

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Winter 2002

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 Susan G. Komen Breast Cancer Foundation in 1982 in Suzy's memory.

Nancy not only kept her word, but also engaged countless others to join in the promise, making the Komen Foundation 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 U.S. and international Affiliates and Komen Race for the Cure® events, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and supporting education, screening and treatment projects in communities around the world.

The entire Komen family, including volunteers, corporate and community partners, Affiliates and staff, will celebrate all that has been achieved as a result of the original promise by commemorating the 20th Anniversary of the Susan G. Komen Breast Cancer Foundation beginning in January 2002 and continuing through October 2003.

While a celebration, the anniversary will more importantly serve as a renewal of our promise to do all that we can in the fight against breast cancer. Despite our great successes over the past 20 years, there is still much work to be done. For instance, there are still women living in the United States who do not have access to annual screening mammography. We promise to continue to work to ensure that every willing woman over the age of 40 receives a yearly mammogram and is educated about the importance of early detection in saving lives.

In the year 2002, breast cancer remains the most common form of cancer among women in the United States. More than 200,000 individuals will

The Power of a Promise

20 YEARS



The Susan G. Komen Breast Cancer Foundation



Milestones in Komen History

1982 — Nancy Brinker establishes the Susan G. Komen Breast Cancer Foundation in her sister's memory with \$200 and a shoebox with a few friends' names in Dallas, Texas.

1982 — The Komen Foundation awards its first grants, totaling \$30,000. M.D. Anderson in Houston receives \$28,000 to explore the potential role of growth suppression factors in therapeutic agents for breast cancer. Baylor University Medical Center in Dallas receives \$2,000 for a new Breast Cancer Detection Center.

1983 — First Komen Race for the Cure® is held in Dallas, Texas.

1990 — Pink ribbons are distributed at the first Komen National Race for the Cure® in Washington, D.C., as a way to recognize survivors. This leads to the adoption of the pink ribbon as the universal symbol for breast cancer awareness.

1994 — Komen-funded researcher, Mary Claire King, Ph.D., discovers the gene mutation BRCA1, an indicator for inherited forms of breast cancer.

Look for this box in each issue of Frontline in 2002 as we highlight our milestones in the fight against breast cancer.

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What I Didn't Know

By Susan Braun, President and Chief Executive Officer of the Susan G. Komen Breast Cancer Foundation



The Susan G. Komen Breast Cancer Foundation is named for Suzy Komen, Nancy Brinker's sister. Suzy struggled with and died from breast cancer, leaving her only sibling with a strong mission and a fiery will to save other women from the devastation that Suzy and her family suffered.

Since 1982, the Komen Foundation has been working to educate and empower women to take care of their health and to sponsor research to eradicate breast cancer as a life-threatening disease. As the most common form of cancer among women living in the United States today, breast cancer affects everyone. Everyone has a sister, a mother, a daughter, a grandmother, a co-worker or a college roommate who has battled or is battling breast cancer. Breast cancer is not a rare disease. It touches everyone, and it has touched me.

When my son was six weeks old, I received a baby gift from my college roommate, Marilyn. It was not wrapped. The price tags were still attached. The address label was scribbled.

From someone who was always so precise with gifts, with making others smile, with sending the beautiful and unexpected, I was surprised.

But I understood the demands of motherhood, and Marilyn's daughter Lizzy was only six months old, plus there was three-year-old Joey. I understood. Or so I thought.

Then I opened the card. "I'm sorry this isn't much of a gift," Marilyn wrote, "but it was about all I could do. I found out three weeks ago that I have breast cancer." I dropped the card and ran to the phone, my heart pounding, my hands shaking.

She was in for a regular checkup. Still nursing, Marilyn pointed out to her obstetrician that she had a clogged milk duct. His face paled as he felt it and he left the room telling her not to move. Soon, another doctor entered the room, then another. Within an hour she had been screened; within two days she had a mastectomy.

"We're treating it aggressively," she told me. Chemotherapy and radiation, in addition to the surgery. "I want to live — I want to be there for my children. They need me."

I was relieved. She had her mastectomy. She was being treated. The worst was over. Besides, she was only 34. "Of course you'll live," I told her. And I was sure of it. We had both done our graduate degrees in health fields, so I knew I was right. She had

always taken care of herself. She ate a very balanced diet. She was at a teaching hospital. Her husband, Dan, was a doctor. And she was young.

She did very well. We visited often over the following two years, except at the holiday season of 1991. The next January, I realized we hadn't talked over the December break. But I was traveling and my intentions never translated into action.

On February 10th, Dan called me. "Marilyn died this morning," he said. To which I replied, "I'm sorry, Dan, I must have misunderstood you."

"She died," he said.

The breast cancer came back, even though she was being treated. She had gone downhill very quickly.

I couldn't breathe. I don't know how he did. She was well, I thought. She did all the right things. She had little kids. She couldn't die.

I flew up to Madison, Wisconsin, for the funeral. When Dan came in with Joey and Lizzy, six and three, I fell apart. Joey seemed to know it was a solemn event, but Lizzy danced in circles and showed off her dress shoes and her long curls, enjoying the attention. She doesn't know what's in front of her, I thought as I cried in silence.

I decided to fly out of Chicago after the funeral, because I needed to drive and think. I

kept picturing little Lizzy, oblivious and unknowing.

Then it struck me how oblivious and unknowing I was. I truly believed that Marilyn had conquered breast cancer. I truly believed that women no longer die from this disease. I truly believed that she was safe because of her healthy lifestyle. And I was educated.

If I was unknowing and oblivious, were others, too?

I learned a lot the next few months, as I devoured all the information I could find about breast cancer and grilled my willing — and unwilling — colleagues and friends about their awareness. I was not alone. Few knew the things that I did not know.

I didn't know there are far more breast cancer deaths in this country each year than there are deaths from traffic accidents.

I didn't know that 85 percent of women who get breast cancer have *no* family history. I didn't know that most women who get breast cancer have *no known risk factors*. Not heredity, not diet, not smoking. *None*.

I didn't know the single greatest risk is being a woman.

I was angry at my ignorance and afraid of what it meant. If I didn't know and if those around me didn't know — there must be a lot of people not doing the right things.

(continued on page 4)

2001 Brinker International Awards for Breast Cancer Research

The Komen Foundation presented the 2001 Brinker International Awards for Breast Cancer Research at the 24th Annual San Antonio Breast Cancer Symposium this past December. Established by the Foundation in 1992, the two awards recognize leading scientists for significant work that advances basic research concepts or clinical applications in the field of breast cancer research, screening or treatment.

The 2001 Clinical Research Award was awarded to Jay R. Harris, M.D., chief of radiation oncology at Brigham and Women's Hospital and Dana-Farber Cancer Institute, program director of the Joint Center for Radiation Therapy and professor



2001 Clinical Research Award
Jay R. Harris, M.D.

Jay R. Harris, M.D., serves as chief of the department of radiation oncology at the Brigham and Women's Hospital and the Dana-Farber Cancer Institute and is professor of radiation oncology at Harvard Medical School. Dr. Harris is also program director of the Joint Center for Radiation Therapy Residency Program. He received a B.A. from Cornell University, an M.A. in statistics from Stanford University and an M.D. from Stanford University School of Medicine. He completed his residency in radiation oncology at the Joint Center for Radiation Therapy.

