

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Third Quarter 2003

High-dose Chemotherapy with Stem Cell Rescue: Do Risks Outweigh Benefits?

Data from two clinical trials published in the July 3, 2003, issue of the *New England Journal of Medicine* explore potential benefits of high-dose chemotherapy with stem cell rescue in the treatment of high-risk breast cancer. Study results showed no increase in overall survival, but a possible reduction in the rate of relapse, particularly among certain sub-groups of patients.

The Komen Foundation asserts that while the studies offer new evidence in the pursuit of treatment options for high-risk breast cancer patients, it will still take time for this data to mature and for the results of other, ongoing studies to be published. While the data from these studies are promising for certain patient sub-groups, the Foundation contends that the results should be interpreted with caution.

"While high-dose chemotherapy with stem cell rescue may offer some promise for specific patient groups, conventional-dose adjuvant chemotherapy remains the standard of care," said Rebecca Garcia, Ph.D., vice president of health sciences, the Komen Foundation. "The question remains: is the reduced rate of relapse benefit enough for breast cancer patients to choose this option rather than the current standard of care?"

Risks of high-dose chemotherapy with stem cell rescue,

which include serious side effects and death, are of paramount concern. Identifying ways to decrease the number of deaths associated with treatment, decrease side effects and second cancers and improve the quality of life for treated patients is key to improving therapy benefits.

"These studies provide valuable information, but at what cost to the patient? Perhaps we should invest our resources in more targeted therapies that offer a better quality of life for breast cancer patients," Garcia said. The Komen Foundation

receives tens of thousands of calls and e-mails each year through its National Toll-Free Breast Care Helpline, 1.800 I'M AWARE®, and Web site, www.komen.org.

The majority of calls and e-mails come from breast cancer patients and their families. Their feedback suggests the sentiment that high-dose chemotherapy with stem cell rescue is experimental, risky and a last resort. However, they also recognize there may be potential in the future. Many patients have also met a breast cancer survivor who believes high-dose chemotherapy with stem cell rescue saved her life. Such anecdotal experiences may sway a patient's decision when she believes that other options have run out.

"There is no one right decision for all women," Garcia said. "As patient advocates and health educators, it is important that the Komen Foundation act responsibly and provide women with important information to make decisions that are right for them and their families. Many factors should be evaluated with a physician when making treatment decisions, which are often as complex and varied as patients themselves."

The Komen Foundation continues to encourage breast cancer patients contemplating this treatment to consult with their oncologists to carefully review the risks and benefits and to seek an unbiased second opinion. The Foundation also recommends that patients who, with strong professional counsel, decide upon this course of action seek treatment within the context of a clinical trial.

Treatment within hypothesis-driven clinical trials constitutes standard of care and should be covered by third-party payers. The Komen Foundation commends the medical and research communities, as well as other patient advocacy organizations, for working together to eliminate the barriers that deter patients from enrolling in clinical trials. ♣



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It's Up to All of Us

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



In a country where cancer is still discussed in whispers, it was a remarkable sight — hundreds of resolute Hungarian breast cancer survivors walking across Budapest's historic Chain Bridge, illuminated in pink, the international color symbolizing the fight against breast cancer.

As the American Ambassador to the Republic of Hungary at the time, I had the privilege of working with Hungarian-based non-governmental organizations

(NGOs) and multinational corporations to organize last year's "Bridge of Health" — Hungary's first fundraiser for women's health. As one woman told us afterward, "We were not sure such a huge event could be done in Hungary. Maybe we were not brave enough. So we thank you."

During my two years in Hungary, I learned a great deal about the human spirit and what's involved in empowering individuals to take control of their lives, as well as their health. One of the main issues facing a number of countries — and communities right here in the United States — is the struggle to provide adequate health care for its citizens.

In order to ensure that communities across the globe have access to proper health care, everyone must get involved in the process. Government, industry and non-profits must come together to find a solution. As founder of the Komen Foundation, I have seen this model in action, and it works.

First, engage the man (and woman) on the street. Reach out to average citizens using non-traditional methods. Such a plan need not cost billions of dollars or require another government agency. It can be as simple as gathering a group of women to walk across a bridge together. An essential component of any healthy society is education — understanding the importance of adopting healthy lifestyles and taking charge of their own health. Our walk across the Chain Bridge ignited a national dialogue in Hungary about women's health. By sponsoring similar events throughout Budapest with government officials, business leaders and local celebrities, we helped empower Hungarians with life-saving knowledge.

Second, practice grassroots diplomacy. Traditional diplomacy forges alliances and coalitions among nations. Grassroots diplomacy forges civil societies within nations. In countries like Hungary, the spirit of volunteerism is still a vague concept at best. Only now — more than a decade after the lifting of the

Iron Curtain — is something akin to an independent civil society and non-profit sector taking hold.

As Ambassador, I had the opportunity to talk with Hungarians about the strength of the Komen Foundation's grassroots network of volunteers working through more than 100 Affiliates across the United States. I explained that it is these groups of citizens, working together in their communities, who have made the greatest impact on our quest to end breast cancer as a life-threatening disease. With up to 75 percent of the money they raise staying in their communities to fund local breast health initiatives and outreach programs, Komen Affiliates bring the mission of the organization to life. They activate programs in local communities that affect the lives of countless families.

The third piece of the puzzle is fostering a spirit of corporate citizenship. Traditional ways of thinking about health care emphasize government assistance, particularly in those countries with government-administered healthcare delivery systems. However, government cannot do it alone. For example, our effort to illuminate the Chain Bridge in Hungary would have been impossible without the financial support of General Electric (GE). After decades of Communist domination, countries like Hungary have yet to develop their own sense of corporate philanthropy.

In working with Hungarians, I explained how NGOs and the business community can partner to achieve common ends. Again, I pointed to the Komen Foundation as an example. As an innovator in the creation of strategic marketing programs, the Komen Foundation takes great pride in its numerous corporate partners. Not only do our partners provide monetary support, but they also keep the message of breast health and breast cancer alive in a crowded public consciousness. They reach tens of millions of people with the important message of early detection each year and encourage people to contribute in a way that resonates with them.

While serving in Hungary, I had the privilege of working in the office once used by Cardinal Joseph Mindszenty, who took refuge in the U.S. Embassy in Budapest for 15 years after Moscow crushed the 1956 Hungarian uprising. "Democracy," Cardinal Mindszenty once said, "implies that every citizen and every social class is equally entitled to participate in shaping the common fate of all of us."

I think Cardinal Mindszenty's statement rings true today more than ever before. It is up to all of us to shape our communities and the world. 🌍

Nancy G. Brinker served as U.S. Ambassador to Hungary from 2001-2005 and is founder of the Susan G. Komen Breast Cancer Foundation.

Lee National Denim Day® Is October 10



This October, millions of people nationwide will prove fighting breast cancer is in their jeans. For the eighth year, Lee Jeans is inviting companies, organizations and individuals to make a \$5 individual donation to the Komen Foundation in exchange for the right to wear denim to work on *Lee National Denim Day*®, October 10.

