

frontline

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

Komen Researchers Bridge to the Future

One of the greatest challenges we currently face is the development of ways to use medicines to prevent breast cancer. In addition to preventing breast cancer, the methods must offer acceptable side effects and include tests that measure whether the chemoprevention drug is working. Progress is slow, however, because we still don't understand a great deal about how breast cancer starts and how to detect the subtle, early changes that lead to cancerous cell growth.

The Breast Cancer Prevention Trial, or P1 Trial, showed that if women who were at risk for breast cancer took tamoxifen, a chemo prevention drug, about half of estrogen-sensitive breast cancers could be prevented. While this is good news, the bad news is that tamoxifen can have side effects (such as hot flashes, vaginal dryness and an increased risk of getting blood clots) and many women who are eligible to take tamoxifen decide not to take it.

At the recent *American Association for Cancer Research* meeting in Orlando, Florida, breast cancer researchers presented findings from studies that focused on how to obtain cells from the breasts of women at high risk for breast cancer and tests that would determine whether the cells might have the potential to become cancerous. Several promising methods in the area of

biomarkers were discussed and are outlined below:

Random Periareolar Fine Needle Aspiration (RPFNA)

RPFNA is a technique developed by **Carol Fabian, M.D.**, at the University of Kansas Medical Center to refine risk assessments by sampling cells from the breasts of women who are at high risk for breast cancer and to monitor response to prevention agents. RPFNA allows researchers to take a random sampling of cells from several areas throughout the breast to see if they are normal. This technique is



advantageous because it takes only about 10 minutes per breast. However, sometimes it is difficult for pathologists to judge whether cells are normal or precancerous based on appearance alone.

Dr. Fabian and her team, including **Bruce Kimler, M.D.**, are currently testing whether a marker of how fast cells are growing, known as Ki-67, may be used in the future together with cell appearance to predict breast cancer risk. Trial results showed that the presence of Ki-67 was higher in tissues with atypia (the cells look abnormal under the microscope). Atypia is not considered to be cancer but is a known risk factor for development of breast cancer. Therefore, Ki-67 may be a good predictor, but more studies are needed.

The group at the University of Kansas Medical Center also tested for the presence of a second protein, COX-2, in cells collected from RPFNA. COX-2 proteins may promote breast cancer. Inhibitors of COX-2 (such as Celebrex™) are currently being tested by Dr. Fabian's group to see if they reduce the rate of breast cell growth. Drugs that reduce the rate of cell growth with few side effects have promise for use in prevention. This trial is being funded by a grant from the Komen Foundation. The hope is that the level of COX-2 proteins in breast cells could be used to predict whether a woman might benefit from taking a COX-2 inhibitor as a breast cancer prevention drug.

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Our Place at the Table: Listening, Learning and Leading Change

By Nancy G. Brinker, Founder, The Susan G. Komen Breast Cancer Foundation



Nancy G. Brinker

Over the years, I've learned that many people think very highly of the Foundation and the work we do. They mention the Komen Race for the Cure® or the good information and personal support they received through our Toll-Free Breast Care Helpline, 1.800 I'M AWARE®. They give a big "thumbs up" to the Web site, www.komen.org. They like the inclusive and warm approach we take to educating and supporting people touched by breast cancer. Most of all, they trust us, and that makes me very proud.

When I talk to people about the Foundation, I always find that "But did you know...?" moment — that great little opportunity to paint a compelling picture of how the Foundation contributes to the fight against breast cancer: There's the \$96 million we invested in 2003 in mission-related programs and services; our Affiliates and the grants they award for work within their communities; the Interdisciplinary Breast Fellowships; and the awards we give to distinguished clinical professionals and researchers.

The Komen Foundation takes a comprehensive view of breast cancer. It's an ambitious approach, and sustaining it takes lots of work. We make an ongoing effort to know what is happening and what needs to be done to bring an end to breast cancer as a life-threatening disease. When people sign on with Komen, they become committed students of breast cancer. And they quickly realize there is always something new and exciting to learn.

For example, did you know that by attending key professional meetings and being active in several prominent cancer organizations, the Foundation's leadership directly influences the future of breast cancer research, education, screening and treatment in the United States and abroad? Komen leadership, including members of our board of directors, spends many days away from the office and on the road in the name of moving us all closer to a cure.

The Foundation sits at many tables where major long-term strategies and specific tactics in the ongoing war against cancer are planned. At major meetings, such as the American Society of Clinical Oncology (ASCO), the American Association of Public Health (AAPH), the Intercultural Cancer Council (ICC) and the San Antonio Breast Cancer Symposium (SABCS), the Komen name is highly respected. Our place is

reserved at opening sessions, on discussion panels, at news conferences and at breakout sessions.

The Komen Foundation grew out of a desire to serve as a voice for people with breast cancer. After 22 years, that voice continues to be heard in places where it counts the most.

The short list of organizations where the Komen Foundation has a voice and a presence includes the President's Cancer Panel, the United States Department of Defense Breast Cancer Research Program, the National Cancer Institute's International Cancer Research Partners, the Cancer Leadership Council, the Institute of Medicine of the National Academies, the World Society of Breast Health, the American Society of Breast Disease, the American Society of Clinical Oncology, the Intercultural Cancer Council and C-Change, formerly called the National Dialogue on Cancer. The Foundation's public policy staff and leaders work with the key health committees in the United States House and Senate to further breast cancer policy issues. They also work closely with the White House, Congress and other administrative agencies like the Centers for Disease Control.

When the Komen Foundation's efforts are coordinated with those of other important cancer organizations, specific goals in the fight against this disease can be met more quickly.

It's all about being present and remaining open to new knowledge.

Remember those kids in high school and college who always took great notes in class? They focused on the big picture and knew what points were important and which ones were less so. They knew how it all came together. These were the kids you always wanted in your study group, to make sure you "got" whatever was important. Usually, they were more than happy to share what they knew.

Today's thought leaders have made their way to the Komen Foundation as staff members, advisory council members, partners, grantees and volunteers. They attend key cancer meetings, symposia, conferences and workshops. They bring back what they have learned, what key people in the world of cancer are talking about, the issues they are debating and news about the latest research developments. They take great notes so that they can increase their own knowledge of breast cancer and that of their colleagues. They work hard to interpret scientific developments into language most people can understand.

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Project Studies Role of Genetics and the Environment

In order to better understand the role genetics and the environment may play in causing breast cancer, the National Institute of Environmental Health Sciences (NIEHS) and the National Cancer Institute (NCI) have jointly funded a program to develop four Breast Cancer and the Environment Research Centers. The four centers are located at Fox Chase Cancer Center in Philadelphia, PA; Michigan State University in East Lansing; the University of Cincinnati in Ohio; and the University of California, San Francisco (the Bay Area Center).

