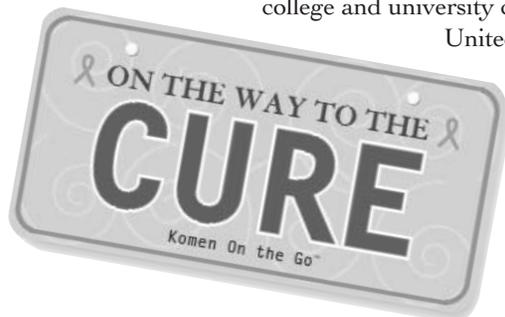
United States — is to engage all generations in the fight against breast cancer. By learning more about breast health and breast cancer, participants



will hopefully make a deeper commitment to practical, everyday health habits that could potentially save their lives.

On the Way to the Cure — Komen On the Go™ allows people to learn at their own pace in a relaxed, fun setting. Each stop along the route features the Komen Foundation's pink trailer, which converts into an interactive learning center, complete with computer kiosks, materials about breast cancer, breast self-examination (BSE) guides, information about opportunities for local involvement in breast health awareness activities, tips on how to be an effective co-survivor and local and regional resources for additional breast health and breast cancer information. At some tour stops, survivors and healthcare professionals are on hand to answer questions and share their experiences and knowledge.

The Komen Foundation launched *On the Way to the Cure* in 2004 as a pilot project, with stops at selected college and university campuses. Based on the widespread success of the pilot year, the Foundation expanded the tour to include Breast Cancer 3-Day events and community stops to enable people of all backgrounds to benefit from the Foundation's information about breast health and breast cancer. 🌱



Volunteer Voices: Karen Rivera and Lynn Sellers Make a Difference

The end of the 2004-05 fiscal year marked the completion of terms for two members of the Komen Foundation Board of Directors. Karen Rivera completed one year of service as the Affiliate Representative to the board. This position is voted on annually by the Komen Affiliate Network. Lynn Sellers served as the Affiliate Representative in 2002-03, followed by a one-year position as Vice Chair in 2003-04. This past year, Sellers served a one-year term as Class IV Director.



Karen Rivera

Karen Rivera, a native of El Paso, Texas, has a strong history of community service and involvement. Her volunteer work includes Las Palmas Medical Center Woman's Advisory Board, Rotary Club of El Paso, the Advisory Board for Amigo Airsho and the Junior League of El Paso. Since 1992, Rivera has held many leadership positions with the Komen El Paso Affiliate including president, Race chair, fundraising chair, survivor luncheon chair and executive committee member. Irene Epperson, past president of the Komen El Paso Affiliate, said, "Karen's counsel and judgment have always been balanced and fair with Komen's best interests in mind." As a breast cancer survivor, Rivera says, "The quest for a cure is very personal, and I am very committed to this endeavor." Rivera served at the national level as a member of the Volunteer Advisory Council from 2002-04, and as a consistent and unwavering volunteer voice for the Foundation's Five-Year Volunteer Plan, initiated in 2001. She currently serves on the Environmental Task Force at Foundation Headquarters, which studies breast cancer causation. Professionally, Rivera is a partner with Business Interiors, a commercial interior design company.



Lynn Sellers

A Charleston, S.C., native, **Lynn Sellers** first became involved with the Komen Foundation in the formative years of the Komen Lowcountry Affiliate. A longtime community activist, Sellers has held volunteer positions with numerous organizations including the South Carolina Special Olympics, the Christian Family "Y," Charleston Stage Board and the Junior League of Charleston. Her commitment to the community also includes ongoing leadership roles with her church and children's schools. Sellers has a passion for volunteering. Since 1996, Sellers has relied on her sales and marketing background to recruit volunteers, sponsors and supporters for the Komen Lowcountry Race for the Cure®, serving as Race chair and as a member of the development and sponsorship committees. She also served on the board development committee with the goal of solidifying the Affiliate as a well-respected non-profit organization in Charleston. Nationally, Sellers served as a volunteer trainer for the Komen Race for the Cure® Series for many years, a member of the Volunteer Advisory Council from 2001-04, and has been a well-respected voice on numerous task forces and committees, including the Volunteer Plan. In her words, "I am amazed at this wonderful organization and I am thankful to be involved. We are all in this together — furthering our mission of eradicating breast cancer as a life-threatening disease." Sellers is the president and owner of Charleston, Inc., an event management company.

