

frontline

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

Komen Professors of Survivorship Work to Improve Quality of Life

The Komen Foundation recently announced the recipients of its 2003 Professor of Survivorship Award. They are nutritionist Wendy Demark-Wahnefried, Ph.D., R.D., from Duke University, and radiation oncologist Marisa C. Weiss, M.D., from Lankenau Hospital in Wynnewood, PA.

Established in 1999 by the Komen Foundation and given annually, the Professor of Survivorship Award recognizes and rewards the efforts and achievements of individuals within the ranks of medicine, research, education and advocacy for their efforts to improve the overall quality of life for breast cancer survivors.

Dr. Demark-Wahnefried is associate research professor, department of surgery, Duke University School of Medicine and Allied Health Programs, Durham, NC. She is a nationally recognized nutritionist who has made significant contributions to determining the causes of and solutions to one of breast cancer survivorship's most vexing problems: weight gain. During the past decade, her in-depth energy balance studies have focused on breast cancer patients that receive adjuvant chemotherapy. These efforts have resulted in 10 scientific papers and a renewed look at the issue among practitioners. Dr. Demark-Wahnefried currently leads three National Institutes of Health-funded studies to determine if diet and physical activity

programs can improve overall well-being and quality-of-life issues for breast cancer and prostate cancer patients.

Dr. Weiss is a practicing radiation oncologist at Lankenau Hospital in Wynnewood, PA. A well-known breast cancer advocate, Dr. Weiss is the creator of two non-profit organizations, breastcancer.org and *Living Beyond Breast Cancer* (LBBC), designed to inform and support women affected by breast cancer and to improve the quality of their lives. Her pioneering Internet-based organization called breastcancer.org helps women and their loved ones

make sense of the complex medical, personal and practical information on breast cancer, so they can make the best decisions for their lives. LBBC's programs include conferences, workshops, newsletters, a telephone helpline and Web site and a nationwide train-the-trainer program that helps meet the needs of medically underserved women. In 1998, Dr. Weiss authored *Living Beyond Breast Cancer*, a book that was the first of its kind to focus exclusively on breast cancer survivorship.

Through the Komen Foundation's 20-year association with the nation's leading oncologists, researchers, physicians, psychosocial workers, public policymakers, survivors and breast cancer advocacy groups, it has recognized the unique challenges breast cancer survivors can face.

"The establishment of the Komen Foundation's Professor of Survivorship Award acknowledges that breast cancer survivorship challenges are complex and often encompass multiple areas of emotional and physical concern," said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation. "Quality-of-life issues for survivors can include self-image, concerns with overall health, employability and insurability, sexuality, and the long-term psychological burden that frequently accompanies the experience of life-threatening illness. Many survivors tell us that these can be difficult issues to navigate through or around once treatment ends and 'normal' life resumes. These awards were established in direct response to survivors' needs."

Recipients of the Foundation's Professor of Survivorship Award each receive a cash award of \$20,000 that is used to advance their efforts toward improving the lives of breast cancer survivors. 



Wendy Demark-Wahnefried, Ph.D., R.D.



Marisa C. Weiss, M.D.

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Tell us what you think!

In order to evaluate *Frontline*, the Komen Foundation's quarterly newsletter, we've created a survey that will help us determine what types of information and formats you prefer. By completing and returning the survey on **page 8**, you'll be helping us better communicate with you, our partner in the fight against breast cancer. You can also complete this survey online at www.komen.org/frontlinesurvey. 

Men Can Get Breast Cancer, Too

By LaSalle D. Leffall, Jr., M.D., Chair, Komen Foundation Board of Directors



LaSalle D. Leffall, Jr., M.D.

Last fall, my dear friend, former U.S. Senator Edward W. Brooke, was diagnosed with breast cancer. Not unlike most Americans, before his diagnosis Ed thought breast cancer was primarily a woman's disease and something that rarely occurred in men. As a result, he dismissed an early warning sign — in his case a nagging pain on the right side of his chest.

Ed leads an active retirement (he served in the U.S. Senate until 1978 and retired from private law practice in 1985), tending animals on his farm in rural Virginia, swimming, playing tennis, gardening and landscaping. He just assumed the discomfort in his chest was his aging body's way of slowing him down after some overzealous digging in the garden. He ignored the pain for several months before finally consulting his physician.

"Just a sore muscle," his family doctor originally said. However, as time passed, rather than getting better, the pain became more persistent and pervasive. His wife, Anne, felt a small lump under his nipple and urged him to have it re-examined. Using all available technologies (mammography, CAT scan, sonography, needle biopsy), Ed's physician finally diagnosed breast cancer in September 2002.

In the immediate weeks following his diagnosis, Ed and Anne were overloaded with information. They learned that many of the risk factors and statistics associated with breast cancer in women were the same for men. For instance, one of the main risks for breast cancer for anyone is the simple act of aging. The older you get, the greater your risk. As with women, men with relatives who carry a mutated breast cancer gene are thought to be at greater risk. In addition, African Americans are more likely to die from the disease than Caucasians — a statistic that is true for both genders, as African Americans tend to get diagnosed at later stages when the disease has already spread.

Others who may be at a higher risk for male breast cancer are those who take estrogen or who naturally produce higher levels of the hormone (common with liver diseases such as cirrhosis). Men with Klinefelter's syndrome, a genetic condition that results in low testicular function, and men who have had their chest exposed to radiation treatment, are also thought to be at a higher risk.

Similar to most female breast cancer patients, outside of aging, Ed did not have any of the other risk factors. Fortunately, his

breast cancer was caught fairly early and after undergoing a modified radical mastectomy and the removal of several lymph nodes on the right side, he is doing quite well.

While his main goal was to get healthy, Ed couldn't help but ponder the obvious during his diagnosis and ensuing treatment. He asked me on several occasions, "If men can get breast cancer, why aren't more doctors regularly using proven early detection methods like clinical breast exams and x-ray mammography to catch the disease early, when it is most treatable?"