Lee Jeans is committed to raising funds and awareness by empowering individuals to unite in the fight against breast cancer. Unlike other casual Fridays, this is a casual day for a cause. Lee Jeans' mantra is "One Day, One Cause, One Cure" which signifies the importance of individuals uniting in denim as a sign of solidarity.

"The benefit of Lee National Denim Day is that one person can make a significant contribution to fighting breast cancer by simply wearing his or her favorite jeans to work — something most people enjoy," said Kathy Collins, vice president of marketing for Lee Jeans. "Picturing more than 1.5 million people wearing jeans on the same day for the same cause is a powerful image that gives us hope we will one day find a cure." More than \$36 million has been raised to date through this

nationwide campaign. Lee National Denim Day® proceeds support some of the world's most innovative breast cancer research, as well as local education, screening and treatment programs. Funds also support the Komen Foundation's Web site, www.komen.org.

This year, Christina Applegate, star of the films *The Sweetest Thing* and *A View From the Top*, has signed on as the Lee National Denim Day® spokesperson to raise funds and awareness.

"I have been blessed with a career where I have a voice — the opportunity to speak out and make a difference," Applegate said. "Lee National Denim Day is an easy way to help create awareness about the importance of early detection. I want to encourage more people to join me on Lee National Denim Day so we can raise millions to help save lives."

To register your company, school or organization call **1.800.521.5533** or visit www.denimday.com. The goal this year is to raise \$6.5 million. 🍷



Foundation Awards \$21.4 Million to Advance Cutting-edge Research

The Komen Foundation awarded 131 grants totaling \$21.4 million through its renowned Award and Research Grant Program in fiscal year 2002-2003.

"The Komen Foundation's reputation as a major catalyst for scientific advancement in the fight against breast cancer continues to grow," said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation. "The research community is committed to our mission to eradicate breast cancer and this year, submitted greater numbers of high-quality, highly creative research proposals that have the potential for major impact in the areas of breast cancer diagnosis, screening, treatment and prevention."

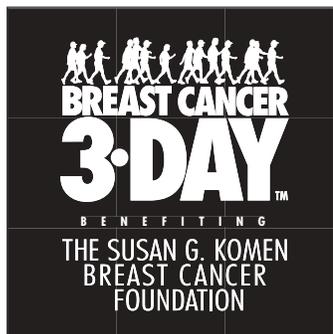
The Komen Foundation Award and Research Grant Program is funded by a minimum of 25 percent of all funds raised by Komen Affiliates across the country, as well as by private and corporate donations. In 2002-2003, Komen Affiliates also contributed an additional \$1.2 million to the research grant cycle. In awarding grants, the Komen Foundation adheres to a blind, peer-review process that is recognized by the National Cancer Institute (NCI). 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 for three years, and grants in support of dissertations are awarded between \$20,000 and \$30,000 for two years.

The Komen Foundation is committed to funding innovative and cutting-edge research, some of which has laid the groundwork for promising breast cancer treatments. The Foundation also provides seed money for qualified, novel breast cancer research initiatives that other granting agencies may not fund.

"This generous grant from the Susan G. Komen Breast Cancer Foundation will allow me to continue my work in validating a new method for early detection of breast cancer," said first-time Komen grantee Peter Oefner, M.D., Stanford Genome Technology Center. "My study, funded by the Komen Foundation, compares the use of protein fingerprinting to detect breast cancer in comparison to established screening methods such as MRI imaging, mammography or physical exam. Potentially, the problem of detecting breast cancer at a curable stage will be reduced to the analysis of a drop of blood." 🍷

Breast Cancer 3-Day Expands in 2004



A NATIONAL PHILANTHROPIC TRUST PROJECT

The Komen Foundation and the National Philanthropic Trust (NPT) recently announced plans to expand the *Breast Cancer 3-Day*, a series of three-day walks that will raise millions of dollars for the fight against breast cancer. Seven locations have been added to the series for a total of 10 events in 2004. The new event locations and dates are as follows: **Boston** (July 30-August 1); **New York** (August 6-8); **Washington, D.C.** (August 13-15); **Detroit** (August 20-

22); **Chicago** (August 27-29); **Minneapolis** (September 10-12); and **Arizona** (October 22-24). Dates in 2004 for the San Diego, Los Angeles and San Francisco events will be announced in November.

The Komen Foundation and the NPT estimate these charity-driven events will realize more than \$50 million (net) through 2004 alone to fund critical breast cancer research, education and community outreach programs. In addition to the new 2004 schedule, there are three Breast Cancer 3-Day events in 2003: San Francisco (November 7-9); Los Angeles (November 14-16); and San Diego, (November 21-23).

The NPT, an independent non-profit organization, is the event manager and will direct up to 15 percent of the net proceeds toward the NPT Breast Cancer Fund, a special

field-of-interest fund for breast cancer initiatives. As the primary beneficiary, the Komen Foundation will receive 85 percent of the net proceeds to support breast cancer research, education, screening and treatment programs. The Foundation will provide up to 25 percent of these proceeds from Breast Cancer 3-Day events to support local community programs and initiatives. The remainder will support the Foundation's renowned Award and Research Grant Program, as well as other mission-focused programs.

About the Breast Cancer 3-Day Series

At each Breast Cancer 3-Day event, thousands of women and men, including breast cancer survivors, family members, friends and supporters of the cause, together walk 20 miles a day for three days to battle breast



cancer one step at a time. For some participants, the Breast Cancer 3-Day is a tribute to those lost to breast cancer, for others it is a rally for loved ones still fighting the disease and for many it is a celebration of their lives as breast cancer survivors. Whatever their inspiration, all walkers have the same goal: to raise money to save lives and to help put an end to breast cancer.

For more information, visit www.the3day.org, or call 1.800.996.3DAY (1.800.996.3329). ♣

Learn the Facts About Male Breast Cancer



Breast cancer in men is rare, but it does happen. Many people do not realize it, but men have a small amount of breast tissue and can develop breast cancer. Men at any age can get breast cancer, but it is most often diagnosed between the ages of 60-70. In the United

States in 2003, an estimated 1,300 men will be diagnosed with breast cancer and 400 men will die of the disease.

Risk Factors

Several factors may increase a man's risk of getting breast cancer. However, there is no way to know precisely who will get breast cancer. Known risk factors include:

- getting older
- having a family history of breast cancer or inheriting a mutated BRCA2 gene

- having Klinefelter's syndrome (a genetic condition where men have an extra X chromosome)
- being exposed to radiation (whole chest area)
- having a liver disease, such as cirrhosis (associated with higher levels of estrogen)
- taking estrogen for a sex change

Signs and Symptoms

Because breast cancer is much more common in women, many men do not realize they can develop the disease. Unfortunately, this can delay diagnosis and as a result, some cancers may not be found until they have progressed to a later stage. Men need to be aware of the following signs and symptoms of breast cancer: a lump or swelling, dimpling or puckering of the skin, pulling in of the nipple, redness or scaling of the nipple or breast skin or nipple discharge. If a man notices any breast changes, he should see his doctor for further evaluation.