The Komen Foundation will support the project by serving in an advisory role as a member of the Working Group on Breast Cancer and the Environment. The Working Group — which mirrors the centers and includes scientists, advocates and clinicians — will assess the progress of the program, help determine where to explore opportunities in breast cancer epidemiology, clinical, basic and environmental health research and work with the centers on topics for network-sponsored workshops. The Working Group will also provide guidance to program leaders and report and recommend future directions for the research.

Each center includes a team of scientists, clinicians and breast

cancer advocates conducting laboratory research, epidemiology studies and community outreach and translation efforts. Thirty-five million dollars from NIEHS and NCI has been allocated over seven years for the research, which will revolve around the hypothesis that there are periods of vulnerability in the development of the mammary gland when exposures to environmental agents may impact the breast in ways that can influence breast cancer risk in adulthood.

The centers will work collaboratively on several fronts. They will study the development of mammary tissue and the effects of specific environmental agents. The second arm of the project will enroll different ethnic groups of young girls and study their life exposures to a wide variety of environmental, nutritional and social factors that impact puberty. Early puberty has been shown to increase breast cancer risk later in life.

In addition, the centers will work with advocacy groups like the Komen Foundation to provide insight and experience for the research effort. Advocacy organizations will also help with outreach activities to translate the results of the research into improved understanding, diagnosis and prevention of breast cancer. 📌

ICC Biennial Tackles Cancer Issues, Builds Bridges Between Specific Populations

The Intercultural Cancer Council (ICC) hosted the ninth *Biennial Symposium on Minorities, the Medically Underserved and Cancer* on March 24-28, in Washington, D.C. The conference attracted 1,500 professionals and nearly 300 students this year and focused on healthcare disparities among specific populations.

Featured speakers included Francis Collins, M.D., Ph.D., of the National Human Genome Research Institute, Harold Freeman, M.D., from the Center to Reduce Cancer Health Disparities and Antonia Novello, M.D., former United States Surgeon General.

During the symposium, the Komen Foundation co-sponsored the LaSalle D. Leffall, Jr., M.D., Awards Gala, entitled *Drumbeats of Hope*. CBS *Early Show* co-anchor and former Dallas television personality Rene Syler served as the evening's mistress of ceremonies. Gala guests heard former United States Senator Edward W. Brooke, a male breast cancer survivor who is working closely with the Komen Foundation, talk about his breast cancer experience and steps that need to be taken to build awareness and decrease breast cancer mortality among all men.

Dr. Leffall, chairman of the Komen Foundation board of



Komen African American Advisory Council member Selma Morris, Komen President and CEO Susan Braun and ICC Symposium Chair Stephen P. Jiang

directors and chair of the President's Cancer Panel, delivered the ICC's report on survivorship, which was released in June at the annual meeting of the American Society of Clinical Oncology. The emphasis is on translating research into clinical practice, so that people can "die young as late in life as possible."

Session topics at the ICC biennial meeting covered issues ranging from education, cultural barriers, cultural sensitivity training for medical professionals, prevention measures, the persistence of a "two-tier" system of treatment, patient navigation and clinical trials. Marilyn Hughes-Gaston, M.D., former Assistant Surgeon General and Rear Admiral USPHS (retired), presented the final session, entitled *We Need a Revolution!* Dr. Hughes-Gaston is a current member of the Foundation's African American National Advisory Council (AANAC). 📌

(Komen Researchers continued from front cover)

Victoria Seewaldt, M.D., and her team at Duke University Medical Center have worked closely with researchers at the University of Kansas. Dr. Seewaldt, in collaboration with Dr. Fabian, is testing whether the presence of methylation (process the body uses to turn genes on or off) of the vitamin A receptor in breast cells can be used as a marker. The marker may be able to predict whether cells are starting to become abnormal and whether a prevention drug would be able to eliminate abnormal cells in women at risk for breast cancer. This study is based on the idea that when methylation occurs at the wrong time or within the wrong gene, it can cause cells to become cancerous. The Komen Foundation funded two early grants in this field of research — one in 1993 and a second in 1998 — that helped lay the groundwork for today's important research.

Ductal Lavage

With this technique, a thin flexible catheter is inserted into the milk duct openings in the nipple under local anesthesia. Normal saline is then gently pushed in to flush out the loose cells in the entire ductal tree. These cells, which represent a cell sampling of each duct of the breast, are examined under a microscope — very much like the PAP test for cervical cancer. If abnormal cells are found, this test can determine which duct these cells came from. This technique can be expensive and can take up to half an hour to perform.

Sara Sukumar, M.D., and her team at Johns Hopkins, which includes **Mary Jo Fackler, M.D.**, **Julie Lange, M.D.**, and **Nancy Davidson, M.D.**, are looking for the presence of methylation in cells obtained from women at high risk for breast cancer by using ductal lavage. This study was supported through a grant from the Komen Foundation to Dr. Sukumar in 2000 and 2003.

(Our Place at the Table continued from page 2)

Often, the developments announced at these professional meetings become tomorrow's headlines. Komen's Health Sciences and Communications staff understand the demand for consumer-friendly health news — the information that helps those of us without an advanced biology degree make informed choices and decisions on lifestyle issues, risk management and medical treatments. This is so important when it comes to breast cancer. There are so many high-stakes decisions to make whenever someone is diagnosed.

The Komen Foundation's Health Sciences staff works directly with the Communications team in responding to media calls, issuing position statements on important issues like hormone therapy or the outcomes of significant clinical trials, writing clinical updates and double-checking the accuracy of the

The study identified three out of 56 women who had one of three genes in the cells obtained from ductal lavage. These three women had abnormal cells on microscopic evaluation but were mammographically and clinically normal. On closer examination the cancerous cells found in their breasts correlated with the methylation in these three genes. This team of investigators is currently studying whether this combination of genes that are turned on or off (methylation) in cells may predict the presence of breast cancer in high-risk women. In addition, they hope to determine whether the test can predict a woman's response to chemopreventive agents. Funding from the Komen Foundation to Dr. Davidson has also provided support for studying estrogen receptor methylation in breast cancer.

Core Needle Biopsy

Core needle biopsy involves numbing the breast and removing a pencil lead-thin piece of breast tissue. The advantage of this technique is that it is easy to perform and is widely available. The disadvantage is that it takes a much larger piece of tissue than does RPFNA or ductal lavage. **Melanie Palomares, M.D.**, and **Julie Gralow, M.D.**, are using core needle biopsy to monitor whether women may respond to prevention agents. Funding from the Komen Foundation has provided support for these investigators to initiate their studies.