One of the main reasons is cost. Insurance companies don't want to pay for procedures or exams for a disease that affects a relatively small number of Americans. Another reason is awareness. Because most men don't think they can get it, in many cases the symptoms are ignored. And even if they do have these signs checked out by their physicians, many general practitioners will simply put a stethoscope on a man's chest to listen for a heart problem and never think to do a breast exam.

Ed is now working to change that perception. After taking several months to come to terms with his own breast cancer, he recently went public with his story. He plans to work with the Komen Foundation to encourage physicians to perform breast examinations on men more regularly and to encourage insurance coverage for mammograms for men. "I love my privacy," he said. "But I know that by talking about my own breast cancer I may help other men who are unaware that they may have this disease. It's my goal to raise awareness among men and their healthcare providers that breast cancer is not limited to women, and that early detection can save the lives of men whose breast cancer is found and treated early."

Ed credits his wife, Anne, for saving his life. "If she hadn't looked at that lump, I never would have done anything about it." 🍷



Edward W. Brooke (R-MA) served in the U.S. Senate from 1969 to 1978 and has the distinction of being the first African American elected to the Senate since the Civil War. He earned high praise and respect for the trail he blazed for African Americans in government service, and in particular for his efforts on behalf of civil rights and for the rights of the poor and elderly. The senator is 83 and resides with his wife, Anne, in Virginia.

Dr. Leffall is a noted breast surgeon and chair of the President's Cancer Panel. He is the Charles R. Drew Professor of Surgery at Howard University Hospital and Medical School. He is currently serving a second term as chair of the Komen Foundation Board of Directors. Dr. Leffall and Sen. Brooke have been friends for more than 40 years. Dr. Leffall was the very first person the senator called when he was diagnosed with breast cancer.

Studies Show MRI May Be Good News for At-risk Women, Not for Widespread Use

Researchers at the annual meeting of the American Society of Clinical Oncology (ASCO) in May presented three studies on magnetic resonance imaging (MRI) showing that MRI may have significant implications for women at high risk for breast cancer. The findings indicate that MRI is a more sensitive screening tool than mammography, but results also suggest a lower rate of specificity among women screened with MRI.

“These studies are good news for women who fall into the ‘high risk’ category — women who have the BRCA-1 or BRCA-2 gene mutation or who have a strong history of breast cancer in their families,” said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation.

In the case of younger at-risk women, MRI could become a method for breast cancer screening because mammography is limited in its ability to detect abnormalities in the generally denser breast tissue of younger women. Many physicians currently rely on MRI, as approved by the Food and Drug Administration (FDA) in 1991, for use in addition to mammography to enhance detection and diagnosis capabilities.

“Despite its limitations, though, mammography remains the gold standard in detecting and diagnosing breast cancer,” Garcia said. “The timing is not right to drive widespread demand for MRI. For a modality to become a standard of care there must be consistency and standardization of equipment, screening protocols, training and image interpretation.” Dr. Garcia added that with the release of the studies at ASCO, “It is important to stress to the public that cost and accessibility issues limit the widespread use of MRI in breast imaging, despite the encouraging findings of this study.”

The Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research, education, screening and treatment programs. The Foundation devotes a major category of its grants program to research that focuses on breast imaging technology and was among the first to provide research grants specifically to study the efficacy of MRI in breast cancer screening and diagnosis. During the last five years, the Foundation has funded more than \$3 million in research specific to MRI. In addition, the Foundation is a member and funding source of the International Working Groups for Breast MRI.

To read more about the MRI studies mentioned in this article, visit www.komen.org.

2003 Breast Cancer Statistics

Incidence Rates

In 2003 it is anticipated that 211,300 women and 1,300 men in the U.S. will develop invasive breast cancer. New cases of in situ breast cancers will account for an additional 55,700 cases this year. Approximately 85 percent of these will be ductal carcinoma in situ (DCIS). The most common cancers diagnosed in women are breast, lung and colorectal. Overall, breast cancer will account for 31 percent of all cancers diagnosed in women this year. The differences between racial and ethnic groups can best be illustrated by comparing the incidence of breast cancer cases in the female populations (per 100,000):

- Caucasian 137.0
- African American 120.7
- Asian American/Pacific Islander 93.4
- Hispanic/Latina 82.6
- American Indian/Alaska Native 59.4

Mortality Rates

The estimated number of breast cancer deaths in 2003 in the U.S. is 39,800 for women and 400 for men. Breast cancer is the leading cause of cancer deaths in women ages 20-39 and 40-59. Breast cancer is surpassed by lung cancer as the leading cause of cancer deaths for women 60 years and older. The annual mortality rates in the female population by racial and ethnic group (per 100,000) are as follows:

- Caucasian 29.3
- African American 37.3
- Hispanic/Latina 17.5
- American Indian/Alaska Native 14.8
- Asian American/Pacific Islander 13.1

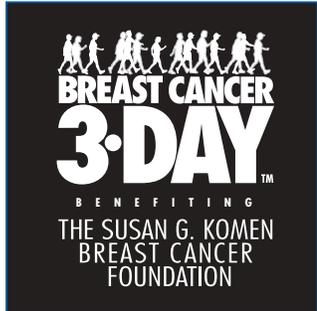
According to the most recent data, mortality rates declined by 1.4 percent per year during 1989 to 1995, and by 3.2 percent per year since then. The largest decreases have been observed in younger women, both white and African American. The decline in the mortality rate is attributed to both early detection and improved treatment.

Five-year Survival Rates

For breast cancer that is localized to the breast, the five-year relative survival rate is 97 percent. When breast cancer has spread regionally, i.e., to the underarm lymph nodes, the five-year relative survival rate is 78 percent. Women who are diagnosed with distant metastasis (e.g., bone, liver, lungs) have a 23 percent five-year relative survival rate.