Our heartfelt thanks and congratulations to Karen and Lynn for their passion and commitment to the Komen Foundation's mission. Because of their selflessness and dedication, untold men and women whose families have been touched by breast cancer have seen Komen through our most powerful resource — a Komen Volunteer. 🌟

Be a Part of the Breast Cancer 3-Day

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 of the Breast Cancer 3-Day events walk 60 miles in this challenging but empowering experience.

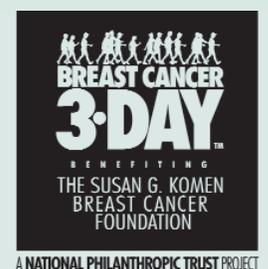
The Komen Foundation receives 85 percent of the net proceeds from each event to support breast cancer research, education, screening and treatment. The remaining 15 percent

benefits the NPT Breast Cancer Fund to provide a permanent endowment for breast cancer initiatives. Sponsors of the 2005 Breast Cancer 3-Day are Pria, Motrin, New Balance and Kodak Easy Share Gallery.

For more information, visit www.the3-day.org or call 1.800.996.3DAY. 🌟

The remaining 3-Day events for 2005 are:

Chicago (September 16-18)	Tampa Bay (October 7-9)
Philadelphia (September 23-25)	San Diego (October 14-16)
Atlanta, Georgia (September 30-October 2)	Arizona (October 21-23)



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



Susan Braun and Michael Bryant, CEO of Methodist Medical Center of Peoria

Peoria Hospital Honors Foundation

The Komen Foundation was recently recognized for its community partnerships and contributions by the Methodist Medical Center of Peoria, IL, at its annual President's Foundation Dinner. Komen Foundation President and CEO Susan Braun received the President's Society Award presented

by Methodist Medical Center Foundation President Steve Weaver. While in Peoria, Braun also attended the 20th Anniversary Komen Peoria Race for the Cure®. Race participants totaled more than 25,000.



Philadelphia Hosts Asian American Event

The diversity of the Asian American community in the Delaware Valley was well represented on May 22 at the first-ever breast health event

for Asian American women and their families. Called *Taking Care of Yourself Takes Care of Your Family* and sponsored by the Komen Philadelphia Affiliate and the American Cancer Society of Southeastern Pennsylvania, the event drew more than 550 men, women and children who were interested in learning more about keeping themselves and their loved ones healthy and aware in relation to breast cancer.

The languages represented included Chinese (Mandarin), Indonesian, Cambodian, Vietnamese, Hmong, Lao and Korean. A keynote address was given by local news personality, Ji Young Min of CBS 3. She touched on a very simple, but powerful message — the rise in breast cancer incidence in Asian American women and the need to keep vigilant about annual screening mammography.

Following Ji Young Min's speech, seven medical professionals, who facilitated each breakout session in their native language, spoke briefly. Representatives from four local hospitals were also present to help enroll uninsured and underinsured women for mammogram appointments. More than 100 women took advantage of this service and were able to walk away from the program with a date, time and location for a free mammogram, with interpretation services scheduled as well. The program closed with a performance by the Chinese Opera Company of Philadelphia.



Firemen for the Cure™ Blaze New Trails

On March 19, 2005, fire fighters from several Maine Fire Departments came

together in the fight against breast cancer during the second annual *Firemen for the Cure™* event held at Shawnee Peak Ski Resort in Bridgton, Maine.

Breast cancer survivor Mary Allen and her husband Wayne coordinated the event that pits teams of five fire fighters against one another as they ski downhill, in full turnout gear, carrying 50 feet of fire hose! The team with the best time wins and they can reduce their time on the clock by raising more money for the Maine Affiliate.

The Affiliate was amazed to learn that Mary and her husband coordinated this event while Mary was undergoing breast cancer treatment. Their enthusiasm and commitment were inspirational.