(continued on page 5)

Combined Hormone Replacement Therapy: Studies Indicate That Risks Outweigh Benefits

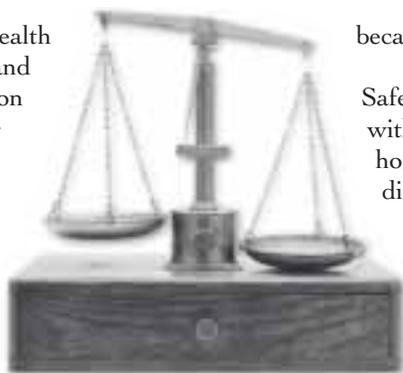
As a result of the findings of the Women's Health Initiative (WHI), the medical community and women now have a great deal of new information to consider when deciding how to manage their peri-menopausal and menopausal symptoms.

The WHI study involved 16,608 post-menopausal women ages 50-79. It monitored the outcomes of a group of women who took estrogen plus progesterin — combined hormone replacement therapy (CHT) — compared to a placebo group. In 2002 the study was terminated when investigators saw that the risks of taking CHT outweighed the benefits. Specifically, the risks of breast cancer, stroke and heart attack were increased in the group of women who took CHT.

These results were followed by quality-of-life reports that failed to show — after three years of follow-up — that many problems related to menopause, such as changes in mental function (memory, verbal skills, etc.), decreased energy, mood changes and depression, and sexual issues, were improved with CHT. Hot flashes and night sweats were improved in women 50 to 54 years old, and sleep disturbances were slightly less. However, the reports concluded, “estrogen plus progesterin did not have a clinically meaningful effect on health-related quality of life.”

In May 2003, the *Journal of the American Medical Association (JAMA)* published another report from this study data. The Women's Health Initiative Memory Study found an increase in the risk of dementia in women aged 65 years old and older who took CHT and noted no increase in cognitive function, with differences persisting over five years of follow-up. The mean time from enrollment to the final testing was 4.05 years.

A June 25, 2003, report in *JAMA* says that even with short-term use of CHT, women on CHT had more abnormal mammograms, invasive tumors which were larger and found at a later stage at the time of diagnosis and more total breast cancers compared to women who were not on CHT. Breasts can become more dense when taking hormones. The study results suggest that estrogen plus progesterin stimulates breast cancer growth and delays breast cancer diagnosis, perhaps



because of differences in mammographic detection.

Safer alternatives to CHT are being evaluated. As with all issues related to the use of combined hormone replacement therapy, women should discuss the options for their own personal situation with their physician and should weigh the side effects and risks against the benefits of the options considered.

Because a woman's risk of breast cancer increases with age, the Komen Foundation encourages all women over the age of 20 to utilize the three-step approach to breast health. The Komen Foundation recommends the following:

- Beginning by age 20, become familiar with the look and feel of your breasts through monthly breast self-examination (BSE).
- Clinical breast examination by a health care provider at least every three years starting at age 20, and annually after 40.
- Annual screening mammography for women starting at age 40.

Women under 40 with either a family history of breast cancer or other concerns about personal risk should consult with a health care provider about risk assessment and when to begin annual screening mammography. 📌

Sources:

Women's Health Initiative, National Heart, Lung, and Blood Institute, National Institutes of Health, Department of Health and Human Services, <http://www.nhlbi.nih.gov/whi>, updated June 2003.

Hays, Jennifer, Ph.D., et al, Effects of Estrogen Plus Progesterin on Health-Related Quality of Life, *The New England Journal of Medicine*, May 8, 2003, vol. 348, no. 19.

Rapp, Stephen R., Ph.D., et al, Effect of Estrogen Plus Progesterin on Global Cognitive Function in Postmenopausal Women, *The Women's Health Initiative Memory Study: A Randomized Controlled Trial*, *Journal of the American Medical Association*, May 28, 2003, vol. 289, no. 20, pp. 2663-2672.

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Chlebowski, M.D., Ph.D., et al, Influence of Estrogen Plus Progesterin on Breast Cancer and Mammography in Healthy Postmenopausal Women, *Journal of the American Medical Association*, June 25, 2003, vol. 289, no. 24, pp. 3243-3253.

(Breast Cancer in Men continued from page 4)

The steps used to diagnose breast cancer in women are the same steps used for men. These include a complete medical history, clinical breast exam, mammogram and biopsy.

Breast cancer treatment in men is the same as treatment for women. It usually includes a combination of surgery, radiation,

chemotherapy and/or hormone therapy.

Learn More

There is no known way to prevent breast cancer in men, so the best strategy to reduce the number of deaths caused by the disease is early detection and prompt treatment. For more information, visit www.komen.org. 📌

2003 Komen National Race Draws Thousands

Hheavy rains didn't dampen spirits at the 2003 *Komen National Race for the Cure*® on June 7 in Washington, D.C. More than 60,000 individuals and a record-breaking 800 teams registered this year and descended upon the Washington Monument grounds for the 14th annual event to raise money for breast cancer research, education, screening and treatment programs. Soggy participants enjoyed a fresh look at the city as the Race route was redirected to a more scenic view due to new Capitol Hill security measures.

"Washington, D.C., was designated as the site for the Komen National Race because it is truly America's 'hometown,' not to mention its proximity to government decision makers and international communities," said Susan Braun, president and chief executive officer of the Komen Foundation. "This is more than an exciting event for the thousands of people who come together from all over the world. It's an opportunity to help people and to make a real difference in the fight against breast cancer. Funds from the Komen National Race are making an important impact in this community and beyond."

This year's event kicked off with the traditional Parade of Pink to celebrate and recognize those who have fought breast cancer as well as remember those who have passed. Joining Honorary Breast Cancer Survivor Chair Congresswoman Sue Myrick in leading the Parade of Pink were two extraordinary breast cancer survivors. Mark Goldstein, representing the 1,300 men diagnosed with breast cancer in the United States each year, has run more than 120 Komen Races and is a reminder to all

that breast cancer does not discriminate against age, ethnicity or gender. Judy Pickett, a three-time breast cancer survivor and this year's Suzy Komen Award winner (see story below), led the parade with Goldstein in recognition of her volunteer efforts for the Komen Foundation and of her participation in nearly 100 Komen Races.

Dignitaries at the event included Congresswoman Sue Myrick, Secretary of Agriculture Ann Veneman, Secretary of Housing and Urban Development Mel Martinez and his wife Kitty Martinez, all of whom provided remarks during the speaking program. Senator George Allen and Susan Allen made all announcements at the walkers' Start Line. Participants in the Komen National Race included Senator Craig Thomas and Susan Thomas; Congressman Roy Blunt, Majority Whip; Congressman Lloyd Doggett and Libby Doggett; Congressman Patrick Kennedy; Congressman Bart Gordon and Leslie Gordon; and Mrs. Barbara Grassley, wife of Senator Chuck Grassley.