CA: A Cancer Journal for Clinicians, *Cancer Statistics*, 2003. V53:1. Jan/Feb. 2003.

Komen Foundation and National Philanthropic Trust Join Forces for the Breast Cancer 3-Day



A NATIONAL PHILANTHROPIC TRUST PROJECT

The Komen Foundation and the National Philanthropic Trust (NPT) are collaborating on the *Breast Cancer 3-Day*, a series of three-day walks that will raise millions of dollars for the fight against breast cancer. The first three events will take place in San Francisco, CA, November 7-9, 2003; Los Angeles, CA, November 14-16, 2003; and San Diego, CA, November 21-23, 2003. Additional events are planned for 2004 with specific dates and locations to be announced.

The NPT, an independent non-profit organization, will manage the events and will direct up to 15 percent of the

net proceeds to establish 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 Breast Cancer 3-Day will have an enormous impact on funding for breast cancer research and patient support programs," said Eileen Heisman, president of the NPT. "This life-changing experience provides individuals an opportunity to make a personal difference in the fight against breast cancer and allows our organization the opportunity to be a part of an incredibly worthwhile event."

The Komen Foundation and the NPT estimate that these charity-driven events will realize more than \$50 million through 2004 alone to fund critical breast cancer research, education and community outreach programs.

Putting the Dollars to Work

"As the primary beneficiary of the Breast Cancer 3-Day series, the Komen Foundation can extend its funding reach to positively affect the lives of individuals and their families who face breast cancer today and invest in an end to breast



cancer for the future," said Patrice Tosi, executive vice president and chief operating officer of the Komen Foundation.

"A significantly different fundraising opportunity than currently offered by the Foundation, the 3-Day event series allows us to reach a whole new audience. We strive to offer different programs that speak to people's varying interests so we can bring into the fold millions of individuals ready to make a difference."

About the Breast Cancer 3-Day

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 or to become a walker, supporter or volunteer "crew member," visit www.breastcancer3day.org, or call 1.800.825.1000. ♡

EVENT DATES

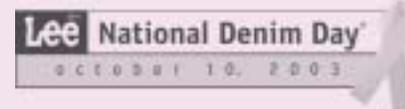
November 7-9, 2003
San Francisco, CA

November 14-16, 2003
Los Angeles, CA

November 21-23, 2003
San Diego, CA

www.breastcancer3day.org

Christina Applegate Proves Denim Is Powerful Stuff



Actress Christina Applegate, star of such films as *The Sweetest Thing* and *A View from the Top*, has joined forces with Lee Jeans to raise funds and awareness for the fight against breast cancer. Applegate is the 2003 spokesperson for *Lee National Denim Day*®, a one-day event that raises millions of dollars for the Komen Foundation in support of breast

cancer research, education, screening and treatment programs.

For the eighth year, millions of people nationwide will think about breast health as they slip into their favorite jeans on Friday, October 10 and make a \$5 donation to the Komen Foundation. This year's fundraising goal is \$6.5 million.

"The power of millions of individuals joining together on one day, for one cause is immeasurable," said Kathy Collins, vice president of marketing for Lee Jeans. "It is our goal to raise millions of dollars for research and community outreach programs as well as raise awareness so everyone will do breast self-exams and get regular check-ups. Christina Applegate's personal story will reach people nationwide and Lee Jeans is honored to have her help lead the charge this year."

Applegate is speaking out about Lee National Denim Day® in honor of her mother, Nancy Priddy, who was diagnosed with breast cancer when Christina was only seven years old. Applegate believes early detection helped save her mother's

life and she hopes everyone who wears jeans on Lee National Denim Day® will think about their own breast health.

"I have been blessed with a career where I have a voice — the opportunity to speak out and make a difference," said Applegate. "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."

Last year, 1.2 million people helped raise more than \$6.7 million, bringing the seven-year total to more than \$36 million raised on Lee National Denim Day® for breast cancer research, education, screening and treatment programs.

"Funds raised from Lee National Denim Day over the last seven years have helped fund valuable programs that could not have been funded otherwise," said Susan Braun, president and chief executive officer of the Komen Foundation. "We have made major advancements in the fight against breast cancer, but there is still much to be done. We cannot underestimate the power of programs like Lee National Denim Day to help raise much-needed funds and help raise public consciousness that breast cancer has not been cured — yet."

In the coming months, Applegate will make personal appearances on behalf of Lee National Denim Day® and appear in a national print ad campaign with the hope of recruiting millions of people to join the fight against breast cancer. To register your company, school or organization call 1.800.521.5533 or visit www.denimday.com. ♡

New Board Leaders Named

The Komen Foundation has named Stephen Wilson Wyatt, D.M.D., M.P.H., and Neel Stallings to its board of directors. Dr. Wyatt will serve a one-year term on the Komen Foundation Board of Directors. He currently serves as the associate director for cancer control at the Lucille P. Markey Cancer Center, University of Kentucky in Lexington, KY. Stallings will serve a one-year term as the elected Affiliate representative on the board. A four-year breast cancer survivor, Stallings helped plan the first Komen Race for the Cure® in Charlotte, NC, in 1997 and has served on the Komen Charlotte Affiliate's board since 1999.

In addition to the appointments of Wyatt and Stallings, LaSalle D. Leffall, Jr., M.D., will serve a second two-year term as board

chair. Dr. Leffall is the Charles R. Drew Professor of Surgery at the Howard University College of Medicine. He is a surgeon, oncologist, medical educator and leader in professional and civic organizations. In May 2002, Dr. Leffall was appointed by President George W. Bush as a member and chair of the President's Cancer Panel.



Stephen Wilson Wyatt, D.M.D., M.P.H.