Dr. Harris has served on numerous committees and editorial boards. His major research interests include clinical evaluation of breast cancer treatments with particular emphasis on the optimal use of conservative surgery and radiation therapy for early breast cancer. He was an active member of President Clinton's Special Commission on Breast Cancer from 1991-1993 and was involved in the National Action Plan for Breast Cancer and served as its scientific program chairman.

of radiation oncology at Harvard Medical School. The 2001 Basic Science Award was awarded to Bert W. O'Malley, M.D., the Tom Thompson Distinguished Service Professor of Molecular and Cellular Biology at Baylor College of Medicine.

Each recipient received \$10,000 and a crystal statuette from Tiffany & Co. The endowment began from a partnership between the Komen Foundation and Brinker International, one of the world's premier multi-operator restaurant companies. The endowment now assures the continuation and growth of the Brinker Awards.



2001 Basic Science Award
Bert W. O'Malley, M.D.

Bert W. O'Malley, M.D., is currently the Tom Thompson Distinguished Service Professor of Molecular and Cellular Biology at Baylor College of Medicine. He graduated from the University of Pittsburgh School of Medicine and did his clinical residency at Duke University Medical Center. He spent four years at the National Institutes of Health (NIH) where he was a molecular biology section head. After four years at Vanderbilt University as the Luscious Birch Professor and director of the Reproductive Biology Center, he moved to Baylor as chairman of molecular and cellular biology.

Dr. O'Malley's laboratory has been a leader in uncovering the mode of action of the female sex steroids (progesterone and estrogen). His recent work on the complexity and functions of steroid receptor coactivators has provided the "missing link" between nuclear receptors and the general transcription machinery. This work has led to our molecular understanding of how hormonal antagonists work and has had a major impact on the fields of endocrinology, reproduction, genetic disease and endocrine cancers. 

FDA Approves Cancer Drug Combination

On September 10, 2001, the Food and Drug Administration (FDA) approved use of a combination of two cancer drugs used in the treatment of metastatic breast cancer — Xeloda (capecitabine) and Taxotere (docetaxel). The FDA approved use of the drug combination based on a study conducted in a multicenter randomized trial on 511 women in Europe, the United States, Canada, Australia, Asia and Latin America. The women involved in the study had advanced breast cancer and had been previously treated with chemotherapy. The study showed that the combination of the oral drug Xeloda and the intravenous drug Taxotere does play a role in interfering with cancer cell division.

The study revealed that combining the two drugs helped women with advanced breast cancer live longer. The combination treatment increased the tumor response rate by 32 percent compared with 22 percent when Taxotere was used alone. The combination treatment also increased survival by three months. To learn more about the FDA drug combination approval, visit www.fda.gov/cder/cancer/whatsnew.htm. 

Study Shows That Exercise May Decrease Breast Cancer Risk for Older Women



A study released by the journal *Cancer* reported findings on the link between physical activity and a reduced risk of breast cancer among postmenopausal women. The study took place in the Netherlands and involved 62,537 women ages 55-69. Researchers followed the

group of women, looking at their exercise habits and activity levels. Researchers looked at history of sports participation,

occupational physical activity and recreational physical activity in both groups.

“The current study supports the hypothesis that physical activity is related inversely to breast cancer risk in postmenopausal women,” stated the authors. Activities such as biking or walking may protect a postmenopausal woman from breast cancer. More studies are needed to gain better knowledge and consistent results regarding the relationship between exercise and breast cancer. 📌

Dirx, M., Voorrips, L., Goldboom, R., & van den Brandt, P. (2001). Baseline recreational physical activity, history of sports participation, and post-menopausal breast carcinoma risk in the Netherlands cohort study. Cancer, 92(6), 1658-1649.

(What I Didn't Know continued from page 2)

But what could be done?

Well, screening. I began getting mammograms, even though the guidelines suggested that I was below the starting age. So was my friend Marilyn.

Next, I took a look at the company I was working with at the time. It was a Fortune-100 healthcare company with a lot of reach into the medical community. Were we doing all we could? I made a promise to do something more.

Within a year, we had a substantial budget to support breast cancer organizations. We took on their cause as our own. We got involved in the Komen Race for the Cure® and got hooked. We created awareness and screening programs. We published materials and distributed them through our sales force. The response was overwhelming. The company

was recognized externally for its efforts. But inside, something was happening, too. People wanted to help. They wanted to participate. They wanted to know what they could do. They realized that all women and men are at risk. Many of my co-workers, like most people in this country, had been personally touched by breast cancer.

In July 1996, I joined the Komen Foundation. This, too, was an eye-opening experience. I knew about the Foundation and the Race Series, and I knew the organization was full of wonderful individuals who were strong advocates for women with breast cancer.

But what I didn't know was that the Komen Foundation provides millions of dollars in research grants each year to help find a cure for this disease. I didn't know the Komen Foundation was the first organization to fund the research that led to the discovery of two specific genes that are known to be involved

in breast cancer. I didn't know the Komen Foundation offered a variety of special educational materials for minority populations. And I didn't know about the incredible corporate partners and supporters who do so much more than just make a financial contribution.

After 20 years as a Foundation, there is still a great deal we don't know about breast cancer. But there is also a great deal we do know, and the gap between the two grows smaller each day thanks to you, the passionate individuals who have joined us in our promise to work to end breast cancer once and for all. You are supporting our research. You are helping us find better ways to screen and to reach out to more people.

You are helping us so that one day a cure for breast cancer will be found and for this, we thank you from the bottom of our hearts. 📌

Capitol Hill Briefing

On October 16, 2001, the Komen Foundation, in cooperation with the U.S. House Cancer Caucus, hosted a congressional briefing, *Delivering Promises to Patients: Bridging the Bench-to-Bedside Gap*, in Washington, D.C. Komen President and CEO Susan Braun served as moderator for the panel of speakers, which included Dr. Victoria Seewaldt, assistant professor of medical oncology, Duke University; Eric Berger, vice president, planning and public policy, U.S. Oncology; and Kathy LaTour, breast cancer survivor, author of *The Breast Cancer Companion* and senior lecturer, Southern Methodist University.

The briefing focused on the barriers to patient access to quality care, eliminating these barriers and government's role in the process. The panelists stressed that in order to eradicate breast cancer, new technologies and innovations must be translated into quality patient care. 📌

OUR RESEARCHERS: DEDICATED TO THE PROMISE

Nearly 20 years ago, Nancy Brinker promised her dying sister, Suzy, that she would do everything possible to put an end to breast cancer. Nancy could not do the job alone, though — she needed the help of others who were committed to eradicating breast cancer as a life-threatening disease. *Our Researchers: Dedicated to the Promise* is a regular feature that spotlights the work of one of the Komen Foundation's key partners in the fight against breast cancer — the scientist.



Andrew Laudano, Ph.D.
The University of New Hampshire

The research: Dr. Laudano and his colleagues have used Komen funding to prepare antibodies that bind to the “active” forms of specific proteins that contribute to uncontrolled growth of breast cancer cells and other forms of cancer. His laboratory has produced antibodies that detect active forms of a protein called Src, one of the first cancer-causing proteins ever discovered. He and his colleagues have generated antibodies that detect active forms of HER2/neu, a protein that is active in more aggressive breast tumors. His laboratory has also prepared antibodies that detect the active form of a protein called “platelet-derived growth factor receptor” (the PDGF receptor) and an antibody that binds the active estrogen receptor, which is a target for the anticancer drug tamoxifen.

How it works: Human breast tumor samples are incubated with antibodies, which seek out and stain cells that contain the active, or harmful, versions of these proteins. Locating and pinpointing active Src in cells that also contain the active form of HER2/neu, active estrogen receptors or active PDGF receptors may help a breast cancer patient and her physician chart an appropriate treatment.

