

frontline

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

Scientists Honored with Komen Foundation's Brinker Award for Scientific Distinction

Two scientists were honored with the Komen Foundation's Brinker Award for Scientific Distinction at the 27th Annual San Antonio Breast Cancer Symposium in early December. Established by the Foundation in 1992, the award recognizes leading scientists for significant work that advances basic research concepts or clinical applications in the fields of breast cancer research, screening or treatment.

The 2004 Clinical Research Award was awarded to **Larry Norton, M.D.**, deputy physician-in-chief and director of breast cancer programs at Memorial Sloan-Kettering Cancer Center (MSKCC). The 2004 Basic Science Award was awarded to **Daniel Medina, Ph.D.**, professor of molecular and cellular biology at Baylor College of Medicine, Houston.

Each recipient was peer selected and received a \$20,000 cash award. The Brinker award initially began from a partnership between the Komen Foundation and Brinker International.



Larry Norton, M.D.

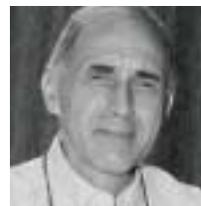
Larry Norton, M.D., is a medical oncologist with broad interests in cancer. His research concerns the basic biology of cancer, the mathematics of tumor causation and growth and the development of approaches to better diagnosis, prevention and drug treatment of the disease. He is involved in many research topics such as the molecular identification of genes that predispose people to cancer or otherwise

cause cancer, the development of new drugs, monoclonal antibodies that target growth factor receptors and vaccines. He is most specifically identified with the development of an approach to therapy called "dose density," or "sequential dose density." This is a new way of using anticancer drugs, based on a mathematical model he developed with his colleagues, which maximizes the killing of cancer cells while minimizing toxicity.

Dr. Norton is past president of the American Society of Clinical Oncology and chair of the American Society of Clinical Oncology (ASCO) Foundation. A presidential

appointee to the National Cancer Advisory Board of the National Cancer Institute (NCI) (1998-2004), he is the first incumbent of the Norna S. Sarofim Chair in Clinical Oncology at MSKCC and recipient of the ASCO's 2004 David A. Karnofsky Memorial Award.

Dr. Norton received his M.D. from the College of Physicians and Surgeons, Columbia University, and was trained in internal medicine at the Albert Einstein College of Medicine. He then served as a clinical associate and investigator at the NCI prior to joining the faculty of the Mount Sinai Medical Center in New York, where he served from 1977-1988. He is currently Professor of Medicine, Weill Medical College of Cornell University.



Daniel Medina, Ph.D.

Throughout his career, **Daniel Medina, Ph.D.**, has focused his research on the study of premalignant disease of the breast. His research dissects the essential biological and molecular changes that cause normal mammary cells to progress to premalignant and invasive cancer cells. He has authored or co-authored more than 260 articles and chapters on the subject.

Dr. Medina graduated from the University of California, Berkeley, with a B.S. degree in 1963. From 1964 to 1969, he pursued graduate studies at the Cancer Research Laboratory at the University of California, Berkeley, under the mentorship of Kenneth B. DeOme, and received his Ph.D. degree in 1969.

Dr. Medina began his independent research career in 1969 as an assistant professor in the department of anatomy, Baylor

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It Takes More than Grant Money to Build Lasting Careers in Breast Cancer Research

By Rebecca Garcia, Ph.D., Vice President Health Sciences



Rebecca Garcia, Ph.D.

Recent news stories indicate that many young, talented scientists are exiting academic research for bigger salaries and more job security in the private sector. Grants are tight; competition for funding is fierce.

Progress toward the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease depends upon a constant influx of new ideas and a steady corps of researchers who are dedicated to our cause.

The fields of biology, physics and chemistry are filled with examples of scientists whose main breakthroughs emerged in their 20s and 30s. Albert Einstein issued four canonical physics papers at age 26; James Watson co-discovered the double helix structure of DNA at 30; Jonas Salk started his groundbreaking work on the polio vaccine at 33 and announced the formulation of a successful vaccine eight years later at age 41.

At Komen, investments of time, money and opportunities make a difference in the lives of young, talented scientists planning their research careers.

Recently, the Komen Foundation surveyed 47 post-doctoral fellows who were funded between 1990 and 1997 and had completed their Komen-funded work. We wanted to understand what keeps young talent in the research fold, despite the lure of attractive salaries and the perception of more security in the private sector. Eighty-seven percent (41) of the post-docs contacted completed the survey.

The input we received showed that the investment we make by supporting talented young researchers builds passion, a profound sense of purpose, empathy for breast cancer patients and a dedication to the cause.

We were pleased to see that the majority of survey respondents — 78 percent (32 fellows) — continues to conduct research in tumor cell biology — the key to understanding how cancer takes hold, how it grows, how it spreads or how the body fights it off. We were interested to see that Komen funding enticed several post-docs to consider breast cancer as a worthwhile field of endeavor: Only 10 of the 41 post-docs who completed the survey indicated that they had worked in the field of breast cancer prior to receiving Komen funding.

The survey also showed that 30 of the 32 fellows currently involved in breast cancer intend to continue working in the field. The majority of the fellows devote at least 50 percent of their time to breast cancer-related work.

Our survey results indicate that the post-doctoral researchers we fund, much like our Affiliates and staff, are in it to make a difference. And they appreciate recognition and occasional rewards that enrich their overall experience.

Networking and travel opportunities, introductions to influential people in breast cancer and early involvement in exciting research projects go far in motivating bright young researchers to choose breast cancer research as a long-term career focus. Our post-docs tell us it's important to feel connected to the Foundation, to other people in the field and, most importantly, to the people they ultimately serve: breast cancer patients. They want to know that their work benefits someone else.

Said one Komen researcher:

Komen [gives] me a sense of belonging to a dedicated organization and help in remembering that breast cancer is a disease of real people, rather than DNA in a test tube.

Like all of us, these young scientists appreciate being recognized for their efforts, for their ideas and for their accomplishments. At Komen's Sixth Annual Mission Conference last summer in New York City, Komen grantees, including the post-doctoral fellows, presented their work to an audience of more than 700 people. The Komen Mission Conference is an opportunity for grantees, Affiliates, advisory council members, staff, board members and guest speakers to share information, listen, ask questions, express appreciation, reignite the fires of passion and dedication and take time to learn more about breast cancer.

The Komen Foundation maintains rigorous research standards. We expect a lot from those whose projects we support. By granting them funding, we believe in the premise — and the promise — of their work. We provide them with opportunities to test their theories and ask the questions that must be asked.