Neel Stallings

Other members of the Komen Foundation board of directors are: Norman Brinker, Linda Custard, Connie O'Neill, Lynn Sellers (vice chair), Robert Taylor and Barney Young. Please visit www.komen.org for more information about our board. ♡

Prevention & Early Detection: Key Ingredients to Winning the War on Cancer

By Rep. Deborah Pryce (OH-15)



Rep. Deborah Pryce (OH-15)

Thanks to the remarkable advocacy and awareness efforts of the cancer community, Congress has made clear its support for fighting cancer tooth and nail. In fact, just this year, Congress fulfilled its five-year goal to double the budget of the National Institutes of Health (NIH), bringing funding for this premier institution to a record \$27.2 billion. It is truly extraordinary to see this level of commitment

from the federal government to continue supporting and encouraging medical research. After all, research is the backbone of ensuring new medications and treatments move from bench to bedside. And while we continue to encourage the development of life-saving new treatments for cancer, we must also focus on one of the most vital components in the effort to save our friends and family from this terrible disease — prevention and early detection.

Earlier this year, President Bush issued a proclamation declaring April 2003 Cancer Control Month. The President stated that, “More than 3,500 Americans are diagnosed with cancer each day. Yet experts believe that half of all cancer deaths are preventable...During Cancer Control Month, we renew our commitment to overcoming cancer by learning more about its prevention and early detection.”

As we marked Cancer Control Month and National Minority Cancer Awareness Month in April, I was reminded of the extraordinarily innovative and creative initiatives being implemented in communities across this nation to place early detection and prevention on the side of every American. I’m pleased to have the opportunity to highlight one of these initiatives, the

Patient Navigator, Chronic Disease Prevention, and Outreach Act, legislation I recently introduced with my colleague, Democratic Caucus Chairman Robert Menendez of New Jersey.

The Patient Navigator, Outreach, and Chronic Disease Prevention Act is a bipartisan effort that recognizes that navigating the health care system can be an insurmountable barrier for many people, especially when they are poor, underinsured, or uninsured. The idea behind the bill is to help people stay healthy and navigate through the health system, from screening to diagnosis. It will fund a primary care provider to conduct culturally and linguistically competent prevention screenings, as well as a patient navigator to assist patients with referrals, follow-ups, and general navigation of the health care system. A key component of the bill is year-round outreach to the target community, in a language the community understands and in a manner that is culturally sensitive.

The bill we’ve introduced will complement the work of organizations like the Susan G. Komen Breast Cancer Foundation, who have already put in place model programs that fund a variety of community-based breast cancer screening and treatment projects, like patient navigator programs, for the medically underserved. The Foundation’s commitment to a public-private partnership to eradicate breast cancer is commendable and should be emulated.

By furthering this collaboration between the private and public sectors, we will maximize our resources and close in on that day when cancer no longer threatens the lives of our loved ones.

The Komen Foundation thanks Rep. Pryce for her efforts in bringing attention to the importance of the Patient Navigator program. 🌸

Six Students Earn 2003 Komen College Scholarship Awards

In September 2001, the Komen Foundation announced the launch of the Komen College Scholarship Award program. This award is intended to provide much-needed financial assistance toward college tuition and fees for students who have lost a parent to breast cancer. In the initial phase of the award, recipients will receive a maximum of \$10,000 per year for up to four years. The program is jointly administered by the Grants Department at Foundation Headquarters and Komen Affiliates that have chosen to participate in the program.

Out of 49 applications, six scholarships were awarded for 2003 to the following students:

- Emily Meinen — Komen Tarrant County Affiliate
- Jonathan Hellyer — Komen Denver Metropolitan Affiliate
- Ruth Kane — Komen Milwaukee Affiliate
- Melissa Cole — Komen Greater Lansing Affiliate
- Gray Garmon — Komen Dallas County Affiliate
- Jenna Baker — Komen Indianapolis Affiliate

Congratulations to these awardees! 🌸

Innovations in Corporate Giving: The St. Paul Companies



Val Hallgren, Komen Twin Cities Affiliate, and Jay S. Fishman, chairman and chief executive officer, The St. Paul Companies

To mark its 150th anniversary, The St. Paul Companies gave nearly 10,000 employees \$100 (for a total of \$1 million) to direct to their favorite charities. Through the innovative charitable giving program — called “Thanks a Million” — company employees donated to nearly 1,800 charities worldwide. The list of charities was eclectic, ranging from national health and children’s organizations to lesser-known entities such as a nonprofit that rescues retired greyhound racing dogs.

The Susan G. Komen Breast Cancer Foundation received the largest number of employee grants, with 532 employees designating company money to the Foundation. The Children’s Cancer Research Fund was a close second, receiving 440 grants. The Saint Paul, Minnesota-based commercial property-liability insurance and asset management services

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Komen Champions for the Cure™ Expands



The Komen Foundation’s grassroots public policy pilot project, *Champions for the Cure™* (Champions), has expanded by adding six new pilot Affiliates. The new pilot Affiliates, selected by application process, include the Komen Central Valley, Greater Cincinnati, Greater Kansas City, Indianapolis, Phoenix and San Francisco Bay Area Affiliates, as well as the Komen Pittsburgh Race for the Cure®. These Affiliates join the Phase I pilot Affiliates, including the Komen Arkansas, Austin, Denver Metropolitan, Mid-Kansas, Northeast Louisiana, North Jersey, Oregon and Southwest Washington, Sacramento Valley and Vermont Affiliates. Together, these Affiliates will work to increase federal investment in innovative breast cancer research, education, screening and treatment programs.

Launched in 2002, Komen Champions for the Cure™ is working to educate Congress, the President, policymakers, Affiliates and the public about what they can do to make a difference in breast health and breast cancer care public policy. The Komen Foundation is working closely with the Champions pilot Affiliates to build, educate, support and sustain grassroots public policy advocacy and expand influence at the federal, state and local levels. The Foundation welcomes the new pilot Affiliates to the project and looks forward to another successful year of Komen Champions for the Cure™.