Conclusions

There are several very promising new techniques being tested both to 1) determine the presence of breast cells that are abnormal but not yet cancerous and 2) monitor response to prevention agents. Clinical trials will be very important to test how these techniques can be best used and to identify their strengths and limitations. The Komen Foundation directly funded all of the research projects discussed above, and provided support for a great deal of the early research in this promising field of study. 🌸

messages the Foundation issues and the information it shares through its newsletters, Web site, Helpline or any number of presentations we give throughout the year.

Over the years, it has made me very proud to see how often the media and the public think of the Komen Foundation first when they want the latest and most reliable information about breast cancer.

That's great brand recognition! It's also a strong declaration of trust in our knowledge and dedication to keep learning, keep finding the answers and keep building our understanding of a complex and socially devastating disease. It means that none of us will ever run out of those "But did you know...?" opportunities when it comes to describing the work of the Foundation. 🌸

Q&A with Leland Hartwell, Ph.D.



Dr. Hartwell, president and director of the Fred Hutchinson Cancer Research Center in Seattle, WA, received the 2001 Nobel Prize in Physiology or Medicine for his pioneering work in yeast genetics, which provided the foundation for understanding how normal cells divide and the mechanisms leading to the uncontrolled growth of cancer cells. Dr. Hartwell is also a Komen grantee and a past recipient of the Foundation's Brinker Award for Scientific Distinction. Today, his research efforts are focused on imaging, specifically molecular imaging. What follows is a series of questions and answers related to imaging and cancer.

Briefly, what are some of the new imaging technologies that may be available for use in the near future and what is the future direction of research in the field of imaging?

The major imaging technologies are positron emission tomography (PET), magnetic resonance imaging (MRI), sound wave imaging, optical imaging and near infrared imaging. For all, the major advances will come from targeting molecules or molecular processes for image enhancement. We will be able to see angiogenesis (the formation of new blood vessels), apoptosis (cell death), lymph node changes, metabolic changes, etc.

What is the potential for application for early diagnosis, treatment and cancer survival?

Early diagnosis is the way to cure most solid tumors. Five-year survival rates are better than 90 percent for most cancers at stage 1 and 10 percent or less for most metastatic disease.

Will you define and discuss the possibility of molecular diagnoses and the use of blood tests for breast cancer diagnosis, treatment and prevention?

Molecular imaging techniques can probably diagnose early-stage cancer, but they are expensive. It is likely that we will need inexpensive routine screening tests for population-based screening. This means detecting the presence of cancer from tests in the blood or other body fluids. Proteins offer the best opportunity as diagnostic agents because they tell us more about biological function than DNA does. However, nucleic acids, including DNA and RNA, have the advantage that they can be amplified (copied over and over) and methylated (turned on and off). DNA is also a very promising approach.

What might this mean to the individual cancer patient — a sister, mother, daughter or friend? Can you please put the research directions into real-life perspectives?

I like to paint a vision of what might be true in a decade or two. People might go in for regular blood tests that analyze thousands of proteins and detect early-stage disease for many different diseases. For cancer, this test would be followed by molecularly targeted imaging to localize the disease, determine its extent and stage. If we are successful in identifying early-stage disease, the cancer would be cured by standard surgical removal. Another very promising approach is molecularly targeted therapy that could take advantage of the same molecular diagnostic agents to target toxic compounds to the cancer itself. In the longer term, we may be able to immunize individuals against recurrence of their particular cancer. 🍌



2004 Breast Cancer 3-Day Schedule

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

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

The Komen Foundation receives 85 percent of the net proceeds from each event to support breast cancer research, education, screening and treatment. For more information visit www.breastcancer3day.org. 🍌

Boston, MA
July 30-August 1

New York, NY
August 6-8

Washington, D.C.
August 13-15

Detroit, MI
August 20-22

Chicago, IL
August 27-29

Minneapolis, MN
September 10-12

San Diego, CA
October 1-3

Los Angeles, CA
October 8-10

San Francisco, CA
October 15-17

Arizona
October 22-24

New Educational Materials Available

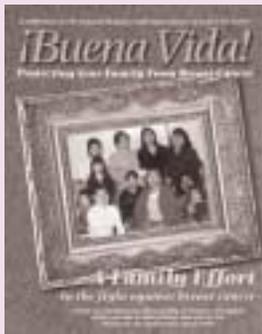
The Komen Foundation is excited to announce the availability of two new educational materials and one revised series of educational booklets.



Men CAN Get Breast Cancer. Find Out More About It. (Item No. 806-12701)

This 4" x 9" colorful, culturally sensitive tri-fold brochure provides a general overview of breast cancer in men. Included are awareness messages, risk factors and signs and symptoms. Diagnosis and treatment are also mentioned. A personal quote from former U.S. Senator Edward Brooke about his own breast cancer is very effective in raising awareness about breast cancer in men. This brochure is written at a fifth-grade reading level. It would be an ideal

material to bring to health fairs and outreach activities for men age 40 and over.



¡Buena Vida! Protecting Your Family from Breast Cancer (Item number 806-12511)

This is a colorful, bilingual magazine about breast health aimed at medically underserved, low literacy Hispanic/Latina women. ¡Buena Vida! Protecting Your Family from Breast Cancer is a 24-page, English/Spanish, four-color magazine-style publication that addresses breast cancer risk,

screening, treatment and social support issues. Real people were interviewed and their experiences and concerns were incorporated into the text along with easy-to-understand breast cancer screening recommendations, facts and statistics. The magazine is written at a fifth- to sixth-grade reading level with a great deal of color, photographs and graphics. This material is available free of charge (10 per lot, limit 5 lots). The piece was developed in collaboration with the National Hispanic Leadership Initiative on Cancer (NHLIC) and the Baylor College of Medicine.

Educational materials
may be ordered by calling
1.877.SGK.SHOP or visiting
the Marketplace section at
www.komen.org.

A New Look! Psychosocial Booklets "What's Happening...?" Series (English/Spanish)

The four-part English psychosocial booklet series was recently redesigned to be more reader-friendly. The booklets feature an expanded resource section, new graphics and a new layout. The reading level has also been lowered. These booklets still offer practical and emotional support for both the breast cancer survivor and those who love and care for them. Each booklet provides a list of resources. The series is highly recommended for support groups and doctors' offices and is available in English and Spanish.



What's Happening to the Woman We Love? Families Coping With Breast Cancer (Item number 806-416)

This 5½" x 8½" 16-page booklet provides practical information for family members on how to help breast cancer survivors emotionally. It also provides insight into what the breast cancer survivor may be experiencing and offers coping strategies for family members.