The fire teams participating in this year's event included the North Bridgton Fire Station, the Central Bridgton Station and the Harrison, Lewiston and Lovell Fire Departments. The event raised a great deal of awareness about the Komen Foundation, the Maine Affiliate and the mission to eradicate breast cancer as a life-threatening disease. The third annual Firemen for the Cure™ event is scheduled for Saturday, March 11, 2006. 📌

Founder Receives Research!America Award



Nancy Brinker

The Honorable Nancy G. Brinker, founder of the Komen Foundation and former Ambassador to Hungary, received the 2005 Research!America Award for Exceptional Contributions as a Volunteer Advocate for Medical or Other Health Related Research. Brinker was honored by the not-for-profit, membership-supported public education and advocacy alliance on March 15 at the ninth

annual Research!America Advocacy Awards Dinner in Washington, D.C. *PARADE* magazine was the host benefactor and Sam Donaldson of ABC News served as master of ceremonies.

A staunch advocate for women's health and patient rights, Brinker was honored for her efforts in raising breast cancer awareness and significant funds for cancer research. Brinker has frequently demonstrated her leadership and expertise at

(continued on page 14)

2005 Komen Race for the Cure® Series



Site	Date	Site	Date	Site	Date
Albany, NY	Oct 1	Houston, TX	Oct 1	Reno, NV	Oct 2
Amarillo, TX	Sep 24	Jacksonville, FL	Oct 22	San Diego, CA	Nov 6
Austin, TX	Nov 6	Knoxville, TN	Oct 22	San Francisco, CA	Sep 25
Baltimore, MD	Oct 1	Lexington, KY	Sep 17	Scranton, PA	Sep 17
Bangor, ME	Sep 18	Little Rock, AR	Oct 22	Shreveport, LA	Sep 17
Birmingham, AL	Oct 15	Louisville, KY	Oct 8	St. Petersburg, FL	Oct 1
Boston, MA	Sep 18	Lubbock, TX	Oct 8	Temecula Valley, CA	Oct 16
Charleston, SC	Oct 22	Macon, GA	Oct 22	Terre Haute, IN	Oct 15
Charlotte, NC	Oct 1	Memphis, TN	Oct 22	Texarkana, TX	Oct 15
Chattanooga, TN	Sep 25	Miami, FL	Oct 15	Thibodaux, LA	Oct 8
Chicago, IL	Oct 1	Milwaukee, WI	Sep 18	Toledo, OH	Sep 18
Cleveland, OH	Oct 8	Monroe, LA	Sep 10	Tulsa, OK	Sep 17
Coeur d'Alene, ID	Sep 25	Nashville, TN	Sep 25	Tupelo, MS	Oct 22
Colorado Springs, CO	Sep 11	New Orleans, LA	Oct 2	Virginia Beach, VA	Oct 22
Dallas, TX	Oct 15	New York City, NY	Sep 25	Wichita, KS	Sep 24
Denver, CO	Oct 2	Oklahoma City, OK	Oct 15	Wichita Falls, TX	Oct 8
Des Moines, IA	Oct 8	Omaha, NE	Oct 2		
Evansville, IL	Sep 18	Orange County, CA	Sep 25	International Races	
Fresno, CA	Oct 22	Orlando, FL	Oct 8	Frankfurt, Germany	Sep 25
Grand Rapids, MI	Sep 24	Phoenix, AZ	Oct 9	San Juan, Puerto Rico	Oct 9
Greenville, SC	Sep 24	Portland, OR	Sep 18		
Honolulu, HI	Oct 25	Princeton, NJ	Oct 16		

Dates subject to change.

For the most up-to-date information about the 2005 Komen Race for the Cure® Series, call 1.888.603.RACE or visit www.komen.org.

RE/MAX Races for Life



This year marks the fourth year of the Komen Foundation's partnership with RE/MAX International. RE/MAX continues its co-sponsorship of the Komen Race for the Cure® National Series Breast Cancer Survivor Recognition Program in 2005. At each

Komen Race for the Cure® event, RE/MAX honors breast cancer survivors by providing the signature pink t-shirts and caps for survivors to wear. Race participants also receive "In Memory of" or "In Celebration of" back signs to honor a friend or loved one.

RE/MAX International expands its recognition of breast cancer survivors by hosting a fashion show each year during its annual conference. The fashion show features RE/MAX associates who are breast cancer survivors as models. The Komen Foundation would like to thank RE/MAX for its continued support and dedication to educating its associates, employees and customers with the life-saving message of early detection. For more information, visit www.remax.com.