Komen Champions for the Cure™ is working to educate Congress, the President, policymakers, Affiliates and the public about what they can do to make a difference in breast health and breast cancer care public policy.

Funding Initiatives

This year, Champions is focused on increasing federal funding for breast cancer research and education and outreach programs for the medically underserved and ethnic minority populations. Funding efforts at the National Institutes of Health (NIH), the National Cancer Institute (NCI), the National Center for Minority Health and Health Disparities (NCMHHD) and the Centers for Disease Control and Prevention (CDC) through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) are essential in helping to put an end to breast cancer.

To this end, Champions is asking policymakers to support the following funding levels for fiscal year 2004: \$29.6 billion for the NIH; \$5.9 billion for the NCI; \$200 million for the NCMHHD to help fund research and programs aimed at reducing disparities in the overall rate of disease, incidence, prevalence, mortality and survival of many ethnic minority and underprivileged Americans; and \$220 million for the CDC’s NBCCEDP to ensure that medically underserved and low-income women have access to potentially life-saving breast and cervical cancer screening services. Additionally, Champions supports an increase in funding for the National Institution for Environmental Health Sciences for research concerning links between environmental factors and breast cancer.

Get Involved!

You do not have to be a Komen Affiliate to join the effort. By visiting the Komen Foundation’s public policy Web site, www.policy.komen.org, anyone can send an e-mail to their members of Congress requesting support for these critical funding increases. You can also become a Komen e-Champion™ through the Web site and receive call-to-action e-mail alerts and updates about what’s happening in breast cancer policy. 📧

PARTNERS IN THE PROMISE

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

Thank You, Republic of Tea!

Following a recent request sent to corporate partners for additional funding for superior-ranked research grants, Ron Rubin, Minister of Tea for the Republic of Tea, sent the Komen Foundation a check for \$100,000. We are so thrilled to receive this additional contribution, which is over and above the funds raised through the company's Sip for the Cure™ program! Thank you, Ron and the Republic of Tea!



RE/MAX

RE/MAX, Co-Sponsor of the Breast Cancer Survivor Recognition Program for the Komen Race for the Cure® Series, recently held a Fashion Show and Networking

Luncheon in connection with its 2003 RE/MAX International Convention. Nearly \$5,500 generated through luncheon ticket sales and bids on special hand-painted plates benefited the Foundation. After the fashion show, which was sponsored by Saks Fifth Avenue, 10 RE/MAX breast cancer survivors walked down the runway in white outfits as RE/MAX International President Margaret Kelly, a survivor herself, told their stories. The white outfits signified each person's victory over cancer.



Ford Is Tied to the Cause

This year, Ford has teamed up with fashion designer Lilly Pulitzer to create the 2003 breast cancer awareness bandana. The bandana made its official debut at Komen Race for the Cure® events in May. The playful pink and green patchwork bandana combines an exclusive Lilly butterfly pattern with pink ribbons and a classic Ford



car design. This Lilly-designed bandana is the sixth in a series of annual designs that Ford — a National Series Sponsor of the Komen Race for the Cure® — distributes to Race participants nationwide. A limited-edition Lilly Pulitzer-designed silk scarf will be sold at Bloomingdale's stores nationwide this fall to help raise

money in the fight to eradicate breast cancer. Last year's scarf campaign with designer Kate Spade raised more than \$340,000 for the cause and is just one example of Ford's ongoing commitment, dedicating more than \$60 million to fight breast cancer since 1995. For more information about Ford's commitment to the fight against breast cancer, visit www.fordvehicles.com/thecause.



Lean Cuisine Serves Up Hope with Special Plate

Lean Cuisine invites you to *Do Something Good for the Cure™* while adding designer flair to your kitchen.

Lean Cuisine is offering an original, hand-painted ceramic plate from the studio of Mackenzie-Childs. For each plate purchased, Lean Cuisine will donate \$5 to the Komen Foundation and the fight against breast cancer. Founded in 1983, the Mackenzie-Childs collection began with hand-formed majolica dinnerware and now includes furniture, glassware, enamelware and home accessories. The exclusive, whimsical, 8-inch designer plate is available at www.leancuisine.com while supplies last. 🍴

(St. Paul Companies continued from page 7)

company announced that it would double its employees' contributions to the top two organizations, bringing total contributions for the Komen Foundation to \$106,400.

"When we kicked off this program, we were told by outside experts not to expect more than 40 percent of employees to participate," said Jay S. Fishman, chairman and chief executive officer for The St. Paul Companies.

"We greatly surpassed these expectations with an 85 percent participation rate. This level of involvement demonstrates our employees' enthusiasm for supporting the community and for having a voice in the company's philanthropic efforts."

Fishman said the "Thanks a Million" program was a great opportunity to celebrate The St. Paul Companies' long history of supporting the communities where its employees live and work. "We saw this as a substantive and meaningful way to celebrate our 150th anniversary," he said.

Val Hallgren of the Komen Twin Cities Affiliate accepted the donation on behalf of the Foundation at a May 5 event in St. Paul, MN. 🍴

AFFILIATE & VOLUNTEER NEWS

Komen Colorado Springs Affiliate Honors Top Volunteers

The Komen Colorado Springs Affiliate recently awarded the Komen Cameo Award to volunteers Linda Boettcher and Marie Swigert. Board President Bard McMullen, M.D., presented the award, which is given to exceptional volunteers who significantly impact the community.

Boettcher has served on the Komen Colorado Springs Race for the Cure® committee for eight years. Six years ago, Boettcher volunteered to serve as secretary for the Race in an effort to improve communications within the growing number of volunteers. She continues to keep communications open as well as assisting with graphics and negotiating in-kind donations from commercial printers.