What else? Being able to ascertain whether cancer tumors contain certain active forms of proteins associated with aggressive

tumor growth may help physicians determine which patients would benefit from specific forms of chemotherapy. Antibodies are helpful in determining which forms of chemotherapy would be effective. For example, antibodies that detect HER2/neu don't distinguish between the inactive or “good” form and the active or “bad” form of the protein. Herceptin, a new drug used for HER2/neu positive breast cancers, only works as a single agent on less than half of HER2/neu positive patients. Since active HER2/neu turns on Src, testing for the presence of active Src bound to active HER2/neu may help to better predict which breast tumors are likely to respond to herceptin.

What's ahead? Laudano has arranged collaborations with a number of other research institutions to apply his work to patients whose cells will be “stained” with antibodies to test whether they are good candidates for treatment with herceptin. Similarly, an antibody that distinguishes between “good” and “bad” estrogen receptors (key players in certain kinds of breast cancer) will be tested further to find out whether the binding of active estrogen receptors to active Src can be used as a marker to predict which patients are most likely to respond to another widely used chemotherapeutic drug, tamoxifen.

Researcher quote: “The use of antibodies allows us to essentially predict the future of a tumor and determine what specific drugs it will respond to. If testing with antibodies is reliable for predicting tumor aggressiveness, it's possible we could spare many cancer patients — up to about 70 percent — from the side-effects and rigors of past forms of chemotherapy.”

States Move to Assist With Breast Cancer Treatment for Low-Income Women

In October of 2000, President Clinton signed into law the Breast and Cervical Cancer Treatment Act of 2000 (Public Law 106-354). This act gives states the option to provide medical assistance through Medicaid to eligible women who were screened for and found to have breast and cervical cancer, including precancerous conditions, through the National Breast and Cervical Cancer Early Detection Program.

Many Komen Affiliates have been active in their states on this issue and a total of 41 states introduced more than 100 bills related to the new treatment option in the 2001 legislative session. As of October 25, 2001, the following states had enacted legislation related to the new medical option: Alabama, Alaska, Arizona, California, Connecticut, Delaware, Florida, Hawaii, Idaho, Illinois, Indiana, Iowa, Louisiana, Maine, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New

Jersey, North Dakota, Oklahoma, Oregon, Texas, Vermont, Virginia, Washington, West Virginia and Wisconsin. States electing the new Medicaid option must amend their state Medicaid plans by submitting revisions to the Center for Medicare and Medicaid Services. For some states, an amendment to the state plan is the only requirement to participate in the new option; however, most states must also enact authorizing legislation.

Health and Human Services Secretary Tommy Thompson approved the following states' proposals to amend their state Medicaid plans to expand coverage to uninsured women diagnosed with breast or cervical cancer: Alabama, Alaska, Arizona, Arkansas, California, Connecticut, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Maine, Maryland, Michigan, Mississippi, Missouri, Montana, Nebraska, New Hampshire, North Dakota, Rhode Island, South Carolina, South Dakota, Utah, Vermont, Virginia, Washington, West Virginia and Wyoming.

Komen Foundation Awards \$20.4 Million in Research Grants

The Susan G. Komen Breast Cancer Foundation, the nation's largest private source of funding for breast cancer research and community outreach programs, awarded 115 national grants for a total of nearly \$20.4 million in 2001 through its worldwide Research Program.

"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 and treatment."

In awarding grants, the Foundation adheres to a peer-review process recognized by the National Cancer Institute (NCI). The 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 for two years for amounts between \$20,000 and \$30,000. The Komen Foundation is commit-

ted 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 other funding agencies may overlook.

For example, one of the most significant findings in breast cancer detection was made by Komen grantee Mary Claire King, Ph.D., University of Washington. In the early 1990s, King discovered mutations in what are now referred to as the BRCA1 and BRCA2 genes — indicators for inherited forms of breast cancer. In 1984, Komen grantee

Elizabeth Blackburn and her graduate assistant discovered telomerase, an enzyme associated with a high percentage of cancerous tumor cells. Telomerase plays a key role in cell replication, making it a prime target for chemotherapeutic agents.

The Komen Foundation Research Program is funded by 25 percent of all funds raised by Komen Affiliates and Komen Race for the Cure® events across the country, as well as by private and corporate donations.

For a complete list of the 2001 Komen Foundation research grant recipients, please visit www.komen.org. 📌

Komen Affiliates Fund \$28.5 Million in Local Communities

In addition to research funding, the Komen Foundation awards grants for community-based breast health education and breast cancer screening and treatment projects. In fiscal year 2000, the Komen Affiliate network awarded \$28.5 million in grants to over 1,150 community programs throughout the United States. Year 2001 statistics are not yet available.

Community-based grants are funded and administered by the Komen Affiliate network. The dollars represent up to 75 percent of the net proceeds raised through Affiliate fundraising programs such as the Komen Race for the Cure® Series, Sing for the Cure® and other efforts. This money is raised in local communities and it is important that these funds stay there in order to provide services to local women and families. The programs address a wide range of breast health and breast cancer issues including the role of complementary medicine in caring for breast cancer patients; increased enrollment in clinical trial research; genetic testing; lymphedema prevention and care; and psychosocial support for breast cancer patients, survivors and their families.

The provision of these grants is guided by a community profile, or needs assessment, that is conducted by local Komen Affiliates in conjunction with local medical experts and community leaders in each service area. This community profile helps direct the grant awards to the populations and services that are in most need. The grant review and award process is based upon the Komen Foundation Research Program's respected format. The grant proposals are announced by a request for proposal (RFP). Grant proposals are peer-reviewed by a review panel that is typically comprised of three to five health professionals, breast cancer survivors and breast cancer advocates from the local community. The recommendations of this committee are forwarded to the Affiliate board of directors for approval. Grants are then awarded based upon the panel's recommendations and available funds. 📌

2001 Lee National Denim Day® Raises Over \$6 Million

Millions of Americans wore denim to work on Friday, October 5, 2001, as a sign of solidarity in support of breast cancer research, education, screening and treatment. As proud participants of Lee National Denim Day®, millions of employees from across the nation were allowed to wear denim to work in exchange for a \$5 donation to the Komen Foundation.

More than 19,000 companies participated in the 2001 event, once again making

Lee National Denim Day® the largest single-day fundraiser for breast cancer programs.

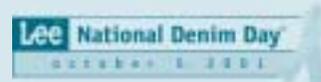
Celebrating the special day in Los Angeles was actress Lucy Liu, spokesperson for Lee National Denim Day®. Liu, star of *Ally McBeal* and *Charlie's Angels*, learned to deal with her breast health at an early age and has spent the last several months sharing her personal story to educate other young women about the importance of early detection and becoming knowledgeable about breast health.

“Lee is proud to have focused our goal on education this year with the theme, Education is Power,” said Lee Jeans’ Kathy Collins. “Millions of people participate in Lee National Denim Day. With Lucy Liu leading the charge, we hoped to reach a more diverse age group. If we can get more young people interested in personal breast health, we’ve been successful.”

One hundred percent of the funds raised on Lee National Denim Day® goes directly to the Komen Foundation for



Kathy Collins, vice president of marketing for Lee Jeans; Susan Braun, Komen Foundation president and CEO; and Gordon Harton, president of Lee Jeans.



breast cancer research, education, screening and treatment programs.

Mark your calendars for the 2002 Lee National Denim Day® on Friday, Oct. 4. For more information, visit www.denimday.com.