(Founder continued from page 15)

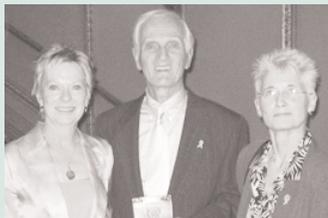
congressional hearings, where she has testified on topics including medical advancements and biomedical research.

She has also served on the national advisory boards of the U.S. Oncology Board, Harvard Center for Cancer Prevention, Women's Health Research Center, Women's Health Initiative, the National Coalition of Cancer Survivorship and the National Cancer Institute.

Other 2005 Research!America Advocacy Award winners were Angiogenesis Research Pioneer and Advocate Judah Folkman, M.D.; the Juvenile Diabetes Research Foundation International; the Honorable Paul G. Rogers, former chairman of the House Subcommittee on Health and the Environment and Research!America chair; and Marlo Thomas, actor and national outreach director for St. Jude Children's Research Hospital.

"The winners of this year's awards are advocacy standouts. Their hard work and dedication represent the apex of advocacy for research," said Mary Woolley, Research!America president. "Because of the actions of these leaders, as well as the many others who follow their examples, the promise of better health through advances in research will be achieved sooner, rather than later, to the benefit of every American."

(Male Survivor continued from page 12)



Linda Kay Peterson, former chairman of the board for the Komen Foundation, Mark Goldstein and Barbara Genton, 2004 Suzy Komen Award recipient

Goldstein was recognized along with distance running legends Don Kardong, Greg Meyer and Bob Schul, the seventh class of inductees to the Hall of Fame.

“Mark was selected as the 2005 Suzy Komen Award recipient for the unique ways he has channeled his passion for distance running to help

advance the missions of both the Komen Foundation and the Hall of Fame,” said Cindy Schneible, Komen Foundation vice president of cause-related marketing and sponsorship. “As a male breast cancer survivor, Mark has helped remove the misconception that breast cancer only strikes women. His work to help educate both men and women on the importance of breast health has been invaluable in the fight against breast cancer.”

Goldstein’s first experience with the Komen Race for the Cure® Series was the 1992 Komen New York City Race, which at the time was for women only. Completing Race entry forms for himself and his family using only first initials and last names, Goldstein wore his pink hat proudly as he, joined by his family, ran amongst the other breast cancer survivors — all women. In 1995, Goldstein became a member of National Honorary Team New Balance, visiting Komen Race for the Cure® events across the country to share his story and give a voice to other men fighting this disease.

With the Komen Orlando Race for the Cure® in October 2005, Goldstein will have run in every Komen Race in the U.S. for a total of 156 Komen Races. In addition to participating in Komen Race events, Goldstein brings his advocacy spirit to others through presentations and support groups, always happy to be “in the pink.” In 2003, Goldstein was named as one of the Yoplait 25 Champions for his contribution to breast cancer awareness and advocacy.

“Men shouldn’t die from breast cancer out of ignorance,” Goldstein said. “Who would have thought that developing breast cancer would turn out to be a positive opportunity. Breast cancer gave me the opportunity; running gives me the means for recognition; God, family, the Komen Foundation and those inspirational survivors at the Komen Race for the Cure® events give me the motivation and strength to continue. The further honor of the Suzy Komen Award is just one more opportunity for me to share my story among the running community.” 📌

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 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 or by calling our National Toll-Free Breast Care 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
1.800 I'M AWARE®

Non Profit Org.
U.S. Postage
PAID
The Susan G. Komen
Breast Cancer Foundation

Sign Up for *KomenLink* TODAY!

The Komen Foundation's e-Newsletter, *KomenLink*, features 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/kl to receive this free monthly e-Newsletter. ♡

Become an eChampion

KOMEN *Champions* FOR THE CURE™

Komen 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, where you can become a Komen eChampion, send an e-mail to members of Congress and learn more about the Komen Foundation's public policy priorities and positions on breast cancer legislation. ♡

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

FounderNancy Brinker
Chair, Komen Foundation Board of DirectorsLaSalle D. Leffall, Jr., M.D.
President and Chief Executive OfficerSusan Braun
EditorMaureen O'Donnell