Marie Swigert began her volunteer activities with the Komen Foundation in 1998 by reviewing grant applications. She then logged several hundred hours of service in 2000 when she took on the tremendous task of producing the community needs assessment for the Komen Colorado Springs Affiliate while also serving on the grants committee. Swigert currently serves as co-chair of the grants committee.



Todd Wolff, Wolff Shoes; Tari Schutzman, Komen Charlotte Affiliate fundraising chair; Steven Marlette, MARMI/Wolff Shoes marketing director

Komen Charlotte Affiliate Pairs Up with MARMI

MARMI, an upscale women's shoe and accessory store, opened its newest location in Charlotte, NC, the weekend of April 11 in SouthPark Mall. On April 10, MARMI selected the Komen Charlotte Affiliate as an honored

guest of a private preview party and ribbon cutting. At the event, MARMI presented the Komen Charlotte Affiliate with a \$5,000 check to help in the fight against breast cancer.

Komen Volunteer Fiesta

The week of April 27 through May 3, 2003, marked the 30th annual National Volunteer Week (NVW), sponsored by the Points of Light Foundation and Volunteer Centers National Network. The event began in 1974 when President Richard Nixon signed an executive order establishing National Volunteer Week as an annual celebration of volunteering. Since then, every U.S. President has signed a proclamation promoting NVW.

The theme of the 2003 NVW was "Celebrate Volunteers — The Spirit of America." Komen Foundation Headquarters joined in the celebration by honoring its volunteers on Tuesday,



Front row (from left): Verne Franklin, Virginie Guihur and Betsy Katz. Back row (from left): Petie Witter, Darlene Steinke, Debbie Johnson, Mila Ramos, Ferne Painter, Sue Ann Gilman, Yvonne Halvachs, Linda Lindsey and Linda Kay Peterson

April 29, with a Volunteer Fiesta.

Nancy Byrd, vice president of the Domestic Affiliate Network, welcomed everyone to the fiesta and graciously thanked all of the

volunteers for coming. Each volunteer was presented with a letter signed by Susan Braun, president and chief executive officer of the Foundation; LaSalle D. Leffall, Jr., M.D., chair of the Komen Foundation board of directors; and Byrd. Lynn Dodson, manager of volunteer services, and Jenny McClendon, Helpline coordinator, presented a commemorative gift to each of the volunteers.



Komen Tidewater Affiliate Jazzes Things Up

On February 21 the women of the Old Dominion

University (ODU) Lady Monarch basketball team played the women of Drexel University in a Colonial Athletic Association (CAA) contest at the Ted Constant Convocation Center in Norfolk, VA. The halftime show featured a Jazzercise performance by the Hampton Roads. Over 250 tickets were sold with a portion of the sales donated to the Komen Tidewater Affiliate. Jazzercise has played an active role in the Affiliate, helping runners warm up on Race Day. A big thank-you to Amour Mickel of Jazzercise for her help and involvement in this project.



Kathryn Becker

Florida Volunteer Recognized

Kathryn Becker, president of the Komen Miami/Ft. Lauderdale Affiliate, was a finalist for the prestigious 2003 Greater Miami Chamber of Commerce's HealthCare Heroes Award. Finalists were selected for their impact on the local community, one-on-one outreach to individuals and

advancement of the missions of their organizations. Kathryn was featured in a video presentation and received recognition before more than 300 members of the local healthcare community. It was a wonderful way to convey the Komen message to a targeted audience while giving Kathryn some well-deserved recognition. Under her leadership, the Komen Miami/Ft. Lauderdale Affiliate reached two record-breaking benchmarks in 2002: more than 6,500 participated in the Affiliate's Race and \$474,000 was raised.

(continued on page 11)

AFFILIATE & VOLUNTEER NEWS

(continued from page 10)



Jane Floyd, president, Komen Eastern Washington Affiliate

Kick-Off for the Cure™ Held in Spokane

Kick-Off for the Cure™ was the inaugural event of the new Komen Eastern Washington Affiliate. Held on the first day of spring, March 21, 2003, in the Pennington Ballroom of the recently restored Davenport Hotel in Spokane, WA, the new

Affiliate presented the mission of the Komen Foundation, provided an overview of the Affiliate's service area and introduced the Affiliate's board of directors and sponsoring partners. Kick-Off for the Cure™ marked the beginning of great things to come!

Komen Ozark Affiliate Honored

Each year, the Washington Regional Foundation of Washington Regional Medical Center in Fayetteville, AR, hosts a gala to honor winners of its prestigious Eagle Award.



Gaye Cypert, Cynthia Tune, Alison Levin and Sarah Faitak of the Komen Ozark Affiliate

The recipients are individuals or organizations that have made a difference in the health of Northwest Arkansas. This year, the Komen Ozark Affiliate was one of three Eagle Award winners recognized. Since its formation five years ago and with the help of volunteers and sponsors, the Komen Ozark Affiliate has invested \$1.4 million in local agencies in Northwest

Arkansas. The six-county service area is comprised of Benton, Carroll, Crawford, Madison, Sebastian and Washington counties. One nominator wrote, "This grassroots organization has filled a tremendous void in regional women's healthcare, it has helped provide education, screening and treatment to a diverse group of women who otherwise would not have had access to mammograms and clinical breast examinations." The success of the Komen Ozark Affiliate can be attributed to the large volunteer network that embraces its mission. ♡

Rally for a Cure® Swings into Action



Irene Herrera, Michele Nelson and Anita Owings

Rally for a Cure® is the nation's largest cause-oriented women's golf program. In 2002, the program reached more than 150,000 golfers at more than 2,800 golf facilities throughout the country. The primary mission of Rally for a Cure® is to raise breast cancer awareness and spread the message of the importance of

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

The Rally for a Cure® event held annually at Overland Park Golf Club in Overland Park, KS, is just one example of the tremendous reach a Rally event has on the entire community. When a close friend and local elementary school principal was diagnosed with breast cancer, Irene Herrera, Michele Nelson and Anita Owings decided to take their community's Rally event to the next level.