Registration Now Open

for Rescheduled Komen Mission Conference and Pre-Conference Symposium

The Susan G. Komen Breast Cancer Foundation has rescheduled its fifth annual conference, *Reaching for the Cure®...Innovations in Quality Care*, and associated pre-conference symposium, *Closing the Gap — Eradicating Breast Cancer in the African American Community*, for June 1-4, 2002, at the Grand Hyatt Hotel in Washington, D.C.

The pre-conference symposium, *Closing the Gap — Eradicating Breast Cancer in the African American Community*, begins on Saturday, June 1 at 1:15 p.m. and ends on Sunday, June 2. The symposium, presented by the Komen Foundation’s African American National Advisory Committee (AANAC), addresses issues concerning African American women with breast cancer. It offers a new opportunity for Komen Foundation grant recipients, members of the Komen Affiliate network, representatives of community-based outreach organizations and other breast cancer advocates to discuss the impact and outcomes of Komen-funded projects within the African American community.

Reaching for the Cure®...Innovations in Quality Care begins on Sunday, June 2 at noon and ends on Tuesday, June 4. The conference program focuses on research and advancements in breast cancer genetics, diagnosis, treatment and community-based education and outreach programs. It is an opportunity for researchers, healthcare professionals, Komen Affiliates,

advocacy groups, survivors and others to discuss priorities in the fight against breast cancer.

Registration for *Reaching for the Cure®...Innovations in Quality Care* and the associated pre-conference symposium, *Closing the Gap — Eradicating Breast Cancer in the African American Community*, is now open to the public and can be accessed online at www.komen.org. The conference is free of charge, but individuals who plan to attend the conference must register to secure space and materials.

For more information about the rescheduling of *Reaching for the Cure®...Innovations in Quality Care*, please contact the Komen Foundation by phone (toll-free) at 1.866.566.3648, or by email at education@komen.org. Information regarding the program for the rescheduled conference will be regularly updated on the Foundation’s website, www.komen.org.

REACHING FOR THE CURE® ...

Innovations in Quality Care

HAPPENINGS ON CAPITOL HILL

National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

The Komen Foundation was concerned to learn early in 2001 of threatened cuts to the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). This important federal discretionary program, run through the Centers for Disease Control and Prevention (CDC), provides screening, outreach and case management services for high-risk, low-income women who otherwise do not have access to health care.

Over one million women have been screened and thousands of breast and cervical cancers have been diagnosed through NBCCEDP. Yet, due to current funding limitations, the program only reaches approximately 15 percent of all eligible women. Moreover, although the current funding level may permit many of these women to return for annual mammograms, it is not sufficient to expand the program to include other qualifying women.

Komen representatives testified before the Senate Labor, Health and Human Services and Education Subcommittee on the importance of NBCCEDP on May 9, 2001. In addition, the Komen Foundation also conducted meetings with key Senate and House Appropriations Committee officers to educate Members of Congress and staff about the background and practical application of this vital program.

Congress ended the first session of the 107th Congress by appropriating \$192,598,000 for FY2002 for this program, over 20 percent more than originally proposed.

Mammography Reimbursement Under Medicare

Early in 2001, Congress began to focus on the inadequacy of mammography reimbursement under Medicare. Sen. Tom Harkin (R-IA) introduced legislation (S.548) to increase reimbursement levels while also providing additional funding to encourage radiologists to specialize in this important service. Rep. Peter King (R-NY) and Rep. Carolyn Maloney (D-NY) also became engaged in the debate, introducing the House companion bill (H.R.1354). Although other legislation has been introduced in response to the increasingly common refrain made by facilities providing mammography services that current Medicare rates are severely draining their resources (e.g., H.R.1328/Hobson (R-OH)), much of the activity has occurred in the executive branch.

The Centers for Medicare and Medicaid Services (CMS) examined mammography reimbursement rates in two distinct areas. First, on August 2, 2001, CMS published a proposed rule to change payment for physician services under Medicare. Later that month, on August 24, 2001, CMS published a second proposed rule outlining recommended changes to the hospital Outpatient Prospective Payment System (OPPS). These technical and comprehensive payment structures govern reimbursement levels for a wide variety of Medicare services, including diagnostic and, more recently, screening mammography.

After the publication of these proposed rules, the Komen Foundation submitted comments to CMS and met with key agency decision-makers to discuss various aspects of the proposal and to express its concern regarding the perceived inadequacy of the proposed reimbursement rates. CMS increased reimbursement rates for screening mammography by approximately 17 percent and payment rates for unilateral and bilateral diagnostic mammography were increased slightly in the office and hospital outpatient settings. The Komen Foundation continues to work to ensure that Medicare reimbursement rates are adequate.

Patients' Bill of Rights

In 2001, both the House and Senate passed patient protection bills — H.R.2563 and S.1052 — for individuals in managed-care plans. These bills now remain mired in the Senate-House conference committee as previously occurred in the 106th Congress. Both bills include provisions for coverage of routine patient care costs associated with federally funded clinical trials. In addition, both bills contain provisions related to hospital length-of-stay subsequent to mastectomy. The stalemate over patients' rights continues to boil down to a few issues, the most contentious of which is liability, or the extent to which health plans should be held accountable when their decisions are deemed to cause patient injury or death. If both bills pass they will apply to all Americans with private health insurance. The Senate bill was expanded to include individuals covered under federal healthcare programs. Some states have expressed concern that any new federal law not circumvent state laws governing managed-care plans.

The Komen Foundation has been active on this issue and believes that patient protections are essential to the delivery of quality health care. 

The Komen Volunteer Advisory Council

By Lynn Dodson, Associate Manager for Volunteer Services



First row, left to right: Linda Pura, Cyndi Levine, Catherine Shea and Jan Slawson; Second row: Lynne Abraham, Julie Gordon, Martha Urban, Karen Rivera, Ginny Espenship, Lynn Sellers and Becky Haddad.

The 2001-2002 Komen Volunteer Advisory Council (VAC) serves the Komen Foundation in a volunteer capacity to advise and support the Komen mission by providing ongoing counsel to the board of directors and board chair. The council is comprised of 10 members and

is chaired by Becky Haddad, the 2001 Affiliate representative to the Komen Foundation board of directors. To be considered for VAC, an individual must possess a minimum of two or more years of volunteer leadership with the Komen Foundation or other community breast health organization. Linda Kay Peterson, chair of the Komen Foundation board of directors, and Kerry Jacobs, vice chair of the Komen Foundation board of directors, serve as ex-officio members. Council members, individually and collectively, serve on numerous Foundation committees and act as Foundation representatives at a variety of events.

Lynne Abraham, completing her second year on VAC, is a breast cancer survivor and an active member of the breast cancer community. She is one of the founders of the Komen Greater New York City Affiliate and has been instrumental in the Foundation's collaborative efforts with other breast cancer organizations. In 2000, she was recognized by the Foundation with the Outstanding Volunteer Award in the Lifetime category.

Ginny Espenship has been involved with the Komen Foundation for several years and is currently a member of the board of directors of the Komen Orange County Affiliate. Ginny has served as board development chair, president, president-elect, program chair and volunteer chair with her Affiliate. She is a 12-year survivor and is involved with many local breast cancer organizations.

Julie Gordon is also a second-year member of VAC. Julie has had a long relationship with the Komen Foundation that has spanned several Affiliates. Julie began as a volunteer at the Komen Columbus Race for the Cure®, co-founded the Komen Cincinnati Race for the Cure® and currently lives in New Jersey and serves on the Komen Philadelphia Race for the Cure® committee.

Becky Haddad is a 15-year breast cancer survivor with experience at both local and national levels. She has served on the Komen Denver Affiliate's board of directors since its inception, developed education programs, chaired the education committee, served as Affiliate president and created a diversity outreach advisory committee. In 2001 she served as the Affiliate representative on the Komen Foundation board of directors.