Net income from the 2002 Komen National Race for the Cure® funded 18 grants for programs at local institutions and organizations in the Washington, D.C., area. ♡



2003 Suzy Komen Award Announced



Judy Pickett and Linda Kay Peterson

Judy Pickett of Cameron Park, CA, was honored as the 2003 Suzy Komen Award winner at a National Distance Running Hall of Fame Induction Ceremony on July 12 in Utica, NY.

Linda Kay Peterson, member of the National Distance Running Hall of Fame Advisory Board

and former board chair for the Komen Foundation, presented Judy with her award. Judy is also featured in the Komen Race for the Cure® display located at the Hall of Fame and was the first woman to cross the finish line in the 5K Boilermaker Training Run, which was held in conjunction with the Hall of Fame's annual induction weekend. ♡



Wacoal Is Fit for the Cure®

To launch the fall 2003 *Fit for the Cure*® program, Wacoal America Inc. enlisted the help of Olympic figure skater and breast cancer survivor Peggy Fleming. Fleming appeared at a Fit event in September at Saks Fifth

Avenue in New York to encourage women to get fit, get educated and get involved in the fight against breast cancer.

Additionally, Wacoal is excited to double its donation to \$2 to the Komen Foundation this fall for each Awareness Bra sold during a Fit for the Cure® event or during the month of October. Wacoal is also adding a new Awareness Sport Bra to its Awareness Collection. As the Wacoal Fit for the Cure® program gets ready to fit its 100,000th woman, Wacoal will donate \$1 to the Komen Foundation for each woman fitted in a bra during the more than 600 Fit events held nationwide from August through December 2003. ♡

Linda Custard: A Lifetime Komen Volunteer



Nancy Brinker established the Komen Foundation in 1982 in memory of her sister Suzy who died of breast cancer at 36. Armed with \$200 and a shoebox containing friends' names, she used the contents inside to recruit the very first Komen volunteers. Among those Nancy recruited was Linda Custard. Fueled by her own mother's breast cancer diagnosis and her love and admiration for her dear friend Nancy, Linda began volunteering with the Komen Foundation in 1983.

Early in 1984 Linda served on a committee for Race for the Cure® Lap 2, an early Komen fundraiser, and co-chaired the third annual Komen National Awards Luncheon. In the years following, Linda was an active member of the Komen Advisory Committee and in 1990 was appointed to the Komen Foundation Board of Directors.

Linda describes the Foundation as “the most amazing organization — breathtakingly amazing” and feels its success can be attributed to “the synergy, the cause, the people, the interaction and the influence of those involved that believe we can and will eradicate breast cancer.”

A longtime Dallas civic leader who has been an integral part of the community for over 40 years, Linda's voluntarism reflects her passion for education, philanthropy and the arts.

She continues to serve as a volunteer extraordinaire for the Komen Foundation. When asked why she is still an active member of the Foundation after all these years, her rationale is simple. “The mission is still relevant,” she said. “With one in eight women being diagnosed with breast cancer in her lifetime, it is my way of making a contribution to all women. It is also a way to honor my mother who passed away 10 years ago.” 📌

Foundation Receives Golden Halo Award



Kurt Martin, associate publisher, *The NonProfit Times*, and Cindy Schneible

The Komen Foundation became the first non-profit organization to receive the Cause Marketing Forum's Golden Halo Award on June 19, 2003, in Manhattan at a gala luncheon hosted by *Reader's Digest*. The award signifies

groundbreaking success in the field of cause marketing. Cindy Schneible, vice president of cause-related marketing and sponsorship for the Foundation, accepted the award.

In addition to the Golden Halo Award, three of the Foundation's national partner programs received high honors. In the category of Best Health Campaign, Ford Motor Company received a GOLD award for its *Get Tied to the Cause* scarf program. In the same category, Lee Jeans and Barkley, Evergreen & Partners Public Relations took home the SILVER award for *Lee National Denim Day*®. For Best Transactional Campaign, KitchenAid and Saatchi & Saatchi Public Relations won the GOLD award for *Cook for the Cure*®. 📌

Spanish Breast Health Information Now Available on komen.org

The Komen Foundation's *Facts for Life* fact sheets are now available in Spanish at www.komen.org. The *Facts for Life* is a series of 50 fact sheets that provides general information about the breast and breast cancer, risk factors, early detection, diagnosing and staging, treatment, living with breast cancer, support and special populations.



The culturally sensitive fact sheets offer information to the growing number of Hispanic/Latina Internet users. According to recent reports, the number of Hispanic Internet users grew 13 percent in the past year, from 6.7 million to 7.6 million, making Hispanics/Latinas the fastest-growing ethnic group online. 📌

Cyclist Rides Across U.S. to Fight Breast Cancer



Erika Rottenberg

How do you combine two passions — cycling and finding a cure for breast cancer? If you're Erika Rottenberg you take a 4,300-mile bicycle ride across the country and raise funds to support the work of the Komen Foundation.

When Erika was in the ninth grade, her mother was diagnosed with breast cancer. "I need to have surgery," she told her daughter. "They found a lump in my breast." Erika used these words as motivation for her cross-country trek. Breast cancer ultimately robbed Erika of her mother, but not her determination to make a difference in our world.

Friends, family and supporters of the breast cancer cause pledged money for Erika's bicycle ride across America in the summer of 2002. Together, they raised more than \$63,000 for the fight against the disease. During her ride, Erika celebrated

her 40th birthday in Dillon, MT. Throughout her journey, she kept loved ones up-to-date with pictures and daily postings at www.erikasride.org. Erika's ride took her from Seattle to Boston.

Erika's main interest in the cause is to find new treatments for aggressive forms of breast cancer. With this in mind, Erika diligently researched the appropriate beneficiary for her efforts. Erika's letter to friends in the spring of 2002 announced her decision. "I have chosen the Susan G. Komen Breast Cancer Foundation to be the recipient of our donations...if you have not heard of their amazing work (and even if you have), I encourage you to check out their Web site." Erika selected the Komen Foundation based on its strong history in funding innovative breast cancer research, much of which has led to landmark discoveries in the quest to find a cure for and eventually prevent breast cancer.