What's Happening to Me? Coping and Living With Breast Cancer (Item number 806-417)

This 5½" x 8½" 36-page booklet provides survivors with coping strategies from diagnosis to recovery. This booklet also offers information about effective ways to seek support from others.



What's Happening to Mom? Talking to Your Children About Breast Cancer (Item 806-418)

This 5½" x 8½" 16-page informative booklet provides breast cancer survivors with various ways to inform their children about breast cancer. It also offers ways to communicate openly and effectively while helping the child cope. This booklet may also be a good resource if your child's teacher has breast cancer.



What's Happening to the Woman I Love? Couples Coping With Breast Cancer (Item 806-421)

This 5½" x 8½" 16-page booklet provides information and coping strategies for partners of breast cancer survivors. It also offers specific ideas on providing practical and emotional support while coping with one's own fear and uncertainty. 

Headquarters Staff Recognizes Volunteers



Joan Kerr and Barb Bynum

The staff at Komen Foundation headquarters in Dallas, Texas, recently honored its volunteers for their outstanding work throughout the past year. More than 30 individuals were recognized, including: Katie Anderson, Lindsay Avner, Jill Bee, Barb Bynum, Mary Elliott, Bea Feigleson, Bonnie Freeman, Paul Geneder, Sue Ann Gilman, Carol Glendenning, Susan Goldberg, Yvonne Halvachs, Pat Hamer, Lauren Huffman, Holly Hurley, Debbie Johnson, Betsy Katz, Joan Kerr, Kim Moore, Paula Murphy, Ferne Painter, Mila Ramos, Kathryn Skaggs, Darlene Steinke, Beth Tiggelaar, Jane Tucker, Carrie Weatherly and Petie Witter.

Headquarters volunteers fulfill a variety of far-ranging needs. They answer calls to the Foundation's National Toll-Free Breast Care Helpline (1.800 I'M AWARE®), provide pro bono legal counsel and serve as advocate grant reviewers and interns. 📌

New Advisory Council Members Named

The Komen Foundation is pleased to announce the new members invited to serve on the African American National Advisory Council, the National Hispanic/Latina Advisory Council and the Asian American/Pacific Islander National Advisory Council. The councils provide guidance and direction to the Komen Foundation and advocate for education and support to reduce the disparities in morbidity and mortality of breast cancer among specific populations.

African American National Advisory Council (AANAC)

- **Shirley Bordelon**, Senior Health Insurance Analyst, Centers for Medicare & Medicaid Services, Livermore, CA
- **Janice Allen Chilton, Dr.P.H.**, Faculty, University of Texas, M.D. Anderson, Houston, TX
- **Romnee Clark, M.D.**, Senior Clinical Research Physician, Eli Lilly and Co., Indianapolis, IN
- **M. Michelle Ritcherson McQuirter, B.S.N.**, Senior Outreach Specialist, University of Wisconsin Medical School, Madison, WI
- **Selma Morris, M.Ed.**, Breast Health Liaison, Grady Health System, Decatur, GA

National Hispanic/Latina Advisory Council (NHLAC)

- **Maria Carolina Almario, B.A.**, Spanish Interpreter, Fayette County Health Department, Lexington, KY
- **Lisa Flowers, M.D.**, Assistant Professor, Emory University School of Medicine, Lithonia, GA
- **Rosalina Tipper, M.D.**, Volunteer, Komen Denver Metropolitan Affiliate, Lakewood, CO

Asian American/Pacific Islander National Advisory Council (AAPINAC)

- **Charlene Cuaresma, M.P.H.**, Community Director, AANCART, Kailua, HI
- **Noreen Mokuau, D.S.W.**, Chair, Ph.D. Program, University of Hawaii, Honolulu, HI.

For more information about our Advisory Council members, visit www.komen.org. 📌



White House Celebrates the Race

President George W. Bush and First Lady Laura Bush welcomed the Komen Foundation to the White House on April 21 in celebration of the 15th anniversary of the Komen National Race for the Cure®. Money raised during the 2004 Komen National Race — which was held June 5 — supports the Komen Foundation Award and Research Grant program and breast cancer outreach programs in the Washington, D.C., metropolitan area. 📌

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

Tip Becomes Donation for Northern Nevada

Steve Pascal showed up at Safeway in a “pretty grumpy” mood on Halloween night. He was there to pick up a bag of ice. Bill Baker happened by, pushing a broom, and offered to help. He retrieved the ice for Pascal and loaded it in his car. Pascal offered him a \$20 tip, but Baker refused. He suggested the Carson City businessman make a donation instead to the Susan G. Komen Breast Cancer Foundation.

On Thursday, Pascal came back to the store to present the Komen Northern Nevada Affiliate executive director, Susan Hillman, with a check for \$5,000.

Baker said he selected the Komen Foundation because members of his family had suffered from cancer, and he wanted the money donated to an organization he thought would do the most good with it.

“This will help so many thousands of women in Northern Nevada,” Hillman said. “It’s the ripple effect of Bill showing kindness to a customer and that benefiting the Komen Foundation.”



Lisa Vincent

Central Valley Sings

The Komen Central Valley Affiliate has released *The Valley Sings, Songs for the Cure*, a compilation CD featuring singer-songwriters from the San Joaquin Valley of California. A year in the making, the CD features inspirational songs from various musical genres evoking themes like overcoming adversity, hope, faith and personal life experience with breast cancer. Performers on the CD include two breast cancer survivors and one husband of a survivor. Lisa Vincent, CD producer and songwriter, believes the CD and the resulting concerts truly represent the “power of music to heal and communicate.”



The CD Release Party was held in September 2003. Affiliate President Sandra Flint and Lisa Vincent served as mistresses of ceremonies. Lisa Vincent, Karen Marguth, Victor Des Roches, Sue Hajou, Steve Kuydendall and Bob Stuart performed acoustic versions of the songs from the CD at the event,

which was covered by local newspapers and radio and television stations. Revenues from the release party and sales of the CD benefited the Komen Central Valley Affiliate. The event was followed up by acoustic concerts in December 2003, March 2004 and May 2004.



Local grantees from the Family Health Centers of Lee County

SW Florida Awards First Grants

The Komen Southwest Florida Affiliate awarded its first grants at a special luncheon on March 24. More than 80 women and men attended the event and six grants were awarded.

Susanna Beshai, M.D., grant chair, presented each recipient organization with a check and a letter signed by State Senator Burt Saunders. Each grantee also explained how the grant money would be used to further the Foundation’s mission to eradicate breast cancer as a life-threatening disease. The event also provided donors with the opportunity to learn more about how their money is being used to make a difference in Lee and Collier counties.