Cyndi Levine currently lives in Portland, OR, where she is a practicing psychotherapist. A breast cancer survivor, Cyndi began her participation with the Komen Portland Race for the Cure® in 1992 and served as Race chair in 1999. She has served as an executive board member to the Komen Oregon and Southwest Washington Affiliate and as a volunteer at numerous Affiliate events.

Linda Pura is a clinical services specialist who works with the Los Angeles County Breast Cancer Early Detection Program. In addition to her professional work in the field of breast cancer, Linda has served as Race chair, vice president, president and Race co-chair with the Komen Los Angeles Affiliate. She is currently on its board of directors and a member of its grants and education committees.

Karen Rivera is the current president of the Komen El Paso Affiliate's board of directors. She was the 1999-2000 Komen El Paso Race for the Cure® chair and has served as a committee member and fundraising chair. As a breast cancer survivor, she is a firm believer in the mission of the Komen Foundation and has transformed her vision and ideas into reality.

Catherine Shea, a second-year VAC member and breast cancer survivor, has served on the board of the Komen San Diego Affiliate for several years and has been instrumental in the growth of the Komen San Diego Race for the Cure®. She founded the San Diego Breast Cancer Coalition, is a board member of the American Cancer Society and is an advisor to Scripps Memorial Hospital's Breast Care Center.

Jan Slawson is a breast cancer survivor who has been active with the Komen Foundation since 1993. Over the years, Jan has been a member of the Komen Puget Sound Affiliate board of directors, Affiliate president, a member of the Affiliate compliance committee and served as the first Race chair for Puget Sound in 1994. She received the Komen Cameo Award in 2000.

Lynn Sellers, a second-year VAC member, began volunteering with the Komen Charleston Race for the Cure® in 1996. Lynn has served as Race chair, arrangements chair, special events chair and survivor luncheon chair, and has served on the Affiliate by-laws committee. She has been a member of the Affiliate's board of directors and its education and survivor committees.

Martha Urban is the immediate past president of the Komen Birmingham Affiliate and a two-time breast cancer survivor. Martha has been involved with the Affiliate since its inception in 1994 and currently serves on the education committee, by-laws committee and the community assessment committee. She has also served as president-elect, membership chair and communications/media chair for two consecutive years. 📌

PARTNERS IN THE PROMISE

The Susan G. Komen Breast Cancer Foundation is proud to partner with a wide 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.

February Is Bowl for the Cure® Month



For the second year, the Women's International Bowling Congress (WIBC) has partnered with the Komen Foundation in the fight against breast cancer through its Bowl for the Cure® program. Held during the month of February, Bowl for the Cure® encourages participating bowling leagues to designate one bowling session of their choice as Bowl for the Cure® Day. Bowlers in turn donate a "penny per pin" (or any amount they wish) during the special session. Proceeds from the day are then donated to the Komen Foundation in support of breast cancer research, education, screening and treatment. In 2001, the program raised more than \$840,000. In 2002, the WIBC hopes to raise \$1 million. Although February is designated as Bowl for the Cure® month, events may be held at any time throughout the year. Visit www.bowlforthe cure.com for more information.

Diamonds in Bloom® Creates Ribbon Collection



Diamonds in Bloom® is now offering a special Ribbon Collection of diamond jewelry featuring a ribbon symbolic of the pink ribbon — the universal symbol for breast cancer awareness. The Ribbon Collection is crafted in 18 karat gold and features high-quality diamonds. Ten percent of each sale from the Ribbon Collection of earrings, pins, pendants and bracelets will be donated to the Komen Foundation in support of its mission to eradicate breast cancer as a life-threatening disease. The Ribbon Collection is available as a special gift-giving or purchase program. For more information, please call 1.877.40.BLOOM, or visit www.diamondsinbloom.com.

Sip for the Cure™ on Mother's Day

The Republic of Tea is participating in the fight against breast cancer by celebrating Mother's Day with a special Sip for the Cure™ gift that will include a tin of the company's Sip for the Cure™ Pink Grapefruit Green Tea (50 tea bags) and a matching mug with lid displayed in a pink tin box. The Republic of Tea is donating \$2.25 from the sale of each gift box to the Komen Foundation and the fight against breast cancer. For more information, call 1.800.298.4TEA.

BMW Ultimate Drive™ Crosses the Finish Line

Celebrities David Arquette, Miss America Katie Harman, Richard Roundtree, Shelley Morrison, Leslie Charleson, Erin Hershey and Marcia Wallace recently participated in the



David Arquette signs the BMW signature car in L.A.

finale of the 2001 BMW Ultimate Drive™ program held in Los Angeles at the Peterson Automotive Museum. For the fifth year, BMW partnered with the Komen Foundation through its BMW Ultimate Drive™. As part of the program, two fleets of specially designed BMWs traveled across the country to increase breast cancer awareness and

raise funds for breast cancer research and outreach. At every stop along the way, participants were invited to test drive one of the cars from the fleet. In return, for every mile test-driven, BMW donated \$1 (up to \$1 million) to the Komen Foundation and the fight against breast cancer.

The Los Angeles event marked the end of the 2001 BMW Ultimate Drive™. At the finale, celebrities and breast cancer survivors participated in a special "Breast Cancer Survivor/Celebrity Caravan Drive" that symbolized the millionth mile of test-drives for the BMW Ultimate Drive™. Jim McDowell, vice president of BMW North America, presented Komen Foundation Board Chair Linda Kay Peterson with a check for \$1 million. Visit www.bmwusa.com for information about the 2002 BMW Ultimate Drive™.

Trade for the Cure® Raises Nearly \$1 Million



CNBC's Bonnie Behrend; Laraine Mancuso, president of the Komen Greater New York Affiliate; Dan Marciano, director of GKM's institutional trading; and Mike Benenson, director of GKM's institutional equity sales.

Though the market may be somewhat unstable, the generosity of investors seems to be at an all-time high. In its second annual Trade for the Cure® on November 14, Gerard Klauer Mattison (GKM), an institutional research and investment banking firm, donated the net commissions of its institutional trading for the day to raise

almost \$1 million for the Komen Foundation and the fight against breast cancer. Over the past two years, GKM has raised more than \$2.3 million for the Foundation and its Affiliates. Funds raised by Trade for the Cure® will be distributed to Komen Affiliates in Greater New York City, Los Angeles, Boston, Chicago and San Francisco.

CNBC News anchor Bonnie Behrend was among the special guests at Trade for the Cure®. Also on hand for the event were Laraine Mancuso, president of the Komen Greater New York Affiliate, and Mickey Lawrence of the Komen Boston Affiliate. 📌

Meet the Women of AANAC: Patricia Dawson, M.D., Ph.D., F.A.C.S.

In 1999, the Komen Foundation formed the African American National Advisory Committee (AANAC), composed of African American women on the front lines of the nationwide battle against breast cancer. Their charge? To advise the Foundation on reaching, informing and serving the breast health needs of the African American community. Who are the members of AANAC? *Frontline* will introduce you to a number of these vibrant women over the coming months.



Patricia Dawson, M.D., Ph.D., F.A.C.S.:

Dr. Dawson is a breast surgeon with a private practice housed in the Comprehensive Breast Center at Swedish Medical Center, Providence Campus, in Seattle, WA. After spending several years as a general surgeon and performing many breast surgeries, Dr. Dawson turned to it exclusively. “Breast surgery actually chose me,” she said. She enjoys the intense relationships she shares with breast cancer patients and the particular challenge of breast surgery itself, where there is a need to strike a delicate balance between optimal medical outcome and cosmetic results that are pleasing to the patient.