The Komen Foundation recognizes and thanks Erika for her commitment to our mission and her determination to find a cure. Congratulations on a ride well done! 🎉

Parade Shoes Hosts Pink Ribbon Campaign

Parade Shoes believes a dollar is a powerful thing. For the fourth successful year, Parade Shoes Stores will sell pink ribbon pins for \$1 during the month of October to raise funds in support of the Komen Foundation and the fight breast cancer. Parade, its shoppers and its associates have raised \$312,980 for breast cancer research, education, screening and treatment since the company began its partnership with the Komen Foundation three years ago. Parade believes nothing is more stylish than standing up for what you believe in. 🎉

PARADE™

WIBC Bowls a Strike: \$721,000 Raised for Komen Foundation



Diane Hartmann and Pat Johnson

During the Women's International Bowling Congress' (WIBC) *Meet for the Cure Day™* on April 30, 2003, the Komen Foundation was presented with \$721,000 on behalf of WIBC leagues, associations and members who participated in *Bowl for the Cure®* fundraising efforts in the past year.

With more than 2,300 delegates present at the Reno-Sparks Convention Center, Patrice Tosi, Komen Foundation COO and executive vice president, accepted the check from breast cancer survivors and WIBC members Diane Hartmann, Springfield, MA, and Pat Johnson, Albert Lea, MN. "Without Bowl for the Cure®,

thousands of people would not have heard our message," Tosi said. "Our best defense against breast cancer is early detection, increased awareness and education."

The presentation featured more than 100 breast cancer survivors and honored the memory of those who had lost their battle with the disease. In a touching ceremony, the WIBC delegation stood in unison to support the fight against breast cancer and affirm its commitment to the WIBC Bowl for the Cure® program.

Associations recognized for their outstanding efforts included: the Cheyenne, WY, Women's Bowling Association for raising \$11,000; Burlington, IA, WBA for raising \$3,200; Salt Lake City WBA for raising \$3,000; and the Jacksonville-Lejeune, NC, WBA for raising \$2,543.48. 🎉

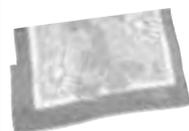
PARTNERS IN THE PROMISE

In commemoration of National Breast Cancer Awareness Month (NBCAM) in October, our generous corporate partners offer a variety of programs and events in support of the fight against breast cancer. We invite you to participate in one or more of the programs or events listed in this section — there is truly something for everyone! For more information about our corporate partners and NBCAM, please visit www.komen.org.



M&M's® Sweetens the Fight Against Breast Cancer

Masterfoods USA, the maker of M&M's®, is proud to celebrate its newly formed partnership with the Komen Foundation. The company will raise funds for the Komen Foundation and the fight against breast cancer through the sale of specially packaged pink and white M&M's® COLORWORKS® Milk Chocolate Candies. For each eight-ounce bag of the pink and white M&M's® candies sold, Masterfoods USA will donate 50 cents, up to \$650,000. The candies will be available beginning in September at drug and grocery stores nationwide. For more information, visit www.colorworks.com.



Ford Gets Tied to the Cause

Ford, a National Series Sponsor of the Komen Race for the Cure® Series, invites you to “get tied” to the cause with the 2003 Ford breast cancer awareness scarf — created by fashion designer Lilly Pulitzer. No matter whether you wear it as a belt, top, pocket square or scarf, you'll be making a powerful statement in the fight against breast cancer.

The 12" x 56" limited-edition silk scarf can be purchased online at Bloomingdales.com or komen.org; by phone at 1.800.777.0000; in-store at Bloomingdale's department stores nationwide (beginning September 22); or in-store at Lilly Pulitzer® Signature Stores.

Ford will donate all net proceeds from scarf sales to the Komen Foundation and the fight against breast cancer. In addition, Ford will continue to distribute Ford breast cancer awareness bandanas, also designed by Lilly Pulitzer, at all Komen Race for the Cure® events across the country.



INTERIORS by Decorating Den: Decorating for a Difference™

INTERIORS by Decorating Den, in business since 1969, is the world's largest independently owned franchiser of interior decorating businesses. Through its Decorating for a Difference™ program, franchise owners throughout the United States participate in

an exciting attempt to break the Guinness World Record for the largest pink ribbon. In addition, through May 20, 2004, franchise owners will sell fabric pink ribbons for \$5 each to raise funds for the Komen Foundation and the fight against breast cancer. For more information, visit www.decoratingden.com.



Sherwin Williams®: Brush for Hope

Sometimes hope comes in gallons and brushes. From September through October 2003, purchase a *Brush for Hope* (premium 3-inch and premium angle 2-inch paint brushes) and Sherwin-Williams® will donate 10 percent of the sales price to the Komen Foundation. Or, pick up a gallon of paint in one of four select shades of pink, and Sherwin Williams will donate \$1 for each gallon. For more information, call 1.800.4.Sherwin or visit www.sherwin-williams.com.



Ty, Inc., Creates Cure™ Bear

On October 1, 2003, Ty, Inc., will give birth to Cure™ — the newest member of its cuddly family. The Pink Beanie Baby with a pink ribbon on its chest will be sold nationwide by Ty retailers through March 2004. Ty will make a minimum donation of \$1 million to the Komen Foundation. For more information, visit www.ty.com.



WNBA Joins the Team

The WNBA and the Komen Foundation have joined together as one team to help raise awareness and funds for the fight against breast cancer. Goals of the partnership include promotion of the WNBA's Breast Health Awareness initiative, which encourages early detection of breast cancer, as well as support of the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.



After battling breast cancer last year, WNBA player Edna Campbell returned this season as a starting guard for the Sacramento Monarchs. Campbell, along with other WNBA players, will serve as a national spokesperson for the initiative. In addition, the Komen Foundation will be the beneficiary of WNBA fundraising activities related to the initiative, including the league's annual Breast Health Auction which was held in July and included autographed team memorabilia, WNBA All-Star merchandise and games of HORSE with WNBA players. This year's auction raised more than \$500,000. For more information, visit www.wnba.com.

(continued on page 10)

PARTNERS IN THE PROMISE

(continued from page 9)



Carlisle's Fabric of Hope

For the sixth year, the Carlisle Collection, Ltd., is sponsoring its *Fabric of Hope* program to benefit the Komen Foundation and the fight against breast cancer. Once again, the designers at Carlisle have created a one-of-a-kind gift for their customers who donate \$125 or more to the Komen Foundation. This year's gift scarf features a pink ribbon — the universal symbol for breast cancer awareness. The Carlisle Collection is sold exclusively by appointment-only through a nationwide network of sales consultants. Over the past six years, the Carlisle scarf program has contributed more than \$900,000 for breast cancer research, education, screening and treatment. For more information, visit www.carlislecollection.com or call 212.246.4275.



Pier 1 imports

Pier 1 Komen Candle

Lighting the way in the fight against breast cancer, Pier 1 Imports will offer its commemorative Komen Candle for the seventh consecutive year this fall. Pier 1 will donate 25 percent of the purchase price (less tax) from sales of the \$12.50 candle to the Komen Foundation.

Pier 1 has partnered with the Komen Foundation since 1991 and has sold the Komen Candle in its stores since 1997. Last year, Pier 1 donated \$176,000 to the Komen Foundation from candle sales. For more information, visit www.pierone.com.



