

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Fall 2001

OUR HOPE, COURAGE AND SPIRIT REMAIN STEADY AND STRONG



A Race participant proudly holds a sign reading: I am a survivor, yet my heart mourns, cries and sings – America, America.



Amid loud cheers and a few tears, local firefighters unfurled a giant American flag during the September 22 Komen Race for the Cure® in Evansville, IN.



The Komen Portland Race for the Cure® was held on Sunday, September 16, five days after the tragedies occurred. For the more than 40,000 participants, it was a time of remembrance and hope.



inside

Suzy Komen Award Introduced	2
Lee National Denim Day®	3
Hormone Replacement Therapy	4
Helpline Salutes McIntosh & Assoc.	4
Cancer Diagnosis Affects Entire Family	4
Tamoxifen Study	5
Paul McCartney Tribute CDs	5
Breast Self-Exam Cards	6
Nancy Brinker Book	6
Pier 1 Imports	6
Matty J. Willis	7
Affiliate News	8
Cook for the Cure™	8
Carlisle Fabric of Hope	8
Our Researchers	9
Yoplait Save Lids to Save Lives™	9
2001 Race Series	10
Volunteer Voices	11
Specify for a Cure™	11
Mission Conference Rescheduled	12
Komen 2001 Holiday Card	13-14
Ways to Give	15
2002 Affiliate Conference	16

At this time of national mourning, we offer our most profound sympathy to all those affected by the devastation that occurred on September 11. We lend our hope, courage and spirit to all those in need. We would also like to express our deepest gratitude to the countless volunteers, corporate and community partners and Affiliates worldwide who make up the Komen family. You have stood strong during this very difficult time and because of your strength, we are able to continue in our mission to eradicate breast cancer as a life-threatening disease for all people, everywhere.

Each weekend since the tragedies occurred, thousands and thousands of individuals have joined together at Komen Race for the Cure® events around the country to share in this unique community of hope and courage. Since the first Race was held in Dallas, Texas, in 1983, Komen Race events have brought countless individuals together, providing support and a path to healing for all who participate. We are proud to say that at this time of national sorrow and pain, the Komen Race for the Cure® continues to serve as a source of healing. 🌱

– Linda Kay Peterson, Chair, Komen Foundation Board of Directors

Suzy Komen Award Introduced at National Distance Running Hall of Fame

By Linda Kay Peterson, Chair of the Komen Foundation Board of Directors

Almost everyone has heard of a runner's high — those feelings of elation, exultation and energy that come from running especially hard or from pushing yourself to a personal best. I experienced something similar the weekend of July 7 and 8 in Utica, New York, when the new Suzy Komen Award was formally introduced to the world at the 2001 National Distance Running Hall of Fame Induction Ceremony.

The Suzy Komen Award is a stunning trophy — a bronze replica of a back sign (complete with safety pins) with the Komen Race for the Cure® logo. This award, conceived by John Petrone, Earle Reed and Amy Hunt of the National Distance Running Hall of Fame, will be given annually beginning in 2002 to a breast cancer survivor who exhibits the courage and determination necessary to remain a competitive runner. The award itself will be housed at the National Distance Running Hall of Fame Museum in Utica within a great pictorial display of images of breast cancer survivors captured at various Komen Race for the Cure® events around the country.

My feelings of elation during my time at the National Distance Running Hall of Fame were twofold. First of all, I was able to introduce the Suzy Komen Award to those gathered for the Induction

Ceremony as well as to the people who had flocked to Utica to participate in the annual Boilermaker 15K race — an event that brought more than 9,000 runners and walkers to Utica, and for which much of the community turns out to volunteer and support.

The second reason for my excitement was the opportunity to be a true running "groupie." I started running in 1975 and my volunteer roles with local running events in Dallas led to being asked to chair the Komen Dallas Race for the Cure® in 1994. In Utica, I was able to converse with such luminaries of the running world as:

- Frank Shorter, Olympic gold and silver marathon medalist
- Bill Rodgers, four-time winner of both the Boston and New York City Marathons
- Grete Waitz, nine-time winner of the New York City Marathon
- Alberto Salazar, winner of three consecutive New York City Marathons
- Kathryn Switzer, the first woman to run the Boston Marathon in 1967 wearing an official race number, when the race was still an all-men's event
- Nina Kuscsik, the first woman to run in the New York City Marathon — a race she won twice — and the first female winner of the Boston Marathon

These long-time idols of mine were very down-to-earth and approachable. They came to Utica for the induction ceremonies as well as to participate in the 15K on Sunday morning. What stood out was their respect for the Komen Foundation and for the Komen Race for the Cure® Series. In casual conversations during the weekend, I learned that several of these running luminaries had faced breast cancer — either personally or in their families. I was also pleased to learn that many of these running legends participate in Komen Race for the Cure® events. Sharing a ride back to Syracuse at 4:45 a.m. Sunday morning, I learned that Grete Waitz organizes a race in her native Norway each May. Last year, 30,000 women participated in the race. At her next event, Grete wants to provide breast health and breast cancer information to everyone who participates. Through the Komen Race for the Cure® Series, she has seen how a race can serve as a means to educating the world about breast cancer.