Involvement in AANAC: Dr. Dawson was recommended to serve on AANAC by members of the Komen Seattle Affiliate. Her interest in diversity issues, along with the diversity of her own personal and professional background, has proven instrumental in helping AANAC identify and clarify its goals and objectives. Previous work in the area of clinical cultural competency — looking at ways to improve encounters between medical systems and patients from diverse backgrounds — and her background in organizational psychology are valuable to her AANAC service.

Where she comes from: Dr. Dawson said Seattle is experiencing a “dire” situation in health care right now. While the

general quality of care in Seattle is excellent, many physicians are leaving the area due to high overhead costs and a substantial penetration of managed-care groups throughout the area. They are moving to places like Idaho and Arizona, where overhead costs are generally lower and insurance reimbursement is higher. This has had a negative impact on the availability of medical services in Seattle. According to Dr. Dawson, nearly one in five minority citizens in Seattle is without health insurance. Dawson said mammograms are also difficult to schedule due to a national shortage of mammography technologists and poor reimbursement rates that lead many radiologists to avoid this area of specialization. Minority health providers are becoming fewer — a factor that matters greatly to African Americans, said Dawson. A recent public health survey in Seattle found that at least 30 percent of African Americans feel they have faced discrimination in health care because of their race.

Outreach efforts: Dr. Dawson feels the Komen Foundation and AANAC can play a valuable role in continuing to bring breast health issues to the attention of traditionally underserved women, including economically disadvantaged African Americans. Last spring, Dr. Dawson and some other breast care groups (including the local Komen Affiliate) formed a coalition that visited churches with a mobile mammography unit and did screenings, made presentations and provided vital breast health information. “It is a most powerful way to connect with women,” Dr. Dawson said of the church-based initiative. 📍

Study Reveals Use of Tamoxifen May Not Increase Risk of Depression

The *Journal of the National Cancer Institute* recently reported that tamoxifen may not worsen existing depression or increase the risk for depression. Tamoxifen is a drug prescribed for women with positive estrogen or progesterone receptor breast cancer and women who are at increased risk of developing breast cancer.

In a randomized, double-blind, multicenter trial, a total of 11,064 women who were enrolled in the National Surgical Adjuvant Breast and Bowel Projects (NSABP) received either tamoxifen or a placebo for five years. The clinical trial was to determine if tamoxifen would reduce the occurrence of breast cancer. The women’s risk for depression was measured in several ways. The researchers assessed the women’s history of depression, and their use of antidepressants. Questionnaires were used to assess depressive symptoms and other quality-of-life issues.

The study showed no relationship between tamoxifen and depression. However, researchers found that women who were considered to be at high risk for depression had more frequent episodes than women who were not at high risk.

The study suggests that doctors should not disqualify women who are good candidates for tamoxifen treatment because they have a history of depression. However, physicians should carefully screen for depression and refer patients for treatment when appropriate. 📍

Day, R., Ganz, P.A., & Costantino, J.P. (2001). Tamoxifen and depression: More evidence from the National Surgical Adjuvant Breast and Bowel Project’s breast cancer prevention trials. The Journal of the National Cancer Institute, 95(21), 1615-1625.

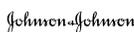
2002 Komen Race for the Cure® Series

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 2002 Komen Race for the Cure® Series, contact our automated hotline at **1.888.603.RACE** or visit **www.raceforthe cure.com**.

Dates subject to change.

Date	Site	Date	Site	Date	Site
Jan 26	West Palm Beach, FL	Jun 8	Davenport, IA	Sep 29	Honolulu, HI
Feb 10	El Paso, TX	Jun 8	Raleigh-Durham, NC	Oct 5	Albany, NY
Mar 23	Lafayette, LA	Jun 22	St. Louis, MO	Oct 5	Baltimore, MD
Apr 6	Fort Worth, TX	Jun 29	Decatur, IL	Oct 5	Birmingham, AL
Apr 13	San Antonio, TX	Jul 4	Greeley, CO	Oct 5	Charlotte, NC
Apr 14	Tucson, AZ	Jul 6	Brainerd, MN	Oct 5	Little Rock, AR
Apr 20	Detroit, MI	Jul 13	Albuquerque, NM	Oct 5	New Orleans, LA
Apr 20	Fayetteville, AR	Jul 20	Aspen, CO	Oct 5	Reno, NV
Apr 20	Indianapolis, IN	Jul 27	Fresno, CA	Oct 6	Denver, CO
Apr 27	Cincinnati, OH	Jul 28	Manchester, VT	Oct 12	Baton Rouge, LA
Apr 27	Waco, TX	Aug 11	Colorado Springs, CO	Oct 12	Des Moines, IA
May 4	Charleston, WV	Aug 11	Kansas City, MO	Oct 12	Houston, TX
May 4	Las Vegas, NV	Aug 17	Cheyenne, WY	Oct 12	Jacksonville, FL
May 4	Winston-Salem, NC	Sep 8	Boston, MA	Oct 12	Lenoir, NC
May 11	Atlanta, GA	Sep 14	Bangor, ME	Oct 12	Louisville, KY
May 11	Boise, ID	Sep 14	Chicago, IL	Oct 12	Miami, FL
May 11	Daytona Beach, FL	Sep 14	Lexington, KY	Oct 12	Wichita Falls, TX
May 11	Jackson, MS	Sep 14	Monroe, LA	Oct 13	Omaha, NE
May 11	New Britain, CT	Sep 14	Scranton, PA	Oct 13	Phoenix, AZ
May 11	Ottumwa, IA	Sep 14	Tulsa, OK	Oct 19	Dallas, TX
May 11	Peoria, IL	Sep 15	New York City, NY	Oct 19	Knoxville, TN
May 11	Richmond, VA	Sep 15	Portland, OR	Oct 19	Terre Haute, IN
May 11	Sacramento, CA	Sep 15	Toledo, OH	Oct 19	Texarkana, TX
May 11	Salt Lake City, UT	Sep 21	Evansville, IN	Oct 19	Thibodaux, LA
May 11	Tyler, TX	Sep 21	Lubbock, TX	Oct 19	Virginia Beach, VA
May 12	Minneapolis, MN	Sep 21	Shreveport, LA	Oct 20	Milwaukee, WI
May 12	Philadelphia, PA	Sep 21	Tampa Bay, FL	Oct 20	San Francisco, CA
May 12	Pittsburgh, PA	Sep 22	Orange County, CA	Oct 20	Temecula Valley, CA
May 18	Buffalo, NY	Sep 26	Oklahoma City, OK	Oct 26	Charleston, SC
May 18	Columbus, OH	Sep 28	Amarillo, TX	Oct 26	Macon, GA
May 18	Helena, MT	Sep 28	Battle Creek, MI	Oct 26	Memphis, TN
May 18	Syracuse, NY	Sep 28	Chattanooga, TN	Oct 26	Tupelo, MS
May 19	Elmira, NY	Sep 28	Cleveland, OH	Oct 27	Princeton, NJ
Jun 1	Madison, WI	Sep 28	Grand Rapids, MI	Oct 27	Providence, RI
Jun 1	Plano, TX	Sep 28	Greenville, SC	Nov 3	Austin, TX
Jun 1	Washington, D.C.	Sep 28	Wichita, KS	Nov 3	Los Angeles, CA
Jun 2	Seattle, WA	Sep 29	Coeur d'Alene, ID	Nov 3	Nashville, TN
				Nov 3	San Diego, CA



Val Skinner's LIFE Event Makes a Difference

There are times in our lives when we come across individuals whose passion and determination are utterly contagious. They focus on a goal, gather the troops and just do it. Such a characterization describes

Ladies Professional Golf Association (LPGA) player Val Skinner to a "tee."