Soraya

Latinas for the Cure™ Held in Philly

The Komen Philadelphia Affiliate joined several local health organizations and media outlets in developing a special educational program called *Latinas for the Cure™*. The event was held at Edison High School on April 3 and included 700 attendees. The theme of the program, “Let’s Celebrate a Healthier Tomorrow,” offered touching stories from breast cancer survivors as well as informative sessions with healthcare professionals.

Highlights from the day included guest speakers Marlena Vega, founder and director of Sobrevivir, and Soraya, international singer, songwriter and breast cancer survivor. There was also a question and answer session for women to ask area doctors about breast health issues. Grupo Fuego, a local dance troop specializing in salsa and merengue, completed the day with a performance.

State of Breast Cancer in the Upstate Examined

On November 21, 2003, the Komen Upstate South Carolina Affiliate hosted a full-day grant summit called “The State of Breast Cancer in the Upstate.” Attendees included 35 past and present grant recipients and other select not-for-profit healthcare providers representing the Upstate’s 11-county service area. The purpose was to initiate an annual meeting for grant recipients to share information, learn about each other’s breast cancer programs and foster collaborative efforts to meet the challenges faced in fighting breast cancer in the community.

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

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Not-for-profit healthcare providers who hadn't applied for Komen grants were invited to learn about breast health issues facing the Upstate community and about programs being offered by current Komen grant recipients. Highlights from the day included presentations from Betsy M. Levitas, M.P.H., C.H.E.S., partnership program manager, National Cancer Institute's Cancer Information Service; Dwight Randle, Komen Foundation director of grants; and each grant recipient. Affiliate President Mary Lynn Faunda Donovan opened the meeting while Affiliate Grant Chair Richard Orr, M.D., delivered the wrap-up session. The grant summit ended with optional evening entertainment at the Affiliate's *Caroling for the Cure from Around the World* holiday concert.



Dr. Larry Norton, Dr. Carolyn Runowicz, Dr. Judy Garber and Dr. Graham Colditz

NYC Hosts First Lynne D. Abraham Symposium

Heavy rain on the evening of April 13 couldn't dampen the enthusiasm of the 250 attendees at the first Lynne D. Abraham Symposium presented by the Greater New York City Affiliate. The educational event featured some of the nation's leading experts who addressed the question: "Can you really reduce your risk of breast cancer?"

Moderated by Susan Braun, Komen Foundation president and CEO, the symposium began with Larry Norton, M.D., deputy physician-in-chief and director of Breast Cancer Programs at Memorial Sloan-Kettering Cancer Center, who presented an overview of what we know about risk. Then, Judy E. Garber, M.D., M.P.H., director of the Cancer Risk and Prevention Program at Dana-Farber Cancer Institute, discussed breast cancer and genetics; Graham A. Colditz, M.D., Dr.P.H., director, Harvard Center for Cancer Prevention, talked about lifestyle factors; and Carolyn D. Runowicz, M.D., director of the University of Connecticut Comprehensive Cancer Center and Women's Health, addressed hormone replacement therapy. Afterwards, the researchers answered questions from a panel and the audience.

The educational program was dedicated to the memory of the co-founder of the Greater New York City Affiliate, Lynne D. Abraham, activist, friend and longtime Komen volunteer who worked tirelessly for more than a decade to create breast cancer awareness and to help eradicate the disease. Her impact extended far beyond the Affiliate and in 2000 she received the Komen Foundation's Outstanding Lifetime Volunteer Award. The McGraw-Hill Companies generously hosted the Symposium at its Manhattan corporate headquarters.

Take Our Daughters and Sons to Work Day

On April 22, the Komen North Jersey Affiliate participated in AT&T's "Take Our Daughters and Sons to Work Day." Barbara Waters, Affiliate education coordinator, and Deborah Capko, M.D., Affiliate medical advisory board member, presented a program on nutrition and fitness for AT&T employees and their children. In addition to the presentation, the Affiliate had two exhibits in the corporation's employee cafeteria: Ten Stories, One Journey, Surviving Breast Cancer and Teens for the Cure™. Affiliate members were on hand throughout the day to provide education materials and sell Affiliate merchandise.



Martina Navratilova with breast cancer survivors

Tennis Tournament Goes Pink

On April 14, the Komen Charleston Affiliate held its first *Pink Ribbon Day* in conjunction with the *Family Circle Cup* tennis tournament on Daniel Island, South Carolina.

Charlene Daughtrey, Affiliate survivor liaison, recruited several breast cancer survivors to help place 1,000 pink ribbons on the shirts of arriving tennis spectators. Robin Reynolds, *Family Circle* marketing, arranged for all volunteers and tennis players to wear larger pink ribbons that day.

Family Circle also donated a percentage of walk-up sales and positioned four pink boxes for spectators to make donations to the Komen Foundation. Breast cancer survivors were invited to have a picture taken with tennis great Martina Navratilova. 📸



CAPITOL HILL UPDATE

Foundation Hosts Public Policy Awards Luncheon

In March, the Komen Foundation honored four leaders in the fight against breast cancer at its annual Public Policy Awards Luncheon on Capitol Hill. The event brought together advocates, policymakers, medical professionals, researchers, grant recipients and volunteers of the Komen Foundation to recognize four individuals who have improved the lives of those touched by breast cancer.

“The strategies and tactics of the Komen Foundation have changed in the last two decades, but our goal remains the same: a world without breast cancer,” said Susan Braun, president and chief executive officer of the Komen Foundation. “We have made great strides since our inception in 1982, but our work is far from done. More than 200,000 women and men in the United States will be diagnosed with breast cancer in this year alone. It is only with the tireless efforts of individuals like those being honored today that we are able to further our mission to eradicate breast cancer as a life-threatening disease.”



Congressman Dingell and Senator Mack

The *Connie Mack Award for Outstanding Achievement* is presented annually to a public servant who has demonstrated a deep-rooted commitment to enhancing breast cancer awareness. Named in honor of U.S. Senator Connie Mack for his work in the fight against breast cancer, this year’s award

was presented jointly to **Congressman and Mrs. John D. Dingell** who were members of the original founding committee for the Komen National Race for the Cure® in Washington, D.C. Congressman Dingell (D-MI) introduced legislation for the Mammography Quality Standards Act that provides more women with access to a quality, safe and reliable mammogram. He also co-sponsored legislation authorizing the extension of a semi-postal stamp that supports breast cancer research. Deborah Dingell has been a longtime supporter of numerous breast cancer programs.