Said one fellow:

The research provided an opportunity to explore the mechanism of drug resistance in breast cancer. More importantly, the support provided an opportunity to think about breast carcinogenesis more deeply. It was during this period that I developed my own ideas about the epigenetic nature of cancer. This is the current focus of my work and has helped me get a number of NIH grants...

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Study Shows MRI More Sensitive than Mammography for Women at High Risk

According to a recent article published in the *New England Journal of Medicine*, magnetic resonance imaging (MRI) is more sensitive than mammography in the detection of early breast cancer in women at a high risk of developing the disease.

More than 200,000 women are diagnosed with breast cancer in the United States each year. A small portion of these patients have genetic mutations that put them at a higher than normal risk for the development of the disease. These patients often undergo additional screening in order to detect the cancer early, when it is most treatable.

Researchers continue to evaluate which screening method detects the most cases of breast cancer while providing accurate readings. Screening methods that have been evaluated include a physical examination, mammography, ultrasound, MRI, CT scans or PET scans. Results from previous trials have indicated that MRI is more accurate than mammography in the detection of breast cancer in women at higher risk.

Researchers associated with the Magnetic Resonance Imaging Screening Study Group conducted a clinical trial to directly compare MRI to mammography in the detection of early breast cancer. This trial included 1,909 women who were considered to be at a high risk of developing breast cancer either due to specific

genetic mutations or a strong family history of breast cancer. The women were screened every six months with a clinical breast examination and every year with mammography and MRI. The results from mammography and MRI were read independently. At approximately three years of follow-up, the percentage of breast cancers detected were 17.9 percent for clinical breast examination, 33.3 percent for mammography and 79.5 percent for MRI. The ability to distinguish a suspicious result between cancer and a benign mass was 98.1 percent for clinical exam, 95 percent for mammography and 89.8 percent for MRI.

The researchers concluded that MRI is a more sensitive screening method than mammography in women at a high risk of developing breast cancer. However, MRI is less able to distinguish between cancer and benign tumors, leading to a higher rate of unnecessary biopsies. Patients who are at a high risk of developing breast cancer should speak with their physician about the risks, limitations and benefits of screening with mammography or MRI, or the participation in a clinical trial evaluating other screening measures. Two sources of information regarding ongoing clinical trials include the National Cancer Institute (cancer.gov) and www.cancerconsultants.com. 

Reference: Efficacy of MRI and mammography for breast-cancer screening in women with a familial or genetic predisposition. *The New England Journal of Medicine*. 2004; 351:427-437.

(Brinker Award continued from front cover)

College of Medicine, and continued as associate professor and full professor.

Dr. Medina has served on numerous editorial boards, including Cancer Research, Breast Cancer Research and Treatment and Breast Cancer Research. He is co-founder and co-editor of the *Journal of Mammary Gland Biology and Neoplasia*. He has been a member of numerous review and advisory boards, including the NCI Breast Cancer Progress Review Group and the U.S. Army Medical Research and Materiel Command (USAMRMC) Breast Cancer Research Program Integration Panel. He currently serves on the NCI Board of Scientific Counselors and the National Institute of Environmental Health Sciences (NIEHS) Breast Centers Advisory Group. 

(It Takes More than Grant Money continued from page 2)

As the Komen Foundation moves into a new calendar year, with its promise of challenge and reward ahead, we're grateful for the part all of our researchers, particularly those just now embarking on a career in breast cancer research, play every day in moving forward our mission to eradicate breast cancer as a life-threatening disease. 

New Educational Material Available

General Audience Bookmark (Item No. 806-08205-GA)

This two-sided, 2" x 7³/₄" bookmark lists the three-step approach to breast health and features the pink ribbon graphic, the Komen Foundation's National Toll-Free Breast Care Helpline, 1.800 I'M AWARE®, and Web site address, www.komen.org. The bookmark is an ideal giveaway at health fairs and breast health presentations. A bookmark that serves the African American audience is also available (Item No. 806-08205).

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



Blood Test Could Be Used to Predict Survival, Treatment Options



Data from a recent clinical trial indicates that the level of circulating tumor cells found in the blood of metastatic, or advanced, breast cancer patients could be used to predict survival or to best determine whether a current treatment option is working. The study results appeared in the August 19 edition of the *New England Journal of Medicine*.

The study, which found that the numbers of circulating tumor cells found in the bloodstream may be an indicator of response to therapy and prognosis, is expected to lead to more targeted and individualized courses of therapies for patients with advanced breast cancer.

Blood from patients with metastatic breast cancer was evaluated for the presence of circulating tumor cells before the start of new treatments and again at their first follow-up visit. The disease progressed sooner in those women who had a greater number of circulating tumor cells before starting treatment (2.7 months) than in those women with fewer cells (7.0 months). The survival time for those women with more circulating tumor cells prior to treatment was also less (10.1 months) compared to those women with fewer circulating tumor cells (18 months). A similar trend was seen when the levels of circulating tumor cells at the first follow-up visit were evaluated.

The study did not address whether patients with an elevated number of circulating tumor cells might benefit by switching to other therapies. This information will need to be determined from future clinical trials. It is important to note that this test should not be used as a screening tool or a stand-alone test for the detection of metastatic breast cancer or new primary breast cancers. Doctors will continue to need to use the existing monitoring practices, including breast imaging, physical exams, laboratory tests and patient reports of how they feel.

“It is important for patients to discuss all their options with their healthcare providers,” said Cheryl Perkins, M.D., senior clinical advisor for the Komen Foundation. “There should be a clear understanding of what the new circulating tumor cell blood test can and cannot do. Patients should be aware that its use may not be appropriate for all patients with breast cancer. Before using this test, patients and their doctors should discuss what treatment options might be available or necessary, and clarify the quality of life that the patient hopes to maintain throughout all treatment courses.”

buzzwords

Clinical trials: Research studies done with human patients. These studies generally test the benefits of possible new treatments or diagnostic procedures. In cancer clinical trials, the new intervention is most often compared to the current “gold standard.” In addition, in cancer clinical trials placebos are virtually never used.

Circulating tumor cells: Small amounts of cancer cells that circulate in the blood. These cells are detected in blood tests given to patients with metastatic or advanced stage breast cancer. A recent clinical trial suggests that circulating tumor cell levels could be used to predict breast cancer survival rates and treatment options.