They opened the Rally event to men, women and junior golfers of all abilities and staged a putting contest at the elementary school to get children involved. The event even drew the attention of a local television station. The event exceeded everyone's expectations by raising awareness and more than \$38,000 over the past two years.

Recently, the Komen Kansas City Affiliate honored the Overland Park Golf Club Rally for a Cure® as the "2002 Special Event of the Year" because of the dedication shown by Irene, Michele and Anita.



Nationwide, Rally raised \$3.1 million in 2002. Since the program began, more than \$9 million has been raised to support the Komen Foundation's mission. With the support of *Golf for Women* magazine and Titleist, Rally looks forward to another record-breaking year. For more information, visit www.rallyforacure.com or call 1.800.327.6811. ♡

Pony Express Relay 2003: On the Road to a Cure



Ann Richards

This summer, the Women's Motorcyclist Foundation (WMF) will host *Pony Express Relay 2003*, a cross-country motorcycle event organized to raise breast cancer awareness and funds in support of the Komen Foundation and its fight against the disease. More than 1,000 riders are expected to participate in this year's challenge, which kicks off in three different U.S. locations during July and August.



Ann Curry

The Western Trail of Pony Express 2003 begins July 24 in Seattle, WA, and finishes Aug. 1 in Los Angeles. The Central Trail begins Aug. 7 in Wichita, KS, and ends Aug. 24 in New York City. The Eastern Trail starts on Aug. 14 in Orlando, FL, and ends Aug. 24 in New York City. All riders are invited to take part in the finale on Aug. 24 in New York City.



Rob Lowe

"We take our name and attitude from a pioneering organization that was known for its pluck and its courage in facing the elements and the geographic challenges of this country in order to get an important job done —

delivering the mail to homesteaders and ranchers in rural parts of the Western United States," said Sue Slate, co-founder of the Women's Motorcyclist Foundation and co-organizer, along with Gin Shear, of Pony Express Relay 2003.

Celebrity wranglers for the 2003 event include former Texas Governor Ann Richards, actor Rob Lowe and NBC *Today* News Anchor Ann Curry.

Along the way, riders deliver messages of hope to women and families touched by breast cancer. Riders raise money to participate in the event and pay all of their own expenses during the ride. All money raised supports the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease through research, education, screening and treatment.

BMW of North America is a major sponsor of the 2003 Pony Express Relay and has been actively involved in the event since its inception in 1993. Many of the stops along the Pony Express routes take place at BMW motorcycle dealerships.

To learn more about the Women's Motorcyclist Foundation, the exact dates and stops planned for Pony Express 2003, how to send a breast cancer message to a loved one anywhere in the world or to make a pledge through Pony Express to the fight against breast cancer, visit www.ponyexpressrides.com. 📧

DSW Receives 2002 LPGA Komen Award Presented by Yoplait

Designer Shoe Warehouse (DSW) recently received the 2002 LPGA Komen Award Presented by Yoplait for its efforts in the fight against breast cancer. DSW sponsored the 2002 DSW Bonus Pool, a program that awarded monetary donations to the Komen Foundation based on the performance of six DSW-sponsored LPGA Tour players, including Marisa Baena, Pam Kerrigan, Betsy King, Jill McGill, Kristal Parker-Manzo and Michele Redman.

For every sub-par round a DSW-sponsored player recorded during an LPGA Tour event in 2002, DSW made a \$500 donation to the Komen Foundation in support of breast cancer research, education, screening and treatment programs. A total charitable donation of \$100,000 was made to the Komen Foundation on behalf of DSW and its LPGA players in 2002.

"We have enjoyed the working relationship with both the LPGA and Susan G. Komen Breast Cancer Foundation and we are extremely proud to be chosen as the recipient of the

2002 LPGA Komen Award Presented by Yoplait," said Mike Levison, DSW's vice president of marketing and public relations. "Over the years, DSW has been committed to helping organizations dedicated to women's causes, and it brings us great joy to know our contribution this year will help the efforts of the Komen Foundation."

The LPGA Komen Award Presented by Yoplait is given to the person or organization that sets an example for others by making an outstanding contribution through personal or professional efforts via the game of golf to generate national and local support for breast cancer research, education and efforts to eradicate the disease. The Komen Foundation has been the official national charity of the LPGA since 1992. If you would like more information on the LPGA/Komen award and eligibility, please call Cathy Levering at 386.274.6253. 📧



Kristal Parker-Manzo, Marisa Baena, Betsy King, Mike Levison, Michele Redman and Jill McGill



Komen Foundation Establishes Affiliate in Puerto Rico

Recognizing the growing global impact of breast cancer, the shared challenges among countries worldwide and the value of coordinated advocacy in the battle against the disease, the Komen Foundation has built upon its highly effective U.S. and international operations by establishing an Affiliate in Puerto Rico.

As an international Affiliate, 100 percent of the funds raised by the new Affiliate will remain in Puerto Rico to support non-duplicative, community-based breast health and breast cancer outreach programs for the medically underserved. The

Komen Puerto Rico Affiliate plans to address the unmet breast health and breast cancer needs of the Puerto Rico community by conducting educational outreach, providing breast cancer resources to local hospitals, collaborating with other local cancer organizations to include support services for breast cancer patients and establishing a grant program to fund local breast cancer education, screening and patient support programs.

“Breast cancer knows no boundaries,” said Susan Braun, president and chief executive officer of the Komen Foundation. “The first step in the global eradication of this disease is to build awareness and to capture the hearts and minds of people in the United States and around the world. Only then can we be strong advocates for change, both in terms of public policy and overcoming certain cultural barriers.”