Ford Credit: Race Fans for a Cure®

If November is dreary in your neck of the woods, fear not. Ford Credit has a sweepstakes that could have you jetting off to Miami for the Ford Championship Weekend, November 14-16, 2003. The Ford Credit *Fan Challenge Sweepstakes* offers consumers the opportunity to win a trip to Miami while supporting the breast cancer cause at the same time. Consumers who make a minimum donation of \$10 at www.racefansforacure.com before October 4, 2003, will automatically be entered to win. One hundred percent of each Fan Challenge donation benefits the Komen Foundation.

Ford Credit is also donating \$100 for every lap that Dale Jarrett completes in the Kansas 400 on October 5, 2003 (maximum donation: \$26,700). Ford challenges race fans (and

non-race fans alike) to match that donation by October 4, 2003, through donations at www.racefansforacure.com. In addition to being automatically entered in the sweepstakes, Fan Challenge participants will receive a pin, bandana, Dale Jarrett autographed card and certificate of appreciation.



Wyndham: Dream for the Cure™

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

Since the partnership began, Wyndham has donated more than \$900,000 to the Komen Foundation and the fight against breast cancer. In addition, the company has contributed more than \$250,000 worth of in-kind gifts. This year, Wyndham will also donate \$10 to the Komen Foundation for every hotel guest who completes his or her first stay as a Wyndham ByRequest® member. For more information, visit www.wyndham.com/komen.



Hallmark: Angel of Serenity Ornament

For the fifth year, Hallmark Keepsake Ornaments is proud to offer an exclusive porcelain angel holiday ornament to benefit the Komen Foundation and the fight against breast cancer. The 2003 ornament is called Angel of Serenity. Like the four angels before her, she features a pink ribbon in her design, symbolizing breast cancer awareness. The 2003 Angel of Serenity ornament, sculpted by Patricia Andrews, is part of the *Cards for the Cure™* program and will be available starting in October at local Hallmark Gold Crown® stores. Two dollars from the purchase of each ornament will be donated to the Komen Foundation. The Cards for the Cure™ greeting card is also available at participating Hallmark Gold Crown stores. For more information, call 1.800.Hallmark. #

CAPITOL HILL UPDATE

A Visit to Capitol Hill

During the 2003 Komen Mission Conference, *Delivering the Promise*, held in Washington, D.C., June 8-10, Komen Affiliates and research grantees met with key members of Congress to advocate for additional funding for breast cancer research and outreach programs. This marked the first time the Foundation's grantees had participated in such a broad advocacy effort.



During the Capitol Hill visits, the Affiliates advocated for funding for the Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program (NBCCEDP), which provides breast cancer screening, outreach and case management services for women with little or no health insurance, as well as research funding for the National Institutes of Health (NIH) and the National Cancer Institute (NCI). Due to inadequate funding, the NBCCEDP serves only 18-20 percent of all eligible women. This means that four out of five women who would otherwise qualify for the program do not have access to these potentially life-saving services. The Foundation's research grantees advocated for increased funding for NCI and NIH to advance breast cancer research, control and prevention.

Komen Affiliates and research grantees met with key members of Congress to advocate for additional funding for breast cancer research and outreach programs.

The Affiliate and grantee Capitol Hill visits could not have come at a better time. The powerful House Appropriations Subcommittee on Labor, Health and Human Services met the following week to decide how much money to allocate to the NBCCEDP, and to researchers at the NIH, the NCI and the National Center on Minority Health and Health Disparities (NIEHS). The subcommittee recommended increasing funding for the NBCCEDP by \$11.5 million over last year's level. While many members of the subcommittee wanted to provide larger increases, budget caps severely limited spending. The bulk of the CDC's overall increase is expected to fund the handling of serious infectious outbreaks like anthrax, SARS and monkeypox.

Komen Foundation Submits Congressional Testimony

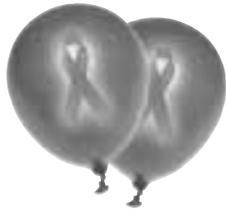
In April, the Komen Foundation testified before the Senate Committee on Health, Education, Labor and Pensions on reauthorization of the Mammography Quality Standards Act. Diana Rowden, a survivor and Komen staff member, testified on behalf of the Foundation and shared with committee members her perspective as a survivor about the need for access to quality mammography services for all Americans, regardless of race, ethnicity or socio-economic status; the need for enhanced continuing medical education for radiologists; and the need for improved collection of outcomes data.

In May, the Foundation submitted congressional testimony to the House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies calling for increased federal funding for breast cancer research and for education, screening and treatment programs like the CDC's NBCCEDP (see A Visit to Capitol Hill, left). The Foundation will continue to work to ensure that Congress stays the course and provides the funding necessary to help us put an end to breast cancer.

In July, the Foundation submitted congressional testimony to the Health Subcommittee of the House Committee on Energy and Commerce about the importance of moving research from the bench to the bedside by translating research discoveries into innovative, high-quality patient care. In the testimony, Susan Braun, president and CEO of the Komen Foundation, said, "If there is to be any meaningful advancement in eliminating cancer and other diseases, what we learn from biological bench research must be translated to the clinical setting and, ultimately, delivered to the patients to advance integrated care and improve quality of life." The Foundation's testimony addressed the current barriers to access to quality breast health and breast cancer care (e.g., current clinical trials process, the need for more specialty knowledge by treating physicians) and made recommendations for improving the current system. The Foundation continues to work to ensure patient access to quality breast health and breast cancer care for everyone.

For more information about these and other public policy issues, or to find out how you can become a Komen Champion for the Cure®, please visit www.ActNowEndBreastCancer.org. 

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



Cinco de Mayo Party Benefits Komen Central Valley Affiliate

This year, the 15th annual Garcia Family Cinco de Mayo Party turned into a fundraiser benefiting the Komen Central Valley Affiliate. Each year, the Garcia Family Party alternates between

Southern California (Wildomar) and Fresno, CA. This year was Fresno's turn to host. After much discussion, it was decided that rather than spend money on the party, this year the family would raise money for a worthy cause.

The Komen Foundation was the unanimous choice for very personal reasons as one of the family's own, Molly, died of breast cancer at the age of 39. The party was the family's way of both honoring Molly and joining in the fight against breast cancer. The family invited the Komen Central Valley Affiliate to staff an education table at the event. Family and friends donated all the food, drinks, silent auction gift baskets and decorations. The event was a tremendous success and the family plans to continue the tradition and hopes to increase their contributions and impact on the fight against breast cancer in the years to come.

Komen Southwest Florida Affiliate Blasts Off

With just eight months under its belt, the new Komen Southwest Florida Affiliate has already funded three grants. Two grants are going to local groups that provide breast health care for indigent women. A third is being used in an outreach program to assist women living in a major migrant community in southwest Florida. An Affiliate office was also opened in the heart of the Affiliate's service area. Both the office space and furniture were donated.

Education has been a main focus for the Affiliate, taking the mission to the streets in the form of small group presentations and participation in several health fairs. Through these efforts, the Affiliate's presence continues to expand.