WNBA President Val Ackerman, Sacramento Monarch Edna Campbell, Komen Puget Sound Affiliate Board Member Pamela Ridgway, Komen Sacramento Affiliate Executive Director Donna Sanderson and Komen Cause Related Marketing Manager Krissy Barker

WNBA Scores in the Fight Against Breast Cancer

For two years, the Women’s National Basketball Association (WNBA) and the Komen Foundation have joined forces to raise awareness and funds for the fight against breast cancer. As part of the partnership, the WNBA and its teams educate their fans through in-arena events featuring the pink ribbon, breast self-exam cards and information on the scoreboard. The breast cancer cause is also featured on team and league Web sites and Edna Campbell of the Sacramento Monarchs, a breast cancer survivor, serves as the WNBA’s national spokesperson for its Breast Health Awareness initiative.

In July and October, the WNBA also hosts an online auction featuring one-of-a-kind autographed WNBA and NBA memorabilia and other items. Proceeds from these auctions, which have netted more than \$100,000 since inception, benefit the Komen Foundation’s support of breast cancer research, education, screening and treatment.

Nanotechnology Could Radically Change How Cancer Is Detected, Diagnosed and Treated

Nanotechnology involves the creation and use of materials and devices at the level of molecules and atoms. Scientists expect nanotechnology to take targeted diagnosis, drug delivery, disease and treatment monitoring and DNA and cellular repair to new levels in the coming years.

The National Institutes of Health (NIH) recently marked the launch of the National Cancer Institute (NCI) Alliance for Nanotechnology in Cancer, a five-year initiative that brings together the physical, biological and medical science communities for the common goal of directing nanotechnology for the benefit of cancer patients.



Q&A with Andrew C. von Eschenbach, M.D., Director of the National Cancer Institute

What is nanotechnology?

“Nano” means things that are very, very small, in the size range of between 1 and 1,000 nanometers. One nanometer is 1/100,000 the width of a human hair.

At NCI, we are very interested in the potential of nanotechnology because we can see how it could enable us to take our improved understanding of cancer at the molecular level and apply it to clinical advances — yielding major progress in the early detection, diagnosis and treatment of cancer.

What is the promise of nanotechnology in cancer, and more specifically in breast cancer?

Over the next five years, nanotechnology will result in significant, and perhaps even paradigm-changing, advances in early detection, molecular imaging, assessment of therapeutic effectiveness, targeted and multifunctional therapeutics and prevention and control of cancer. Nanotechnologies work at the same scale as biology. A nanoparticle is about the same size as most of the molecules involved in the pathways that are altered in cancer. As a result, we have, for the first time, the power to view and interact with cells in a radically different manner. Cells, for example, will take up a nanoparticle containing a potent anticancer drug or powerful imaging agent using the same processes that enable them to absorb the many molecules they need for their normal operations.

Nanotechnology is more than just promise, however. For example, magnetic nanoparticles are already being used to provide a more sensitive and accurate means of identifying lymph nodes containing metastatic breast cancer cells, and engineered nanoscale spheres made of fatty molecules are used

to more safely and effectively deliver drugs used to treat breast cancer. Recent studies in animals have shown that novel nanoscale particles can not only find breast cancer cells in the body, but also can be used to kill those cells using light or a magnetic pulse. Some of these multifunctional particles are nearing human clinical trials. And in October, the NCI announced it was providing \$7.1 million to a consortium of academic and private sector researchers who will work with one of our cancer centers to further develop semiconducting quantum dots that can identify as few as 10-100 cancer cells in the body and deliver potent anticancer drugs directly — and only — to those malignant cells. Being able to detect breast cancer at such an early stage would revolutionize the treatment of this disease.

Do you think we will see this technology applied in routine cancer care in the foreseeable future?

Within the next five years, nanoscale devices could conceivably detect cancer at its earliest stage, simultaneously delivering anticancer agents to the discovered tumor.

How will the character of research, medical and public education, healthcare delivery and manufacturing have to change to make this possible?

Biomedical nanotechnology brings together many disciplines, including chemistry, physics, biology, material science and other fields that have not traditionally worked together.

The NCI will be working to expand collaborations with the Food and Drug Administration (FDA) to help define the critical pathway for nanotechnologies to reach the clinic. Once these technologies move into the clinic, we’ll need to make sure to conduct physician and patient education to promote understanding and adoption.

Just how “big” is this concept, and what is its potential to change the way we practice medicine and conduct research?

Nanotechnology is very exciting — it has the potential to radically increase our options for prevention, diagnosis and treatment of cancer. We are already seeing examples of how nanotechnology is showing promising results; for example, Ralph Weissleder, M.D., Ph.D., has shown that nanoparticulate iron oxide particles can be used with magnetic resonance imaging (MRI) to accurately detect metastatic lesions in lymph nodes without surgery.

Nanoscale devices could also turn the promise of personalized cancer therapy — where a patient receives a drug based on the exact genetic and molecular characteristics of his or her particular type of cancer — into reality.

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PARTNERS IN THE PROMISE



Cure Card® Benefits Foundation

The Komen Foundation will be one of the recipients of funds raised through an innovative new shopping program called the Cure Card.

Consumers who purchase the Cure Card will receive special discounts and offers from retailers and brands when they shop, plus a one-year subscription from a selection of magazines. Cure Cards are available for purchase for \$30 online at www.thecurecard.com and through participating retail partners. The Komen Foundation and the Breast Cancer Research Foundation will each receive \$7.50 from the sale of each card. For more information, visit www.thecurecard.com.



Shanna Schiavon, Ana Maria Canseco and Rosario Quintanilla Vior

Payless ShoeSource Supports Breast Cancer Initiative

Star Jones and Ana Maria Canseco were two of thousands of people nationwide “Taking Steps to Fight Breast Cancer” through a Payless ShoeSource in-store initiative in

October. Payless — a national footwear retailer — introduced a limited-edition brooch featuring the pink ribbon with a dangling shoe charm. The brooch was available for \$2 at stores nationwide, with all net profits from sales donated to the Komen Foundation, with a minimum guaranteed donation of \$100,000.

“This program was designed to make it easy, affordable and convenient to show support and contribute to this important cause,” said Shanna Schiavon, director of cause programs for Payless ShoeSource. “We coupled this program with two well-known Payless supporters — Star Jones and Ana Maria Canseco. Both are vocal supporters of women’s health issues, particularly breast cancer, and were heavily involved in this first-ever Payless program.”