Breast cancer is the most commonly diagnosed type of cancer among women in Puerto Rico, affecting approximately one in five women during their lifetime. However, detection of breast cancer at an early stage provides a greater chance of survival and more treatment options. When the disease is confined to the breast, a patient’s five-year survival rate is over 95 percent.

“The Komen Foundation pledges our support to bringing breast cancer services and the life-saving message of early detection to the Puerto Rico community through our new Affiliate,” Braun said. “It is the continued dedication of women and men around the world that will enable us to win the fight against breast cancer.”

The Komen Foundation also has international Affiliates in Italy and Germany. Like their U.S. counterparts, international Affiliates of the Komen

Foundation are organized by groups of local, dedicated volunteers who must complete a detailed Affiliate application, followed by a comprehensive community needs assessment.

In addition, the applicant must be able to demonstrate significant support for the Komen Foundation’s mission from the local medical and scientific community, as well as from the business community and civic organizations. The applicant is also asked to make initial recommendations for awareness and education programs, taking into consideration the availability of adequate screening as well as treatment services for those diagnosed with breast cancer.

All of the money raised by international Affiliates remains in their respective countries to support breast cancer research, education, screening and treatment programs. 🌸

Nancy Brinker Receives Lifetime Achievement Award from ASBS



Komen Foundation Founder Nancy Brinker was honored as the first recipient of the American Society of Breast Surgeons’ Lifetime Achievement Award on May 3. The award was presented at the society’s 2003 Annual Scientific Meeting held April 30-May 4 in Atlanta, GA.

Brinker, who established the Komen Foundation in 1982 in memory of her sister, Susan G. Komen, who lost her battle with breast cancer at age 36, was honored for her dedication and leadership in patient advocacy, building awareness and raising funds for breast cancer research and community outreach programs.

“Members of the American Society of Breast Surgeons have helped breast cancer survivors lead productive, self-confident and happy lives following surgery,” Brinker said. She thanked the ASBS for its dedication to advancing breast surgery and pioneering methods for improving patients’ quality of care. 🌸

2003 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by Yoplait

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

For the most up-to-date information on the 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.

Yoplait: Save Lids to Save Lives®

Thanks to the millions of individuals who participated in Yoplait's *Save Lids to Save Lives*® program in 2002, nearly 11 million pink lids were collected. As a result, Yoplait donated more than \$1 million to the Komen Foundation and the fight against breast cancer.



Yoplait, the National Presenting Sponsor of the Komen Race for the Cure® Series, looks forward to continued support of the pink lids program in 2003. And with your help, Yoplait will reach its new goal of a maximum donation of \$1.2 million. For each pink lid mailed in by consumers, Yoplait will donate 10 cents to the Komen Foundation (up to \$1.2 million). For more information, visit www.yoplait.com.

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.



Seeds of Hope
Item No. 706-142



Pink Ribbon T-shirt
Item No. 706-04100



Winning the Race
Item No. 706-06100



Rhinstone Pink Ribbon Pin
Item No. 706-100-MD



Pink Ribbon Topiary Note Cards
Item No. 706-P1100



Susan Bear, Fourth Edition
Item No. 706-40314

Purchaser Information (Please print clearly or type.)

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

Pricing Form (All prices include applicable sales tax.)

Item No.	Product	Quantity	Item Price	Total
706-142	Seeds of Hope		\$ 10.00	
Pink Ribbon T-shirt				
706-04100-XS	Extra Small		\$ 15.00	
706-04100-SM	Small		\$ 15.00	
706-04100-MD	Medium		\$ 15.00	
706-04100-LG	Large		\$ 15.00	
706-06100	Winning the Race		\$ 10.00	
706-100-MD	Rhinstone Pink Ribbon Pin		\$ 10.00	
706-P1100	Pink Ribbon Topiary Note Cards		\$ 11.50	
706-40314	Susan Bear, Fourth Edition		\$ 20.00	
Total Product Cost				
Add Shipping & Handling*				
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
- **Mail:** The Susan G. Komen Breast Cancer Foundation
P.O. Box 932361, Atlanta, GA 31193-2361
- **Tel:** 1.877.SGK.SHOP
- **Questions?** Please call 1.877.SGK.SHOP
- **Fax:** 1.877.581.7037

Shipping and Handling* (Based on Total Product Cost)

\$1 - \$100 = \$7.50 | \$101 - \$250 = 10.0% | \$251 - \$500 = 8.0%
 \$501 - \$1,000 = 7.0% | Over \$1,000 = 6.0% | USA only

Your Donation Can Help Us Eradicate Breast Cancer

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

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

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 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).



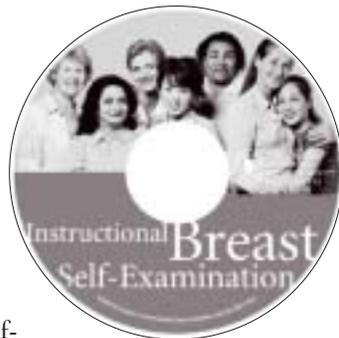
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New Education Material

Instructional BSE Tool (CD-ROM) Item No. 806-01501



This multimedia interactive tool demonstrates Breast Self-Examination (BSE) and provides step-by-step instruction in BSE using animation and voice-over audio clips. The viewer has the option to hear the audio in English or Spanish. The topics include: Early Detection, Information about BSE, Looking as Part of BSE, Feeling as Part of BSE, Variations of BSE and Conclusions (BSE as part of the three-step approach to breast health).

In addition to the instruction, viewers may participate in an interactive self-test that will allow them to quiz themselves on their understanding of how to perform BSE. Video-based animations and voice-over audio are utilized in the quiz. Viewers are able to score their results immediately.

The CD-ROM is great for group presentations and may be purchased by calling 1.877.SGK.SHOP. The tool is also available for individual use online at www.komen.org/bse. 

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