The *Komen Champion of Change Award* is presented to an individual who has demonstrated a commitment to advancing the interests of minorities and the medically underserved by expanding access to quality health care. This year’s recipient was **Congresswoman Deborah Pryce** (R-OH) who co-chairs the bipartisan House Cancer Caucus. She has authored several legislative initiatives, including Medicare coverage of breakthrough oral cancer medications for seniors and

legislation that would require private health plans to pay for the routine care costs for cancer patients in clinical trials.



Secretary Thompson

The *Komen Women’s Health Advocate Award* is presented to an individual who has advocated for women’s health issues, broadening awareness and bringing about positive change for women. This year’s recipient was Secretary of Health and Human Services **Tommy G. Thompson**, who launched major initiatives to respond to our nation’s health needs. Secretary

Thompson has been a staunch advocate of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), which provides free mammograms to women with little or no health insurance, as well as follow-up care for thousands of women who otherwise could not afford these potentially life-saving services.

In accepting his award, Secretary Thompson spoke eloquently about his personal connection to breast cancer and his commitment to eradicating the disease. Secretary Thompson lost his mother-in-law to breast cancer, and his wife is a breast cancer survivor. Recently, his youngest daughter, Tommi, was diagnosed with breast cancer and is undergoing chemotherapy. “Ladies and gentlemen, this [award] is for past services. You haven’t seen anything yet,” he said.



Komen NE Louisiana Affiliate volunteer Annie Staten, Congressman Chris John (D-LA), Komen National Race for the Cure® survivor committee member Mary Connacher and Komen NE Louisiana Affiliate volunteer Mary Elliott

Komen Advocates Blanket the Hill

Following the Public Policy Awards Luncheon, Komen advocates blanketed Capitol Hill to meet with members of Congress. Komen Champions for the Cure™ volunteers and members of the Komen National Race for the Cure® survivor committee met with the staffs of more than 60 congressional offices to advocate for important breast cancer-related legislation.

Specifically, Komen Champions asked representatives to reauthorize the Mammography Quality Standards Act (MQSA), which has already passed in the Senate with unanimous, bipartisan support. Before MQSA was enacted in 1992, an uneven and conflicting patchwork of standards for mammography jeopardized the technology and its efficacy.

(continued on page 11)

CAPITOL HILL UPDATE

(continued from page 10)

There were no national quality standards for personnel or equipment. Image quality of mammograms and patient exposure to radiation levels varied widely and equipment quality was poor. Physicians and technologists lacked adequate training and inspections were lacking. MQSA improved the situation greatly. Today, mammography, while not perfect, is the gold standard for breast cancer screening. MQSA established federal safety and quality assurance standards for mammography facilities, for personnel (including doctors who interpret mammograms), for equipment and for operating procedures. The Komen Foundation, through the reauthorization process, has been working with members of Congress to improve the act.

Specifically, the Foundation has advocated for provisions to enhance reader interpretation of mammography film and for studies concerning Medicare reimbursement rates in relation to mammography facility closings and the reported decline in the number of specialists entering this field.

Additionally, Komen Champions asked their members of Congress to reauthorize NBCCEDP, make necessary improvements to the program and provide \$250 million in funding for the 2005 fiscal year. During the congressional visits, Komen representatives hand-delivered thousands of letters from eChampions who took action on the Komen Foundation's advocacy Web site, ActNowEndBreastCancer.org. These heartfelt stories and personal messages make a difference in educating members of Congress about the importance of breast health and breast cancer public policy issues. ♡

Komen Foundation Names New Board Leaders



Melissa Waggener-Zorkin

The Komen Foundation has named **Melissa Waggener-Zorkin** and **Karen Rivera** to its board of directors. Both women will serve one-year terms. In addition, LaSalle D. Leffall, Jr., M.D., will serve the first year of his second two-year term as chairman of the Foundation's board. Dr. Leffall is the Charles R. Drew Professor of Surgery at the Howard University College of Medicine and was named chair of the President's Cancer Panel by George W. Bush in May 2002.



Karen Rivera

Rivera and Waggener-Zorkin will accompany Norman Brinker, Linda Custard, LaSalle Leffall, Jr., M.D., Connie O'Neill, Lynn Sellers, Robert Taylor and Barney Young as current Komen Foundation board members, all of whom are volunteers.

Waggener-Zorkin founded the public relations firm Waggener Edstrom in 1983 and currently serves as president and CEO of the now worldwide agency. Waggener-Zorkin also serves on the board of directors for the Technology Alliance and has been a longtime supporter of the Fred Hutchinson Cancer Research Center and the Komen Oregon & SW Washington Affiliate.

Rivera was elected by the Komen Affiliate Network as its representative to the Komen Foundation Board of Directors. Rivera will represent the more than 100 Komen Affiliates across the country. A fifteen-year breast cancer survivor, Rivera joined the Komen El Paso Affiliate in 1993 and has served as Affiliate president, Komen El Paso Race for the Cure® chair and chair of the Survivors' Luncheon, fundraising and nominating committees. In addition, she also served on the Komen National Volunteer Advisory Council from 2001-2003. She is a partner in Business Interiors, a multidisciplinary commercial interior design firm and furniture dealership. ♡

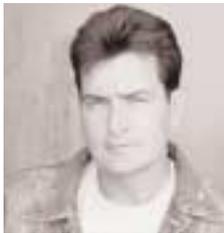
Join Komen Champions for the Cure™

Komen Champions for the Cure™ is a grassroots public policy program 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 Foundation's public policy priorities and positions on breast cancer legislation. ♡



2004 Lee National Denim Day® Is October 8



Charlie Sheen

What do camouflage, a baseball glove and a pink ribbon have in common?

He played an idealistic soldier in *Platoon*, a loose cannon relief pitcher in *Major League* and a greedy stockbroker in *Wall Street*, but now he's taking on a very different role as spokesperson for Lee National Denim Day®. Charlie Sheen, star of the

CBS sitcom *Two and a Half Men*, has joined forces with Lee Jeans® and the Komen Foundation in honor of a dear friend who lost her battle with breast cancer. He will be wearing a pink ribbon and denim in hopes of raising awareness of the disease.

Sheen knows breast cancer is often viewed as a female disease. As a male spokesperson, he hopes to turn heads and focus some attention on the important role men play as Co-Survivors — assisting a spouse, partner, mother, sister or friend in his or her fight against breast cancer. Sheen is lending his voice to the cause because he believes in it and understands how random a breast cancer diagnosis really is. In the coming months, Sheen will make personal appearances on behalf of Lee National Denim Day® and appear in a national print ad campaign featured in *Glamour*, *Marie Claire*, *People*, *O – The Oprah Magazine*, *InStyle*, *US Weekly* and *Self* with the hope of recruiting millions of people to join the fight against breast cancer and raise even more funds.