Jones, Payless’ Chief of Consumer Style and co-host of ABC’s talk show *The View*, served as spokesperson for the Payless campaign. Canseco, Payless’ ambassador to Latino consumers, introduced the “Tomando Pasos” program to the Hispanic market and was featured in television and radio advertisements and on in-store signage.

A luncheon to launch the initiative was held October 1 in Los Angeles. It featured Rosario Quintanilla Vior, a five-year breast cancer survivor and president of the Komen Foundation’s Los Angeles Affiliate. Vior shared her personal history with breast cancer and explained the importance of early detection among Hispanic women.



Mobile Edge Partners with Komen Foundation

The Komen Foundation is proud to announce its

partnership with Mobile Edge, a manufacturer of carrying cases for notebook computers. The Foundation will receive 10 percent of the retail price of three specially designed computer tote bags from the caring case collection, with a minimum guaranteed donation of \$15,000. For more information, please visit www.mobileedge.com.



Lean Cuisine® — Do Something Good for the Cure®

For the third year, the Komen Foundation has partnered with Lean Cuisine® frozen foods to present *Do Something Good for the Cure®*. As part of this year’s program, Lean Cuisine® commissioned designer Laurie Smith of *Trading Spaces* to create a lunch tote, with \$5 from each lunch tote sale benefiting the Foundation. Details of this special offer are featured on Lean Cuisine® frozen dinners and online at www.leancuisine.com. In addition, through December 31, 2004, for every Lean Cuisine® entree purchased featuring a pink ribbon, 10 cents will be donated to the Komen Foundation (up to \$150,000).



Handbag Sales from The Sak Benefit Foundation

The Sak has introduced three specially designed handbags to benefit the

Foundation. The microfiber and leather bags began retailing at stores nationwide in September. A donation of 10 percent from the retail sales price of the bags will be made to the Foundation up to \$35,000.



Sip for the Cure™ Program Enhanced

The Republic of Tea has enhanced its successful *Sip for the Cure™* Pink Grapefruit Green Tea line with the addition of four new distinctively “pink” tea varieties, including: Pink Grapefruit Decaf, Pink Rose, Pink Lady® Apple and Pink Lemonade. These four new teas join Pink Grapefruit to create

the Sip for the Cure™ Green Tea Collection. For each tin sold, the Republic of Tea donates \$.75 to the Komen Foundation in support of the fight against breast cancer. Since 2002, the Republic of Tea has donated more than \$300,000 to the Foundation. For more information, visit www.republicoftea.com or call 1.800.298.4TEA (4832).

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PARTNERS IN THE PROMISE

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Breeder's Choice: Caring for Both Ends of the Leash™

Breeder's Choice Pet Foods has chosen the Komen Foundation as the beneficiary of its *Caring for Both Ends of the Leash™* program. For every 40-pound bag of specially marked AvoDerm dog food sold, Breeder's Choice will donate \$3 to the Komen Foundation in support of the fight against breast cancer. Breeder's Choice will also donate \$2 for every bag of specially marked AvoDerm cat food sold and \$.35 for every 20-oz. bag of AvoDerm Dog Kookies sold. The program runs through December 2004, with a guaranteed minimum donation of \$50,000. As part of its continued commitment,

Breeder's Choice also served as a local sponsor for several Komen Race for the Cure® events in 2004. For more information, visit www.breeders-choice.com.



ChapStick® Begins Pink Pack Program

ChapStick® Brand will produce and sell lip moisturizer in a special pink package to benefit the Komen Foundation. The packages will be sold through March 31, 2005. For every package sold, ChapStick® will donate \$.15 to the Komen Foundation in support of the fight against breast cancer. For more information, visit www.chapstick.com. ♣

(Nanotechnology continued from page 5)

Could this bring us closer to the likelihood of prevention or curing cancer?

It is unlikely that any technology or single intervention will be the solution or "cure" for all cancers. But nanotechnology holds the promise of significantly enhancing our ability to detect or treat a number of different cancers.

We hope to one day transform cancer into a manageable disease. Nanotechnology supports and expands the scientific advances in genomics and proteomics and builds on our understanding of the molecular underpinnings of cancer.

What role might patient advocates play in the progress of this science?

Patients are always at the core of NCI's mission, and I'm pleased to mention that the views of advocates were sought and incorporated as we developed this initiative. We look forward to partnering with groups like Komen as we design research and programs that will one day eliminate the suffering and death due to cancer. ♣

2005 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 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. For more information, visit www.breastcancer3day.org. ♣



Dallas (June 10-12)
Kansas City (June 17-19)
Twin Cities (June 24-26)
Boston (July 8-10)
Michigan (July 15-17)
Seattle (July 22-24)
Chicago (Sept 16-18)
Philadelphia (Sept 23-25)
Atlanta (Sept 30-Oct 2)
Tampa Bay (Oct 7-9)
San Diego (Oct 14-16)
Phoenix (Oct 21-23)

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



Sherrye McBryde and Barbara Daugherty, Komen Arkansas Affiliate

Arkansas Affiliate Wins Award

Each year, the Arkansas Governor's Breast Cancer Control Advisory Board awards the Josetta Wilkins Breast Cancer Award to honor those helping to raise awareness and educate Arkansas women and health professionals about screening and treatment of breast cancer.

The award, which is named after influential former state senator and breast cancer survivor Josetta Wilkins, M.D., was given to the Arkansas Affiliate in 2004. The Komen Arkansas Affiliate funded numerous community grants that helped educate and provide screening and treatment services for a multitude of women. The First Lady of Arkansas, Janet Huckabee, presented the award at a luncheon at the Grand Hall of the Governor's Mansion in April.

Komen Des Moines Affiliate Takes Part in Conference

The Komen Des Moines Affiliate participated in Iowa's 2004 Women's Conference, Women of Influence, Women of Impact, at the Hy-Vee Conference Center on Monday, August 2, 2004. This conference was attended by approximately 500 women. Miriam Brown, board member of the Komen Des Moines Affiliate, took part in a panel discussion on volunteerism in Iowa. She joined a panel of six other Iowa women who shared their experiences as volunteers in their communities and encouraged others to get involved.



Grand Rapids Builds a Bra Bridge!

Radio listeners in West Michigan shared their creativity and their dollars at a highly successful, first-time

fundraiser for the Komen Grand Rapids Affiliate. For a \$5 donation, people could decorate donated bras, which were strung together to create a bra bridge across the Grand River. Women had bra decorating parties and employee groups came in with decorated bras by the boxload. When the donated bras ran out, women were literally taking their bras off to take part. WVTI-FM spearheaded the event for the Komen Grand Rapids Affiliate.