South Carolina Volunteers Crop for the Cure™

Nearly 18 months ago, three friends hatched an idea for a unique fundraiser to benefit the Komen Upstate South Carolina Affiliate. The event was to be called *Crop for the Cure™*, a "Scrapbooking Marathon Event" designed to provide "croppers" with the time and space to work on their scrapbooks.

The first Crop for the Cure™ was a resounding success. With only word-of-mouth advertising, posters and fliers, the event raised a considerable amount of money while maintaining a

low expense ratio. The second annual Crop for the Cure™ was held on Saturday, March 15.

Within the first hour, the previous year's attendance count had already been reached. By the end of the day, proceeds had more than doubled the previous year's.

The third annual Crop for the Cure™ will be held Saturday, March 13, 2004.



Camp Expands Thanks to Two Komen Affiliates

In September of 2000, four members of a Wyoming Valley, PA, women's cancer support group had the opportunity to attend a women's oncology camp weekend in upstate New York. After a fabulous weekend of sharing, laughing and learning, these

women returned to the Wyoming Valley with a mission to bring this type of camp experience to other cancer patients and survivors. Founded to serve the local cancer community, Camp Bravehearts offers women dealing with a cancer diagnosis the opportunity to participate in a weekend retreat program.

With tremendous support from the Komen Northeast Pennsylvania Affiliate and other generous community members, the camp has grown by leaps and bounds. Since its inception only three years ago, Camp Bravehearts has provided more than 150 cancer patients and survivors with unforgettable weekend retreats.

In 2003, Camp Bravehearts also received funding from the Komen Albany Affiliate. This additional funding has enabled the camp to again double its programs.

Komen Dallas County Affiliate Partners with FOX 4

The Komen Dallas Country Affiliate is taking a huge step in helping raise awareness for breast cancer in the Dallas-Fort Worth metroplex by partnering with local television station FOX 4. FOX 4 has committed to airing year-round public service announcements, creating a monthly breast health segment titled "Healing and Hope" and launching a "Don't 4-Get" education program each month. They will also create special initiatives for multicultural audiences and develop segments and promotions for a Men for the Cure™ program as FOX 4 is affiliated with KDFI 27, the local station that airs Texas Rangers and Dallas Stars games.

(continued on page 15)

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

(continued from page 12)

Komen Orange County Affiliate Hosts Spring Luncheon and Symposium

The Komen Orange County Affiliate hosted *Let Awareness Grow*, a spring luncheon and breast health symposium on Saturday, April 5. The event was held in conjunction with High Priority, The Breast Cancer Information Network. More than 400 guests and survivors attended the event, enjoying a morning of informative breakout sessions and an afternoon luncheon that featured a survivors ceremony and honored Orange County's Most Inspirational Breast Cancer Survivor, Heather Gilbert. Gilbert was recognized for her hard work and dedication to the Komen Orange County Affiliate and to Breast Cancer Survivors, an organization that assists women in financial need during treatment.



Georgia Ellis



Bonnie Wheatley

Congrats to Georgia Ellis and Bonnie Wheatley

Congratulations to Georgia Ellis and Bonnie Wheatley for their appointments to the Breast and Cervical Cancer Early

Detection and Control Advisory Committee of the Centers for Disease Control and Prevention. Ellis currently serves as the President of the Komen Mid-Kansas Affiliate while Wheatley works with the Komen San Francisco Bay Area Affiliate. Both are members of the Komen Foundation's African American National Advisory Council.



Linda Borish and Joann Fisher

Komen Internship in Women's Health History Started at WMU

The history of the Komen Southwest Michigan Affiliate (founded in 1996) demonstrates the importance of women's activism in

the fight against breast cancer. To document this history of women's health advocacy, Linda Borish and the Komen Southwest Michigan Affiliate have developed an internship in Women's Health History at Western Michigan University (WMU). The internship was designed to integrate women's history and the Affiliate's records.

Komen volunteers and interns work together to collect historical memorabilia from Affiliate events such as the Komen Race for the Cure®, the BMW Ultimate Drive®, Dance for the Cure® and Sing for the Cure®, among others. As part of her recent Komen internship at WMU, April Zapata developed historical displays about the Komen Southwest Michigan Affiliate and worked with current President Rosemary

(Bunny) LaDuke and Public Relations Chair Joann G. Fisher to highlight key events and activities of the Komen Foundation's history in the area. The informative historical posters were exhibited at the 2003 Komen Mission Conference in Washington, D.C.



Cruise Night Benefits Komen Hawaii Affiliate

Hi-Way Service 76 gas station of Pearl City, HI, hosted its first annual *Cruise Night* car show to benefit the Komen Hawaii Affiliate. Owners Patrick and Russell Yoshiaiwa held the event

in an effort to "do something" after Patrick's wife, Corie, was diagnosed with breast cancer. Wanting to pay tribute to his wife's journey, Yoshiaiwa called upon his community for support. "It's really great to see all of our friends and their families come out to make a difference," he said. "We are really thankful to have this support."

More than 50 hot rods and motorcycles were on display over Memorial Day Weekend 2003. Guests enjoyed car gazing, hula dancing, jumping castles for the kids, local Hawaiian food and prizes donated by local merchants.

Corie Yoshiaiwa is now doing well and has nearly finished with radiation treatments. The couple has two children ages 19 and six. 🌸



The Komen Foundation hosted a reception June 21 in New York at the China Club in conjunction with the National Association of Hispanic Journalists Conference. The reception featured singer, songwriter and breast cancer survivor Soraya (left) and special guest Susie Castillo, Miss USA (right).

2003 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by **Koplat**

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCE LARRIEU SMITH

For the most up-to-date information on the 2003 Komen Race for the Cure® Series, contact our automated hotline at **1.888.603.RACE** or visit **www.komen.org**.