Skinner's passion and determination shine through in her efforts to help raise money and awareness for the breast cancer cause. After witnessing several of her LPGA friends battle breast cancer — many of whom were in their 20s and 30s — Val became strongly focused on creating an awareness of the disease among young women.

In 2000, Skinner founded a charity golf event called LPGA Pros in the Fight to Eradicate Breast Cancer (LIFE). The first event was staged at Metedeconk National Golf Club in

Jackson, New Jersey. Her goal was to raise \$500,000 in a single day for the Komen Foundation and the Cancer Institute of New Jersey (CINJ). With support from fellow LPGA pros, numerous sponsors and Metedeconk National Golf Club, Skinner met her goal.

In 2001, Skinner raised an additional \$500,000, bringing the LIFE event's contribution to the fight against breast cancer to \$1 million. The money was targeted for the Komen Foundation's launch of a special young women's initiative.

With former First Lady Betty Ford as the event's honorary chair, ABC's Jack Ford serving as celebrity co-host and some of the top 30 female golfers from the LPGA tour involved, the LIFE event has truly made a difference in helping to eradicate breast cancer.

The Komen Foundation salutes Val Skinner for her passionate commitment to the fight against breast cancer.

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

Cancer Hall of Fame Honors Komen Northeast Ohio Affiliate

The Komen Northeast Ohio Affiliate was recently inducted into the American Cancer Society Cancer Care Hall of Fame, Class of 2001. The Cancer Care Hall of Fame was established to recognize individuals or organizations from Northeast Ohio that have made a significant contribution to the fight against cancer in the areas of research, advocacy, quality of life, community outreach and philanthropy. The Komen Northeast Ohio Affiliate was selected for the Philanthropy Award because of its philanthropic efforts to fund breast cancer education, screening and treatment programs in northeast Ohio.

Komen North Jersey Affiliate Hosts Fifth Annual Pink Tie Ball®

On October 27, the Komen North Jersey Affiliate hosted its Fifth Annual Pink Tie Ball® in West Orange, NJ. Renowned as the Affiliate's signature fundraising event, attendance has grown considerably each year. Some of the more than 1,200 guests joining the festivities this year had attended the original event, then called Jackie's Ball in honor of Jackie Bertolini, who died of breast cancer in 1995. Jackie's 16-year-old daughter, also named Jackie, was in attendance, as well as former New York City Mayor Rudolph Giuliani. Honorees featured Deborah Axelrod, M.D., F.A.C.S., chief of comprehensive breast cancer at Saint Vincent's Medical Center; U.S. Senator and Mrs. Jon S. Corzine; and representatives of Fleet Bank.

Komen Central Georgia Affiliate Celebrates Sponsors and Survivors



Jennifer Patterson, Affiliate president; LaSalle D. Lefall, Jr., M.D., chair-elect, Komen Foundation board of directors; and Jennifer Pittard, Race chair.

For the second year, the Komen Central Georgia Affiliate celebrated the support of its sponsors and the lives of survivors under the stars in front of the Georgia Sports Hall of Fame. Linda Eargle, a 10-year breast cancer survivor, was honored with the Team New Balance Award, presented by last year's winner Jane Jackson. Four local sponsors of the Komen Central Georgia Race for the Cure® were presented with pink bow ties. The presenting sponsor was serenaded, crowned with pink rhinestones and wrapped in a pink feather boa.

The highlight of the evening was guest speaker LaSalle D. Lefall, Jr., M.D., chair-elect of the Komen Foundation board of directors.

Pink Ties and Awards Given by Komen Greater Atlanta Affiliate



Sue Foley, Pink Tie Ball® I co-chair; Lila Hertz, Affiliate president and Pink Tie Ball® co-chair; Jill Dougherty, CNN's Moscow bureau chief; Jay Kulkin, M.D., and Wayne Hoffman, M.D., Blue Cross and Blue Shield; and Elaine Koenig, Affiliate executive director.

About 500 people "tied one on" October 27 at the Second Annual Pink Tie Ball® at the Swissôtel in Atlanta. Men exchanged their black bow ties for pink ones, courtesy of Saks Fifth Avenue, while the women put on pink rhinestone pins. Chaired by Lila Hertz and Sue Foley, this year's gala was dedicated to Jill Hertz, Lila's mother-in-law who lost her battle with breast cancer in 2001.

Elaine Koenig, executive director of the Komen Greater Atlanta Affiliate, presented awards to the Kroger Company for its active involvement in raising community awareness of breast cancer and to Dr. Christine H. Murphy for her contribution to the advancement of multidisciplinary breast health care. Blue Cross and Blue Shield of Georgia's Women's Health Program awarded its "Shining Star" award to the Young Survival Coalition, a support group dedicated to serving young women in their 20s and 30s who have been diagnosed with breast cancer. Keynote speaker Jill Dougherty, CNN's Moscow bureau chief and breast cancer survivor, spoke about her own personal battle against the disease.

North Carolina Affiliates Join Forces in Statewide Meeting

One of the anticipated benefits of a new regional structure of the Komen Affiliate Network is the greater potential for collaborative efforts in states where there is more than one Komen Affiliate. That potential was realized at a historic statewide collaboration meeting in Charlotte, NC, on November 9. Three Komen staff representatives joined 30 volunteers from the Komen Charlotte, NC Foothills, NC Triangle and NC Triad Affiliates. The morning was filled with sharing of best practices among Race chairs, treasurers, board presidents, board development chairs, fundraising and grants chairs. The afternoon focused on possibilities for collaborative work. Numerous suggestions were offered, including statewide fundraising initiatives, Komen representation on the state cancer coalition, becoming a unified body for advancing public policy on both the state and federal level and joint hosting of a statewide mission conference to tap into the resources of the North Carolina breast health medical community.

The initiatives that received the most positive response will be evaluated for implementation. Eager to continue the next steps, organizers scheduled a second meeting for spring 2002. 🌸

Shop the Komen Marketplace

The Komen Marketplace offers a unique line of pink ribbon merchandise, including pins, clothing, gifts and more. One hundred percent of the net proceeds from the sale of each item helps fund research, education, screening and treatment programs. Do your part to make a difference by shopping online at the Komen Marketplace at www.komen.org. Orders may also be placed by calling 1.877.SGK.SHOP, or by faxing the form below to 1.877.581.7037.

NEW this spring: Remember your mother, daughter, sister or friend with a specially designed Mother's Day card from the Komen Foundation. This heartfelt card can be personalized with your name or special message and mailed to your loved one(s). Or, the card(s) can be mailed directly to you so that you can personally give it to your mother, daughter, sister or friend. For more information about the Komen Foundation's Mother's Day card, please call 1.800.889.3665 or visit Marketplace at www.komen.org, where you'll also find great gift ideas for Mother's Day. *Mother's Day card orders are not available on the form below.*

Click on the Marketplace section of www.komen.org to get a peek at the merchandise items offered – you can even order online!