Maryland Celebrates Survivors

On Sunday, September 26, two weeks before the Komen Maryland Race for the Cure®, the Komen Maryland Affiliate hosted a Survivor Tea in recognition of breast cancer survivors who participate in the Race. About 180 attendees were treated to high tea, a fashion show with survivors as models and a gift bag filled with items donated by event sponsors Sephora Cosmetics and UnderArmour athletic wear. The event was also made possible through the generosity of an anonymous donor. The keynote speaker, Antonio Wolff, M.D., who is the principal investigator of a Komen-funded clinical trial at Johns Hopkins Medical Institute, talked about the benefits of clinical trials and the outcomes of research in which he is involved in Maryland.



Mitzi Fideler and Miss USA 2004 Shandi Finessey

Miss USA Joins BMW Ultimate Drive®

As an advocate for breast cancer awareness, Miss USA 2004 Shandi Finessey recently participated in a *BMW Ultimate Drive* event in Colorado Springs. "After I won Miss USA, I chose to champion the cause of breast and ovarian cancer. I feel so fortunate to help raise money for the Susan G. Komen Breast Cancer Foundation."

Finessey and Mitzi Fideler, the "Local Hero" for the event, kicked off the day with a "Survivor Drive." A police escort led 18 new, specially marked BMWs driven by Colorado Springs survivors. "What an emotional feeling it was to look behind you and see a caravan of BMWs filled with survivors," said Fideler.

With 155 drive participants, 227 test drives and more than 4,600 miles driven, this event proved to be extremely successful. "Three weeks prior to the drive, online registration was booked full. We well exceeded our goal," said Jill Richardi and Michele Purdy, local chairs for the event. Phil Winslow of Winslow BMW matched the funds raised for the Komen Colorado Springs Affiliate.

The BMW Ultimate Drive is a national breast health awareness campaign that invited participants to test drive a new BMW. For each mile driven, BMW contributed \$1 to the Komen Foundation, for a total annual donation of \$1 million.

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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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Komen Ozark Affiliate Recognized

The Komen Ozark Affiliate was named Outstanding Foundation of the Year by the Arkansas Association of Fundraising Professionals. The annual award is presented to foundations that demonstrate exemplary commitment to the non-profit community through financial support, encouragement and motivation of others to take leadership roles in philanthropy and community involvement. The Affiliate was honored November 10 during a luncheon held in celebration of National Philanthropy Day at the Holiday Inn Northwest Arkansas Hotel and Convention Center.

The Affiliate was nominated for this prestigious award by the Community Clinic at St. Francis House, a local Komen grant recipient. This clinic provides a continuum of care for uninsured and low-income women of Northwest Arkansas through screening, education, service linkages and annual physical examinations.

"We are deeply honored to be the recipient of this award and credit our success to all our corporate partners, medical community, volunteers and survivors that continue to support our mission," says Alison Levin, executive director of the Komen Ozark Affiliate. 🌟

Millions Wear Jeans to Raise Millions



Liz Cahill, director of advertising and public relations, Lee Jeans; Susan Braun, president and CEO, Komen Foundation; Gordon Harton, president, Lee Jeans; Charlie Sheen, Lee National Denim Day® spokesperson; Nancy White, manager of marketing services, Lee Jeans; Kathy Collins, vice president of marketing communications, Lee Jeans; and Wendy DeMuth, marketing coordinator, Lee Jeans

Millions of Americans wore denim on October 8 in support of the fight against breast cancer and in the process raised \$7.5 million for the Komen Foundation. More than 27,300 companies, organizations and schools registered to participate in the largest single-day fundraiser for breast cancer, setting a record for the event. In exchange for an individual \$5 donation

to the Komen Foundation, employees and students across the country wore jeans to work or school and helped raise millions for breast cancer research, education, screening and treatment programs. One hundred percent of all donations collected through *Lee National Denim Day*® go directly to the Komen Foundation. Since its inception in 1996, Lee National Denim Day® has raised more than \$44 million for the cause.

At a special celebration at Lee headquarters in Merriam, KS, Gordon Harton, president of Lee Jeans, and Kathy Collins, vice president of marketing communications, presented a check for \$7.5 million (representing anticipated proceeds from this year) to Susan Braun, president and chief executive officer of the Komen Foundation.

Actor Charlie Sheen, star of the CBS television series *Two-and-a-Half Men*, served as 2004 Lee National Denim Day® spokesperson. Sheen participated in memory of a friend who lost her battle with breast cancer and in celebration of the survivors fighting the disease today. Sheen also took part in the special celebration and check presentation at Lee headquarters.

Lee National Denim Day® will celebrate 10 years in the fight against breast cancer in 2005. To participate in this momentous event, visit www.denimday.com. 🌟



Nancy Brinker

Founder Accepts Leadership Award

Komen Foundation Founder Nancy Brinker accepted the 2004 Leadership to America Award presented by the National Association of Broadcasters Education Foundation on June 14 in Washington, D.C. The Leadership Award recognizes an individual or organization not necessarily involved in broadcasting for exceptional leadership in bettering the lives of Americans. 🌟

CAPITOL HILL UPDATE



MQSA Reauthorized

In October, the Komen Foundation realized the fruits of its grassroots efforts when Congress unanimously passed — and the President signed — H.R. 4555, the Mammography Quality Standards Reauthorization Act of 2004. The bill reauthorizes the Mammography Quality Standards Act (MQSA) through 2007 and includes provisions regarding facility certification.

In 2004, Komen Champions for the Cure™ have worked tirelessly to advocate for the re-authorization of MQSA. More than 25,000 eChampions signed petitions and submitted letters to Congress through the Foundation's public policy Web site, www.ActNowEndBreastCancer.org. Additionally, Komen Affiliates from across the country have mobilized petition drives, met with members of Congress and hosted site visits with members of Congress at facilities that offer screening mammography in an effort to demonstrate the importance of MQSA.

The Komen Foundation commends Congress for its bipartisan support of the bill and applauds Senator Barbara Mikulski, Chairman Judd Gregg, Representative John Dingell and Chairman Joe Barton for their extraordinary leadership in ensuring patient access to quality breast health and breast cancer care.

"We are extremely grateful for the bipartisan cooperation to ensure passage of this important bill during National Breast Cancer Awareness Month. This is clearly an example of Congress coming together to address the needs of Americans facing breast cancer today," said Andrew Halpern, vice president and general counsel for the Komen Foundation.