This year, Lee National Denim Day® falls on October 8 — employees nationwide will be asked to wear jeans to work in exchange for a \$5 donation to the Komen Foundation in

support of breast cancer research and community outreach programs.



Lee National Denim Day® was created nine years ago and is the largest single-day breast cancer fundraiser in the country. “We created Lee National Denim Day with the hope that we can help eliminate breast cancer as a life-threatening disease,” said Kathy Collins of Lee Jeans. “We’re thrilled to have such amazing partners in Charlie Sheen and the Komen Foundation — one partner intent on using his voice and celebrity status to help push the fundraising limits, and another partner determined to put the funds generated toward making our dream a reality.”

Last year, more than 1.4 million people from nearly 25,000 companies and organizations contributed \$5 at a time to donate more than \$7.4 million to the Komen Foundation — a Lee National Denim Day® record. While Sheen was greatly impressed with last year’s total, he’s determined to beat it. This year’s goal is \$7.5 million, but Sheen is hoping participants push past the goal and raise even more. It’s an exciting challenge and one Lee Jeans thinks can be met, but not without the drive and passion of individuals who can spread the word and encourage participation within their circles. Together, Lee Jeans and the Komen Foundation can help energize millions.

To learn more about Lee National Denim Day®, register a company or organization and read compelling stories of breast cancer survivorship, visit www.denimday.com. 

Foundation Awards More than \$32 Million to Support Key Areas of Breast Cancer Research

In 2004, the Komen Foundation, the nation’s largest private source of funding for breast cancer research and community outreach programs, will award 174 grants totaling \$32.3 million through its Award and Research Grant Program. Last year, the Foundation awarded 131 grants for a total of \$21.4 million.

“We are pleased that this year we are able to support the work of a greater number of qualified researchers than ever before,” said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation.

The Komen Foundation funds grants in the United States and abroad supporting initiatives that investigate how cancer and normal cells function (cell biology), the causes of breast cancer (etiology), prevention measures, early detection strategies, diagnosis, treatment, survivorship, scientific model systems and cancer control.

Dr. Garcia added, “Our grants portfolio also reflects the value the Foundation places on nurturing the careers of talented young researchers through post-doctoral training grants, as well as our support of research devoted to the breast health needs of specific population groups, such as ethnic minorities and the medically underserved.”

The Komen Foundation Award and Research Grant Program is funded by 25 percent of all funds raised by Komen Affiliates and Komen Race for the Cure® events across the country, as well as by private and corporate donations. In awarding grants, the Komen Foundation adheres to a blind, peer-review process that is recognized by the National Cancer Institute (NCI).

“Our robust research grant portfolio is a tribute to the hard work of our Affiliates across the country,” Garcia said.

(continued on page 13)

PARTNERS IN THE PROMISE

Start Your Sewing Machines, It's Quilt for the Cure™

Better Homes and Gardens® and VSM Sewing, Inc., have joined with the Komen Foundation for the *Quilt for the Cure™* quilt block challenge. Through the program, quilting fans will design, create and submit quilt blocks that will be sewn together as quilts and then auctioned off in a public forum to raise funds for the Komen Foundation's research and outreach programs. Additionally, 10 percent of the retail price of pink thread and pink fat quarter fabrics sold will benefit the Foundation. VSM will also sell Limited Edition White Sewing Machines to benefit the Foundation. For each sewing machine sold, the Foundation will receive \$25 (up to \$70,000). For more information, please visit www.bhg.com.



Port Orange Hosts Rally For A Cure®

Rally For A Cure® is the nation's largest cause-oriented women's golf program with a mission to raise breast cancer awareness and spread

the message of the importance of early detection. The events also raise funds for the Komen Foundation in support of its mission to eradicate breast cancer as a life-threatening disease.

While every Rally For A Cure® event is a special occasion, sometimes an extraordinary effort embraces the entire community. One such noteworthy example occurred at the eighth annual Rally For A Cure® event held at the Golf Club at Cypress Head in Port Orange, FL. Organized by volunteers Linda and Tom Biedinger, the energetic co-chairs expanded their work into a series of events that culminated on Rally Day.

Residents participated in a "Show Your Pink" campaign by making a donation to the Komen Foundation in exchange for a large pink ribbon that they placed in their front yards. In addition, there was a 5K walk, a Chinese auction, a putting contest, a cookbook sale and an afghan auction.

On Rally for a Cure® day, opening ceremonies featured a precision flyover of some 20 planes. The current and former mayors of Port Orange spoke to the community and then released balloons to honor breast cancer survivors and those who lost their battle with the disease. For more information about Rally for a Cure®, visit www.rallyforacure.com or call 1.800.327.6811.



Bowlers Donate Nearly \$800,000 to Foundation

At the annual meeting of the Women's International Bowling Congress (WIBC) in Wichita, KS, on May 4, the Komen Foundation was

presented a check for \$794,500 in support of breast cancer research and outreach programs.

"This is just remarkable!" said Susan Braun, president and chief executive officer of the Komen Foundation. "To raise nearly \$3 million in four years, it is remarkable."

The check was presented on behalf of WIBC leagues, associations and members who participated in *Bowl for the Cure®* fundraisers over the past year. Breast cancer survivors Cindy Lloyd and Bonnie Kissner led more than 100 breast cancer survivors in a triumphant march in front of 2,632 delegates.

WIBC Director of Services Sheila Nyren urged those present to take every possible step to fight the disease. "Early detection and treatment are the keys to survival. We cannot afford to lose one more bowler, leader or woman," she said.

Several associations and leagues were recognized for their outstanding efforts, including: the Dallas Women's Bowling Association (WBA), \$50,411; the Milwaukee WBA, \$40,930; the Friday Night Mixers League of Fort Belvoir, VA, \$9,100; and the Something Else League in Orland Park, IL, \$8,722. 🌟

(Foundation Awards continued from page 12)

"The quality of each grant awarded reflects the care taken by our volunteer scientific reviewers to guide us in allocating money to research with the greatest potential to impact the fight against breast cancer."

The Komen Foundation awards up to \$250,000 over two years for basic, clinical and translational research grants. Post-doctoral training grants are awarded up to \$35,000 per year for three years.

"We maintain diversity in our research portfolio in keeping with our comprehensive approach to the fight against breast cancer," said Dwight Randle, director of Grants for the Foundation. "Breast cancer is a highly complex disease with far-reaching personal and social implications. Komen researchers remain on the vanguard of key scientific advancements needed in the fight against breast cancer and in adding to the body of psychosocial knowledge necessary to cope with and survive the disease." 🌟

2004 Komen Race for the Cure® Series



For the most up-to-date information on the 2004 Komen Race for the Cure® Series, call **1.888.603.RACE** or visit www.komen.org.