Date	Site	Date	Site	Date	Site
Jan 25	West Palm Beach, FL	Jun 28	Brainerd, MN	Oct 4	Oklahoma City, OK
Feb 23	El Paso, TX	Jun 28	Decatur, IL	Oct 5	New Orleans, LA
Mar 15	Lafayette, LA	Jul 4	Greeley, CO	Oct 5	Omaha, NE
Apr 5	Fort Worth, TX	Jul 19	Albuquerque, NM	Oct 5	Reno, NV
Apr 5	Jackson, MS	Jul 19	Aspen, CO	Oct 11	Cleveland, OH
Apr 5	San Antonio, TX	Jul 19	Fresno, CA	Oct 11	Des Moines, IA
Apr 6	Tucson, AZ	Jul 27	Manchester, VT	Oct 11	Louisville, KY
Apr 12	Indianapolis, IN	Aug 10	Colorado Springs, CO	Oct 11	Wichita Falls, TX
Apr 12	Waco, TX	Aug 10	Kansas City, MO	Oct 12	Denver, CO
Apr 26	Cincinnati, OH	Aug 16	Cheyenne, WY	Oct 12	Phoenix, AZ
Apr 26	Fayetteville, AR	Sep 7	Boston, MA	Oct 18	Dallas, TX
Apr 27	Lansing, MI	Sep 7	San Francisco, CA	Oct 18	Lenoir, NC
May 3	Charleston, WV	Sep 13	Lexington, KY	Oct 18	Miami, FL
May 3	Las Vegas, NV	Sep 13	Monroe, LA	Oct 18	Terre Haute, IN
May 3	Winston-Salem, NC	Sep 13	Scranton, PA	Oct 18	Texarkana, TX
May 10	Atlanta, GA	Sep 13	Tulsa, OK	Oct 18	Thibodaux, LA
May 10	Boise, ID	Sep 14	Milwaukee, WI	Oct 19	Princeton, NJ
May 10	Daytona Beach, FL	Sep 14	New York City, NY	Oct 19	Temecula Valley, CA
May 10	New Britain, CT	Sep 14	Portland, OR	Oct 25	Charleston, SC
May 10	Ottumwa, IA	Sep 14	Toledo, OH	Oct 25	Jacksonville, FL
May 10	Peoria, IL	Sep 20	Knoxville, TN	Oct 25	Macon, GA
May 10	Richmond, VA	Sep 20	Lubbock, TX	Oct 25	Memphis, TN
May 10	Sacramento, CA	Sep 20	Shreveport, LA	Oct 25	Tupelo, MS
May 10	Salt Lake City, UT	Sep 20	St. Petersburg, FL	Oct 25	Virginia Beach, VA
May 10	Syracuse, NY	Sep 21	Bangor, ME	Oct 26	Honolulu, HI
May 10	Tyler, TX	Sep 21	Evansville, IN	Oct 26	Providence, RI
May 11	Minneapolis, MN	Sep 27	Amarillo, TX	Nov 2	Austin, TX
May 11	Philadelphia, PA	Sep 27	Battle Creek, MI	Nov 2	Los Angeles, CA
May 11	Pittsburgh, PA	Sep 27	Chattanooga, TN	Nov 2	Nashville, TN
May 17	Columbus, OH	Sep 27	Grand Rapids, MI	Nov 2	San Diego, CA
May 17	Helena, MT	Sep 27	Greenville, SC		
May 18	Elmira, NY	Sep 27	Wichita, KS		
May 31	Madison, WI	Sep 28	Coeur d'Alene, ID	May 18	Rome, Italy
Jun 1	Seattle, WA	Sep 28	Orange County, CA	Jun 29	Frankfurt, Germany
Jun 7	Plano, TX	Oct 4	Albany, NY		
Jun 7	Washington, D.C.	Oct 4	Baltimore, MD		
Jun 8	Buffalo, NY	Oct 4	Birmingham, AL		
Jun 14	Davenport, IA	Oct 4	Charlotte, NC		
Jun 14	Raleigh-Durham, NC	Oct 4	Chicago, IL		
Jun 14	St. Louis, MO	Oct 4	Houston, TX		
Jun 21	Detroit, MI	Oct 4	Little Rock, AR		

International Races

May 18	Rome, Italy
Jun 29	Frankfurt, Germany

Dates subject to change.

New Balance: Lace Up for the Cure®

The 2003 Lace Up for the Cure® collection from New Balance includes nine athletic shoes from the running, walking and cross-training categories. Each shoe features an embroidered pink ribbon — the universal symbol for breast cancer awareness — on the tongue.

From July through October 2003, when a consumer purchases a pair of New Balance shoes from the Lace Up for the Cure® collection, the company will donate \$5 to the Komen Foundation, up to \$50,000. Visit www.newbalance.com for more information.

New Balance has been associated with the Komen Race for the Cure® Series since 1989, and has been a National Series Sponsor since 1991. As a National Series Sponsor, New Balance partners with retailers and individual Race organizations across the country to promote breast cancer awareness at the local level. In addition, at each Race, the company recognizes a breast cancer survivor by naming her (or him) to Honorary Team New Balance. 

Foundation Hosts Public Policy Awards Luncheon

On June 10, 2003, in Washington, D.C., the Komen Foundation celebrated leaders in the public policy arena who have advanced the war against breast cancer at an awards luncheon that concluded the Komen Foundation's sixth annual Mission Conference — *Delivering the Promise*.



Ann Veneman

The Honorable **Ann Veneman**, U.S. Secretary of Agriculture, delivered the keynote address. Secretary Veneman was diagnosed with breast cancer last year. By sharing her story publicly and encouraging other women to seek early detection, she has served as an inspiration to thousands of women across the nation.



Barbara Mikulski

Senator **Barbara Mikulski** received the Connie Mack Lifetime Achievement Award for her deep-rooted commitment to enhancing breast cancer awareness and supporting policies to eradicate breast cancer.



Harold Freeman

Harold Freeman, M.D., received the Champion of Change Award for his commitment to advancing the interests of minorities and the medically underserved with regard to health care access and quality.



Sue Myrick

In addition, the Women's Health Advocate Award was presented to Congresswoman **Sue Myrick** for her work on women's health issues, broadening awareness and bringing about positive change for women.



Edward Brooke

Former Senator **Edward Brooke**, the first African American man popularly elected to the U.S. Senate, made headlines at the Public Policy Awards Luncheon by speaking out about his experience as a male breast cancer survivor. The Komen Foundation is honored to work with Senator Brooke to educate the public about breast cancer among men, particularly African American men. "I fear that there are a lot of men who get breast cancer who just go into general denial and

don't go to a doctor," Sen. Brooke said. "It was worth invading my own privacy to go public with this appeal." 📧

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 acknowledgment of this gift 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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Dallas, Texas 75244
Tel: 972.855.1600 Fax: 972.855.1605
www.komen.org
1.800 I'M AWARE®

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Breast Cancer Foundation

New Booklet Available for Young Women

We're Taking Care of Our Lives is a new booklet that provides breast cancer awareness messages for young women engaged in active, busy lives who might not realize they too are at risk for breast cancer. The booklet also discusses the three-step approach to breast health and includes a pull-out BSE card.



We're Taking Care of Our Lives was developed based on information obtained through a needs assessment completed in 2002 conducted on behalf of the Komen Foundation. The study indicated that many young women do not feel they are at risk for breast cancer and revealed a lack of breast cancer educational materials that specifically target this group.

Funding for *We're Taking Care of Our Lives* was provided by the Val Skinner Foundation and the LPGA Pros in the Fight to Eradicate Breast Cancer.

We're Taking Care of Our Lives is also being translated and culturally adapted into Spanish and will be available this fall. To purchase *We're Taking Care of Our Lives*, please call 1.877.SGK.SHOP. 📞

The Power of a Promise

20 YEARS

The Susan G. Komen Breast Cancer Foundation was founded on a promise made between two sisters — Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing the 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