MQSA has played a major role in advancing early detection and saving lives in the past decade. Before MQSA became law in 1992, an uneven and conflicting patchwork of standards for mammography jeopardized the technology and its efficacy. No national quality standards for personnel or equipment existed and the quality of mammograms varied widely. Today, mammography, while not perfect, is the gold standard for breast cancer screening. MQSA established federal safety and quality assurance standards for mammography facilities, personnel (including doctors who interpret mammograms), equipment and operating procedures.

"We need to not only develop better screening tools for tomorrow, but also make the technologies available today the best they can be," said Diane Balma, director of public policy for the Komen Foundation. "It is critical for these technologies to be accessible to all patients, particularly low-income and ethnic minority patients, who are disproportionately impacted by breast cancer."

The MQSA re-authorization process has laid the groundwork for further study of several key mammography issues by both the Institute of Medicine and the General Accounting Office. Results from these studies will guide recommendations for improving MQSA in the future. The Komen Foundation has taken an active role in addressing these mammography issues, including testifying before the U.S. Senate.



Kim Carlos, Cheryl Jernigan, Elias A. Zerhouni, M.D., Sen. Sam Brownback, Terry Burnett, Peggy Johnson and Penny Reeves

Affiliates in Action

Mid-Kansas Affiliate representatives, Peggy Johnson and Terry Burnett, along with Kim Carlos, Cheryl Jernigan and Penny Reeves of the Greater Kansas City Affiliate, were asked to join U.S. Senator Sam Brownback and National Institutes of Health

Director Elias Zerhouni, M.D., for an important discussion on cancer issues facing their state.

Dr. Zerhouni, Senator Brownback, Komen representative Peggy Johnson and five other local cancer advocates held their panel discussion Friday, September 17, 2004, at Providence Hospital in Kansas City, in front of an audience of more than 100 leading Kansas City cancer control stakeholders. The key topic of discussion was eliminating disparities in access to clinical trials for minorities and other underserved populations.

Peggy Johnson shared information from the Mid-Kansas Affiliate Community Profile, which found more women would participate in clinical trials if encouraged by their doctors to do so. She addressed the barriers to participation in clinical trials, including unreimbursed cost and geographical access for women living in rural areas.

Finally, the panel discussed oncology reimbursement issues, the need to educate cancer patients regarding the availability and safety of clinical trials and the lack of clinical trials for patients with cancer-related mental health issues.

(continued on page 11)

CAPITOL HILL UPDATE

(continued from page 10)

After the open meeting, Komen representatives met with the Senator and Dr. Zerhouni to discuss the Komen Foundation's public policy priorities.

Department of Defense Breast Cancer Research Program

On July 22, 2004, Congress approved \$150 million in funding for the Department of Defense (DoD) Peer-Reviewed Breast Cancer Research Program, despite earlier Senate-proposed cuts in funding for the program. The legislation, which appropriated funds for fiscal year 2005, was approved by a vote of 96-0 in the Senate and 410-12 in the House of Representatives. The measure was signed into law on August 5, 2004.

Established by Congress in 1992, the DoD Breast Cancer Research Program funds innovative breast cancer research conducted by universities, hospitals, non-profit and for-profit institutions, state and federal agencies and private industry.

The DoD Breast Cancer Research Program involves consumer reviewers who represent the patient, survivor and community needs in the grant review process. This year, Cheryl Jernigan of the Komen Greater Kansas City Affiliate and Jeri Burkett of the Komen Phoenix Affiliate both served

on the peer review panel as consumer reviewers. They recently shared their insights:

"It was a wonderfully grueling process — 'Grueling' in the intense work involved in reviewing and critiquing complex scientific research grant proposals. 'Wonderful' in the ability of consumers to sit side-by-side with well-established scientific researchers, as we painstakingly and thoughtfully evaluated each proposal for scientific merit and its relevance to those facing breast cancer today and tomorrow," said Jernigan.

"I feel so much more hope, knowing how much research has progressed," Burkett said.

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 Komen's public policy priorities and positions on breast cancer legislation. 📧

Collaboration Is Vital in Fight Against Breast Cancer

The Komen Foundation firmly believes in identifying what gaps exist in breast cancer research and working to fill those gaps. Because of this belief and our commitment to eradicate breast cancer, the Komen Foundation has been working with a group of funding organizations for more than three years to create a powerful tool to aid in cancer research collaboration and planning.

One product of the partnership, known as the International Cancer Research Partners (ICRP), is a Web site that allows instant access to ongoing cancer research supported by cancer funders within the United States and the United Kingdom. The Web site (www.cancerportfolio.org) provides an online database that allows scientists to identify possible collaborators, plan their next research application and facilitate dialogue among fellow researchers.

The ICRP Web site is open to anyone who is interested in learning more about specific areas of research, including what's

being funded by the Komen Foundation and others. The Komen Foundation also funds "state-of-the-science" reviews that inform the public and guide the Foundation's grant-making priorities.

ICRP was formed to help promote cooperation and collaboration among institutions and help forge creative partnerships between cancer researchers, institutions and funding organizations both nationally and internationally.

While supporting research efforts to eradicate the threat of breast cancer tomorrow, the Komen Foundation is also deeply committed to those facing a breast cancer diagnosis today. So, in addition to funding research, Komen Affiliates in more than 1,700 U.S. counties continue to identify gaps and disparities and fund programs and services that specifically address those local needs.

To learn more about the Komen Foundation's work in your community or to join us in our fight, please visit www.komen.org. 📧

Volunteer Voices

Komen Volunteers Educate American Airlines Employees in Latin America



Alma Adams Horvath, American Airlines employees Sandra Nardiello and Ana Hussey, and Jennifer Villalobos

The Komen Foundation recently collaborated with our longstanding partner, American Airlines, on a breast health education program for its employees based in Latin America. In September and October, five bilingual Komen volunteers traveled to 23 countries

throughout Mexico, Central America, South America and the Caribbean to provide breast health information to approximately 2,000 American Airlines employees. Following each “Breast Cancer 101” presentation, American Airlines invited representatives of its health insurance provider to give an overview of the breast health coverage available to its employees, including annual wellness visits and screening and diagnostic mammograms.

The “Breast Cancer 101” format was designed to address the participants’ questions and concerns about breast cancer, to increase their breast health knowledge and understanding and to encourage them to utilize the three-step approach to breast health. The sessions provided in-depth information on a variety of breast health and breast cancer topics, including breast anatomy and development, what cancer is and how it affects the breasts, common breast conditions, breast cancer statistics and how to perform breast self-examination. Educational materials were distributed to the participants at each session and all attendees were provided the opportunity for hands-on practice with breast model displays to learn more about common breast conditions that may be encountered during breast self-examination.