International Races

May 16 Rome, Italy
Frankfurt, Germany*

*Date to be determined.

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

Dates subject to change.

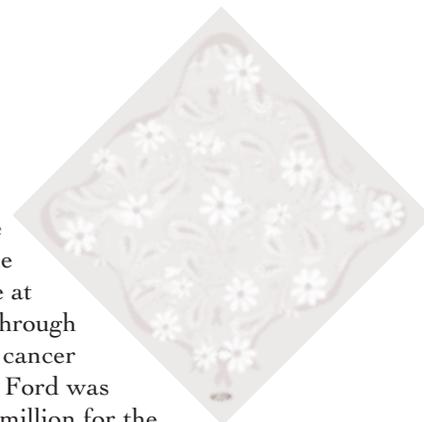
Ford Debuts 2004 Breast Cancer Awareness Scarf by Lilly Pulitzer

Join Ford in getting “tied to the cause” as the company celebrates its 10th year as a National Series Sponsor of Komen Race for the Cure®. Once again, Ford is proud to partner with Lilly Pulitzer, designer of the 2004 Ford breast cancer awareness cotton bandana and silk scarf. The bandana made its official debut at all Komen Race for the Cure® events in May 2004. Lilly Pulitzer’s one-of-a-kind design symbolizes the spirit of hope, courage and life exemplified by the individuals who participate in Komen Race for the Cure® events.

The Ford breast cancer awareness bandana is the seventh in a series of annual designs that Ford will distribute to Race participants nationwide at each of the remaining Races in 2004.

Be on the lookout this fall when the 2004 silk scarf, featuring a different unique design that complements the bandana, becomes available at Bloomingdale’s. Last year, through the sale of the Ford breast cancer awareness silk scarf alone, Ford was able to raise more than \$1 million for the Foundation — one example of Ford’s ongoing commitment, dedicating over \$75 million to fight breast cancer since 1995.

For more information, visit www.fordvehicles.com/thecause.



Marketplace

Show your support for the fight against breast cancer with our unique line of pink ribbon merchandise. Fifty to 80 percent of the purchase price of all products sold by the Komen Foundation will benefit the Foundation and the fight against breast cancer. To see more items, visit the Komen Marketplace at www.komen.org.



Pink Ribbon Bag Tag
\$7.50



Cure™ the Bear Beanie Baby®
\$5.00



Pink Ribbon Digital Sports Watch \$35.00



Pink Ribbon Photo Holder
\$10.00



Mini Plaque Trio (Courage, Hope, Strength) *Special Price* \$20.00



Pink Ribbon Pen
\$15.00



Pink Rhinestone and Silver Heart Pin \$15.00

Purchaser Information (Please print clearly or type.)

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

Pricing Form

Product	Quantity	Item Price	Total
Pink Ribbon Bag Tag		\$ 7.50	
Cure™ the Bear Beanie Baby®		\$ 5.00	
Pink Ribbon Digital Sports Watch		\$ 35.00	
Pink Ribbon Photo Holder		\$ 10.00	
Mini Plaque Trio (Courage, Hope, Strength) <i>Special Price</i>		\$ 20.00	
Pink Ribbon Pen		\$ 15.00	
Pink Rhinestone and Silver Heart Pin		\$ 15.00	
Total Product Cost			
Add Shipping & Handling*			
Add Sales Tax**			
Total			

Payment Options

- **Check enclosed payable to:** The Susan G. Komen Breast Cancer Foundation
- **Charge to:** American Express Visa MasterCard Discover

Card number: _____ Exp. date: _____
 Name on credit card: _____
 Signature: _____

Placing Your Order

- **Online:** www.komen.org
- **Tel:** 1.877.SGK.SHOP
- **Fax:** 1.877.581.7037
- **Mail:** The Susan G. Komen Breast Cancer Foundation
P.O. Box 932361, Atlanta, GA 31193-2361
- **Questions?** Please call 1.877.SGK.SHOP

Shipping and Handling*

(Applies to Merchandise only; Based on Total Product Cost). USA only.

\$1-\$25 = \$4.95 | \$26-\$75 = \$7.50 | \$76-\$150 = \$10.00 | \$151-\$250 = 10% | \$501-\$1000 = 7% | Over \$1,000 = 6%

Sales Tax**

AL 8.5%	FL 7%	KS 7.3%	MI 6%	NM 5.8125%	TN 9.25%	WI 5.6%
AR 7.6%	GA 7%	KY 6%	MN 7%	NY 8.5%	TX 8.25%	WV 6%
CA 8.25%	HI 4%	LA 4%	MS 7%	OH 6.5%	UT 6.25%	WY 6%
CO 6.7%	ID 6%	MA 5%	NC 7%	OK 8.37%	VA 4.5%	
CT 6%	IL 8.75%	MD 5%	NE 7%	PA 6%	VT 6%	
DC 5.75%	IN 6%	ME 5%	NJ 6%	RI 7%	WA 8.3%	

Your Donation Can Help Us Eradicate Breast Cancer

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

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

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone number: _____
 E-mail: _____
 Amount of contribution: \$ _____

Check enclosed Charge to: American Express Visa MasterCard Discover

Card number: _____

Expiration date: _____

Name as it appears on credit card: _____

Signature: _____

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

In honor of: _____ (name)

In memory of: _____ (name)

Please send the tribute card to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

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

Increase your donation with employer matching funds.

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

I have included the Komen Foundation in my will.

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

Mail this form and your donation to:

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

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



The Susan G. Komen
Breast Cancer Foundation

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National Co-Survivor Initiative Unveiled



Just in time for October's National Breast Cancer Awareness Month, the Komen Foundation is launching a

Co-Survivor program to honor family members, friends, doctors and colleagues who are sources of support and inspiration for breast cancer survivors.

"More than 20 years ago, the Komen Foundation was the first organization dedicated to helping women speak out about breast cancer," said Susan Braun, the Komen Foundation's president and chief executive officer. "Now we are proud to be among the first to recognize that breast cancer is a family disease. No one should battle the disease alone and the Co-Survivor program is the next step in publicly recognizing these individuals."

The Co-Survivor program was unveiled during pre-Race ceremonies at the Komen National Race for the Cure® on June 5 in Washington, D.C. At the core of the Co-Survivor program is a new pink-and-white interlocking ribbon, designed to represent the special relationship between people who have fought breast cancer and those who supported them along the way.

The program will be rolled out at Komen Race for the Cure® and other Komen Affiliate events nationwide in 2004 and 2005. The Co-Survivor program is intended to become a signature program of the Komen Race Series. 

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