MERCHANDISE ORDER FORM				
Prices are subject to change			Order Code FRLW2001	
Item No.	Description	Product Cost	Qty	Total
Pink Ribbon Pins				
706-100-SM	1" Small Rhinestone	\$ 5.00		
706-100-MD	1½" Medium Rhinestone	\$ 10.00		
706-100-1X	2½" Extra Large Rhinestone	\$ 25.00		
706-100-AP	Angel with Small Pink Ribbon Rhinestone	\$ 10.00		
706-100-PE	Pink Ribbon Enamel Pin	\$ 1.00		
Susan Bears				
706-24862	14" Large Susan Bear, 3rd Edition	\$ 20.00		
706-25851	6" Mini Susan Bears (color will vary)	\$ 6.00		
Sweatshirts: Komen Race for the Cure®				
706-100-MD	Medium	\$ 25.00		
706-100-LG	Large	\$ 25.00		
706-100-1X	Extra Large	\$ 25.00		
706-100-2X	Extra Extra Large	\$ 25.00		
Shirts: Komen Logo and Pink Ribbon Denim				
706-113-MD	Medium	\$ 35.00		
706-113-LG	Large	\$ 35.00		
Shoelaces and Socks				
706-104	Pink Ribbon Socks	\$ 6.00		
706-103	Komen Race for the Cure® Shoelaces	\$ 3.50		
706-139	Pink Ribbon Shoelaces	\$ 3.50		
Novelty				
706-102	Komen Race for the Cure® Tote Bag	\$ 16.00		
706-135	Komen Race for the Cure® License Plate Frame	\$ 17.50		
706-140	Milestones to Wellness™ Marble Magnets™	\$ 15.00		
706-142	Seeds of Hope Clay Pot	\$ 10.00		
Miscellaneous				
706-06100	"Winning the Race" by Nancy Brinker	\$ 10.00		
706-136	Sing for the Cure™ CD	\$ 20.00		
706-ZR20002	Time for the Cure™ Pink Ribbon Watch	\$ 55.00		Available April 2002

Quantity Discount: If you purchase 20 or more of one item, you will receive a 5 percent discount on that item with the exception of Pink Enamel Pins (#706-100-PE) and items on sale.

TOTAL COST	
Total Product Cost	\$
Add Shipping and Handling (see chart)	\$
Add Rush Charge (if desired, see chart)	\$
Optional Donation (tax-deductible)	\$
Total Cost	\$

Standard Shipping and Handling Rates (Normal delivery: Allow 10 business days)	
Total Product Cost	Shipping and Handling Rates
\$1 to \$100	\$ 7.50
\$101 to \$250	10%
\$251 to \$500	8%
\$501 to \$1000	7%
Over \$1000	6%

Rush Charges (Standard Shipping and Handling plus Rush Charges)	
Overnight	\$ 25.00
2-Day Delivery	\$ 20.00

Use your credit card and place your order by phone (toll-free) 1.877.SGK.SHOP, fax 1.877.581.7037 or mail to: The Susan G. Komen Breast Cancer Foundation P.O. Box 932361 · Atlanta, GA 31193-2361

ORDERING ESSENTIALS		
Name:		
Shipping Address (No P.O. Boxes, please):		
City:	State:	Zip:
Daytime Phone:		
Email Address:		
Payment Method		
<input type="checkbox"/> Payment Enclosed (payable to the Susan G. Komen Breast Cancer Foundation)		
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express
Credit Card Number:		
Expiration Date:		
Name on Account:		
Signature:		

Ways to Give in the Fight Against Breast Cancer

For nearly 20 years, friends who have shared the vision of the Komen Foundation have become partners in advancing our mission. Together we have made tremendous progress toward eradicating breast cancer as a life-threatening disease through research, education, screening and treatment. The generosity of our donors is vital as we continue our efforts to help breast cancer patients today, as well as to invest in the health of future generations.

Although gifts of cash are most common, there are various and equally important ways to support the Foundation and the fight against breast cancer:

Gifts of Stock • Your broker can assist you in making a gift of stock via a direct transfer. Giving a gift of publicly traded stock that has increased in value and that you have owned for more than one year may provide greater tax benefits than giving cash. Your charitable income tax deduction is equal to the fair market value of the stock and you avoid paying the capital gains tax on any increase in the current value over the original cost of the stock. You may also save by not incurring brokerage fees because you are transferring ownership rather than selling the stock.

Planned Gifts • Deferred or planned gifts enable the Foundation to plan for the future because they will be realized at some later date. You can make a planned gift by naming the Komen Foundation as a beneficiary in your will or by naming the Foundation as owner and beneficiary of a paid-up life insurance policy. A gift of life insurance entitles you to a deduction equal to your cost basis in the policy or its replacement cost, whichever is less.

You can make a planned gift to the Komen Foundation and receive an income for life through the establishment of a charitable gift annuity or charitable trust that names the Foundation as a beneficiary. Your attorney can advise you of the various types of charitable trusts and the estate tax benefits of each, and assist you in setting up a planned gift that is tailored to your personal needs. You may also want to talk with your attorney or financial advisor about the tax benefits of naming the Komen Foundation as a beneficiary of your retirement plan.

Workplace Contributions • The Komen Foundation would like to thank the thousands of individuals who designated the Komen Foundation as beneficiary of their workplace campaign contributions in 2001. The Komen Foundation will once again be listed in contributor guides in the fall 2002 campaigns. In all campaigns, the Foundation will be listed as: Breast Cancer Foundation, Susan G. Komen.

Ways to contribute:

- Federal employees will find the Komen Foundation listed as an option in the Combined Federal Campaign (CFC). Please locate the Komen Foundation in the alpha index or in the federation index under Health & Medical Research Charities of America.
- In addition, through Independent Charities of America, the Komen Foundation participates in numerous state, municipal and university employee campaigns.
- Washington, D.C., and San Francisco-area residents may select the Komen Foundation as beneficiary in their local United Way corporate campaigns.

The Komen Foundation deeply appreciates all gifts regardless of size. For more information, please call us at 972.855.1600 or visit us online at www.komen.org.

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 award more grants to 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 code:* _____
Phone number: _____
Amount of contribution: \$ _____

Check enclosed Charge to: Visa MasterCard American Express

Card number: _____

Expiration date: _____

Name as it appears on credit card: _____

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 code:* _____

Please remember the Susan G. Komen Breast Cancer Foundation in your will and United Way and federal 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 website 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

Headquarters
5005 LBJ Freeway, Suite 250
Dallas, Texas 75244
Tel: 972.855.1600 Fax: 972.855.1605
www.komen.org
1.800 I'M AWARE®

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Breast Cancer Research Semipostal Stamp



On November 12, 2001, President Bush signed into law a bill that will extend the life of the historic breast cancer research stamp until December 31, 2003. The enactment of this provision represents the second reauthorization of the nation's only semipostal and increases its life by more than a year beyond the deadline established by the United States Postal Service. Since the semipostal enactment in 1998, more than 300 million stamps have been purchased,

increasing awareness of breast cancer throughout the country and raising approximately \$24 million for breast cancer research. These funds have been earmarked for the Department of Defense's Breast Cancer Research Program and the National Institutes of Health. The Komen Foundation worked closely with Sen. Dianne Feinstein (D-CA) and Sen. Kay Bailey Hutchison (R-TX) to ensure reauthorization of the breast cancer research stamp. The Foundation has been actively involved in this issue since the inception of the stamp. We salute the Komen Affiliates who rallied to educate members of Congress about the importance of continuing the breast cancer research stamp program. 

The Power of a Promise™ 20 YEARS

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of volunteers working through local Affiliates and Komen Race for the Cure® events to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The Foundation runs one of the most innovative, responsive grant programs in breast cancer today. In addition to funding research, the Foundation and its Affiliates fund non-duplicative, community-based breast health education and breast cancer screening and treatment projects for the medically underserved.

frontline newsletter

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