The five Komen volunteers who facilitated these education sessions were recruited from the domestic and international Affiliate networks. Their common passion is to share the Komen Foundation’s mission with Hispanic and Latina populations in the United States and Latin America.

Angie Benitez, the current president of the Komen Puerto Rico Affiliate, is a respected businesswoman and pharmacist who, after being diagnosed with breast cancer, has dedicated her life to providing breast health and cancer education to women throughout the world. She volunteered to lead the American Airlines project in the Caribbean and Central America and traveled solo to 18 cities to share the message of early detection as an urgent priority.

Angelina Esparza is program director for community relations at the M.D. Anderson Cancer Center, Center for Research on Minority Health, in Houston. In her position with the outreach program, Angelina is responsible for targeting medically underserved populations, particularly Hispanics. Angelina is a nurse and a member of the Komen Houston Affiliate Diversity Committee. She has served as an active volunteer for numerous community organizations, many of which also serve the Hispanic population.

Alma Adams Horvath is a longtime Komen volunteer from the Komen Dallas County Affiliate, having served in many volunteer capacities from education chair to co-president. With her Komen knowledge and personal experience as a breast cancer survivor, Alma has made it her goal to ensure that Hispanic and Latina populations become familiar with the Komen Foundation and the fight against breast cancer.

Jennifer Villalobos came to the Komen San Antonio Affiliate through her employment with H-E-B Food Stores. As local presenting sponsor of the Komen Houston Race for the Cure®, H-E-B introduced Jennifer to the Komen San Antonio Affiliate. Originally from Mexico, Jennifer immediately saw the need to engage bilingual and bicultural members of the community. The result was the creation of Latinas for the Cure®.

Rosie Tipper, a native of Costa Rica, is a member of the Komen Foundation’s National Hispanic/Latina Advisory Council, and an active volunteer with the Komen Denver Affiliate’s multicultural program. Rosie is employed by Denver Health Hospital as the oncology navigator for breast cancer patients, a program supported by a grant from the Komen Denver Affiliate. A cytogeneticist by training, Rosie has also worked on Project SOL (Survivor Outreach to Latinas). In this role, Rosie works with Latinas with breast cancer, identifying their needs and treatment options.

The Komen Foundation is very grateful and appreciative of Angie, Angelina, Alma, Jennifer and Rosie for their dedication to providing important information about breast health and breast cancer to approximately 2,000 women at the grassroots level in Latin America. We also extend a very special thank-you to American Airlines for responding to its Latin American employees’ requests for in-depth information on breast health and breast cancer.

(continued on page 14)

Co-Survivor Program Gains Momentum

CoSurvivor
strength · support · hope

The Komen Foundation's new Co-Survivor program was met with great enthusiasm at Komen Race for the Cure®

events held across the country this fall. The program, which features an interlocking pink and white ribbon, honors family members, friends, doctors and colleagues who are sources of support and inspiration for breast cancer survivors. The interlocking pink and white ribbon represents the special relationship between people who have fought breast cancer and those who supported them along the way.

The Co-Survivor program was launched nationally as a result of two local Co-Survivor programs that were developed by the Komen Denver and Komen Evansville Affiliates. The Komen Denver Affiliate created the Co-Survivor concept in the late 1990s. In recent years, they have continued with the program through the sale of Co-Survivor caps. The Komen Evansville

Affiliate adopted its own Co-Survivor program in 2001 in the form of a 5K training program designed for survivors and their Co-Survivor training partners.

"We'd like to thank the Denver and Evansville Affiliates for sharing their creativity and ideas in recognizing the individuals who play such a key role in breast cancer survivors' lives," says Stefan Strickland, manager of the Komen Race for the Cure® Series. "The Co-Survivor initiative really resonates with people and we are proud to have introduced it on a national level, making it a signature program of the Komen Race for the Cure® Series."

Over the past six months, approximately 50 Affiliates have added a Co-Survivor program to their Komen Race for the Cure® activities as well as other events. Community and public response has been phenomenal. Watch for more exciting ideas on the Co-Survivor program in 2005! 📌

College Tour Touches Thousands of Students



Students at the University of Alabama-Birmingham learn how to perform a monthly breast self-exam (BSE) with the help of the Komen Foundation's online BSE instructional tool.

"I wear my pink ribbon year round, and I wear it to find a cure for you!"

— Morgan State Student

"Cancer Sucks! You spend your whole life growing breasts only to have them cut off."

— Rutgers University Student

These poignant comments are just a sampling of those made by university students who recently participated in *On the Way to the Cure™ — The Komen College Tour*, a two-week interactive campaign designed to raise awareness for early detection for breast cancer among younger audiences. The tour was part of the Komen Foundation's Young Women's Initiative, a program focused on engaging the next generation in the fight against breast cancer.

On the Way to the Cure™ — The Komen College Tour traveled to 10 college campuses along the East Coast this fall in a pink vehicle that served as an interactive learning station at each stop. As part of the experience, students learned how to perform breast self-exam (BSE) with the help of the Komen Foundation's online BSE instructional tool and learned about

opportunities for local and national involvement in the cause. In addition, healthcare personnel were available to answer questions and provide information about how to schedule a clinical breast exam at the campus health center. Students also had the opportunity to share a memory or pledge their personal support in the fight against breast cancer on an eight-foot "graffiti wall" that remained on campus as a reminder of what was learned at the event.

"It is heartwarming to see today's young women and men embrace the role they can play in this fight," said Cheryl Kidd, director of the Komen Foundation's education department. "We've come a long way in breaking down barriers about this disease. Many students openly shared their stories of personal interaction with breast cancer and the commitments they've made to knowing their body and recognizing changes."

The tour is currently being evaluated and could be expanded in future years. To learn more about the college tour, view photographs from the campuses visited this fall, get facts about breast cancer and young women and see materials designed specifically for young women, visit www.komen.org/college.

On the Way to the Cure™ — The Komen College Tour was made possible by the Val Skinner Foundation, which hosts the annual LIFE (LPGA Pros in the Fight to Eradicate Breast Cancer) Event. 📌

2005 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by 

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

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

International Races

Frankfurt, Germany
Rome, Italy

Site	Date	Site	Date	Site	Date
Albany, NY	TBD	Greeley, CO	Jul 4	Philadelphia, PA	May 8
Albuquerque, NM	Jun 12	Greenville, SC	TBD	Phoenix, AZ	TBD
Amarillo, TX	Sep 24	Hartford, CT	TBD	Pittsburgh, PA	May 8
Aspen, CO	Jul 16	Helena, MT	May 21	Plano, TX	Jun 4
Atlanta, GA	May 7	Hickory, NC	TBD	Portland, OR	TBD
Austin, TX	Nov 6	Honolulu, HI	TBD	Princeton, NJ	TBD
Baltimore, MD	Oct 1	Houston, TX	Oct 1	Raleigh-Durham, NC	TBD
Bangor, ME	Sep 18	Indianapolis, IN	Apr 16	Reno, NV	Oct 2
Baton Rouge, LA	Feb 26	Jackson, MS	TBD	Richmond, VA	TBD
Birmingham, AL	Oct 1	Jacksonville, FL	Oct 22	Sacramento, CA	TBD
Boise, ID	May 7	Kalamazoo, MI	May 21	Salt Lake City, UT	May 7
Boston, MA	Sep 18	Kansas City, MO	Aug 14	San Antonio, TX	Apr 2
Brainerd, MN	TBD	Knoxville, TN	Oct 22	San Diego, CA	Nov 6
Buffalo, NY	Jun 11	Lafayette, LA	TBD	San Francisco, CA	TBD
Charleston, SC	TBD	Lansing, MI	Apr 24	Scranton, PA	TBD
Charleston, WV	May 7	Las Vegas, NV	TBD	Seattle, WA	TBD
Charlotte, NC	TBD	Lexington, KY	TBD	Shreveport, LA	Sep 17
Chattanooga, TN	Sep 25	Little Rock, AR	May 22	St. Louis, MO	TBD
Cheyenne, WY	Aug 20	Los Angeles, CA	Feb 27	St. Petersburg, FL	Oct 1
Chicago, IL	TBD	Louisville, KY	Oct 8	Syracuse, NY	May 7
Cincinnati, OH	Apr 23	Lubbock, TX	Oct 8	Temecula Valley, CA	Oct 16
Cleveland, OH	TBD	Macon, GA	TBD	Terre Haute, IN	TBD
Coeur d' Alene, ID	Sep 25	Madison, WI	Jun 4	Texarkana, TX	TBD
Colorado Springs, CO	Sep 11	Manchester, VT	Jul 31	Thibodaux, LA	Oct 8
Columbus, OH	May 14	Memphis, TN	TBD	Toledo, OH	Sep 18
Dallas, TX	TBD	Miami, FL	TBD	Tucson, AZ	Apr 10
Davenport, IA	Jun 11	Milwaukee, WI	Sep 18	Tulsa, OK	Sep 17
Decatur, IN	TBD	Minneapolis/St. Paul, MN	May 8	Tupelo, MS	Oct 22
Denver, CO	TBD	Monroe, LA	Sep 10	Tyler, TX	May 7
Des Moines, IA	Oct 8	Nashville, TN	TBD	Virginia Beach, VA	TBD
Detroit, MI	Jun 11	New Orleans, LA	Oct 2	Waco, TX	Apr 2
El Paso, TX	Feb 20	New York City, NY	TBD	Washington, D.C.	Jun 4
Elmira, NY	May 22	Oklahoma City, OK	Oct 15	West Palm Beach, FL	Jan 22
Evansville, IL	Sep 18	Omaha, NE	Oct 2	Wichita, KS	Sep 24
Fayetteville, AR	Apr 23	Orange County, CA	Sep 25	Wichita Falls, TX	TBD
Fresno, CA	Oct 22	Orlando, FL	TBD	Winston-Salem, NC	TBD
Ft. Worth, TX	Apr 2	Ottumwa, IA	May 7		
Grand Rapids, MI	Sep 24	Peoria, IL	May 7		

Dates subject to change.
Some dates were not determined at printing.
TBD=To Be Determined

(Volunteer Voices continued from page 12)

American Airlines has actively supported breast health and breast cancer education since 1992, when the company began an employee breast cancer education and awareness program in conjunction with the Komen Foundation. The program included distributing breast self-exam and educational materials to 115,000 employees. American Airlines orchestrated a program that organized employee support groups and trained the corporate nursing staff to conduct breast health seminars throughout its system in the domestic U.S.

Since that time, American Airlines has been an important partner of the Komen Foundation and continues its support as a National Series Sponsor of the Komen Race for the Cure®. American Airlines also hosts the annual American Airlines Celebrity Golf Weekend. One hundred percent of the net proceeds from this event benefit the Komen Foundation. American Airlines is the exclusive airline sponsor for the Komen Race for the Cure® Series and is a member of the Komen Million Dollar Council. 

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.



Two-Toned Watch
\$60.00



Women of Color Pin
\$5.00



Pink Ribbon Tote Bag
\$22.00



Pink Ribbon Visor
\$13.00



Pink Ribbon Survivor Magnet
\$5.00



Pink Ribbon Car Magnet
\$5.00



Women's White Polo
SM-XL \$30.00 | 2XL \$32.00

Purchaser Information (Please print clearly or type.)

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

Pricing Form

Product	Size	Quantity	Item Price	Total
Two-Toned Watch			\$ 60.00	
Women of Color Pin			\$ 5.00	
Pink Ribbon Tote Bag			\$ 22.00	
Pink Ribbon Car Magnet			\$ 5.00	
Pink Ribbon Survivor Magnet			\$ 5.00	
Pink Ribbon Visor			\$ 13.00	
Women's White Polo – SM-XL			\$ 30.00	
Women's White Polo – 2XL			\$ 32.00	
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% | \$251-\$500 = 8%
 \$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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Get Connected!

Are you aware of the Komen Connection database? The Komen Connection database is a one-stop, online resource for health educators and others seeking information about breast health and breast cancer programs and materials. You can use the database to search for educational materials such as pamphlets, brochures and videotapes, as well as descriptions of successful breast health programs to help meet the needs of diverse audiences. Feel free to gather ideas for developing and carrying out programs, as well as for creating and distributing materials within your own community. If you haven't lately, please check out the Komen Connection database located on the About Breast Cancer homepage of [komen.org](http://www.komen.org). Or, if you have items to include in the database, please contact komenconnection@komen.org for additional information. 📧

Sign Up for the KomenLink TODAY!

It's here! The Komen Foundation recently launched the *KomenLink*, an e-Newsletter that 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 to receive this free monthly e-Newsletter. 📧

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