I would like to thank the National Distance Running Hall of Fame for hosting a tremendous weekend of events,



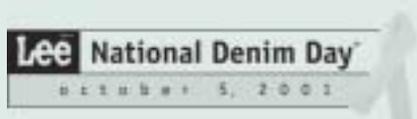
as well as for partnering with the Komen Foundation in the creation of the Suzy Komen Award, which is named in honor of Susan G. Komen, the inspiration behind the Komen Foundation and the Komen Race for the Cure® Series. This award symbolizes Suzy's courage in the fight against breast cancer and the strength of the Komen Race for the Cure® Series in making a difference in the lives of thousands upon thousands of people each year. Nominations for the inaugural Suzy Komen Award will be accepted through December 31, 2001. Please contact Jennifer Halpin at jhalpin@komen.org or Angela Choate at achoate@komen.org for more information. 📧

America Wore Its Jeans to Work in Support of Lee National Denim Day®

On Friday, October 5, millions of Americans thought about breast cancer when they got dressed for work. By slipping into their favorite pair of jeans and making a \$5 donation to the Susan G. Komen Breast Cancer Foundation, denim-loving Americans made a powerful statement: Together we will raise \$7.5 million in a single day to help find a cure for breast cancer.

For the sixth consecutive year, Lee Jeans urged businesses and organizations to participate in Lee National Denim Day® and allow their employees to wear denim to work in exchange for a \$5 donation to the Komen Foundation. In five years, Lee National Denim Day® has raised nearly \$24 million for breast cancer research, education, screening and treatment. Last year, Lee National Denim Day® raised more than \$7 million. Totals for the 2001 Lee National Denim Day® will be reported in an upcoming edition of *Frontline*.

Actress Lucy Liu, star of last year's hit movie *Charlie's Angels* and TV's *Ally McBeal*, served as spokesperson for the 2001 Lee National Denim Day®, the world's largest single-day fundraiser for breast cancer. The one-day event was not just about raising funds, though — it was also about raising awareness.



"I was one of the fortunate ones to survive what could have been a life-threatening situation," said Liu. "If I can help Lee Jeans help one woman navigate these potentially dangerous waters while raising money for breast cancer initiatives, then this campaign will have been a success."

Ten years ago, when she was 23, Liu found a lump in her breast. Though surgically removed, the lump turned out to be benign. Not having the benefit of learning about breast cancer from her family or friends, Lucy now hopes to spare other women and men the fear and anxiety she experienced. As spokesperson for Lee National Denim Day®, Liu helped spread the message that early detection saves lives and helped raise money for breast cancer research, education, screening and treatment programs.

Donations from Lee National Denim Day® have funded everything from research grants at the nation's most prestigious universities and teaching hospitals to local screening and education programs in medically underserved areas of the country. Additionally, a portion of the proceeds raised on Lee National Denim Day® supports the Komen Foundation's award-winning website, www.breastcancerinfo.com/. 

Loews Cineplex Entertainment Launches Spotlight on the Cure™



Loews Cineplex Entertainment and the Susan G. Komen Breast Cancer Foundation have joined together in the fight against breast cancer through a new program called Spotlight on the Cure™. During the month of October, Loews worked to increase awareness about breast cancer and the importance of early detection and to raise funds to support the mission of the Komen Foundation.

As part of its Spotlight on the Cure™ program, Loews will make a donation to the Komen Foundation for every paid attendance to a Loews theatre during the month of October. Loews' overall donation to the Komen Foundation, in cash and media exposure, is expected to be in excess of \$400,000.

In terms of education, Spotlight on the Cure™ provided millions of individuals with important information about breast cancer screening, treatment and research through an informational trailer, pre-movie slides, posters, newspaper and radio advertisements and public service announcements and other collateral materials. Participating theatres included Loews Theatres, Cineplex Odeon Theatres and Magic Johnson Theatres nationwide.

In select locations in the U.S., *Mademoiselle* magazine, in connection with Loews, hosted a "Chick Flicks" screening of the movie *Serendipity* on October 4. Loews contributed 10 percent of concession sales generated during the "Chick Flicks" screening to the Komen Foundation. Loews' partner, Coca-Cola, also matched the contribution generated from concession sales at the screening. 

Study Shows That Hormone Replacement Therapy May Not Increase Breast Cancer Risk

A study released by the *Journal of the National Cancer Institute* reported a low incidence of recurrent breast cancer among women with a history of breast cancer that used hormone replacement therapy (HRT) compared to women who did not use HRT. Typically, women who have had breast cancer have avoided using HRT because of the possible risk for recurrence.

The study was done from 1977 through 1994 and involved 2,755 women aged 35 to 74. Of this group, 174 had received HRT after their breast cancer treatments. The rate of breast cancer recurrence was 17 cases for every 1,000 women involved in the study. The report found that women who did not take HRT had a recurrence rate of 30 cases for every 1,000 women.

In order to gain better knowledge and consistent results on the effects of HRT among women who have been diagnosed with breast cancer, more in-depth studies are needed. 📌

O'Meara, E., Rossing, M.A., Daling, J., Elmore, J., Barlow, W., Weiss, N. (2001). Hormone replacement therapy after a diagnosis of breast cancer in relation to recurrence and mortality. Journal of the National Cancer Institute, 95(10), 754-761.

Cancer Diagnosis Affects the Entire Family



A diagnosis of cancer impacts the patient's entire family. The demands of treatment, changes in family member roles, financial concerns and one's sense of personal vulnerability can create distress in a family. The three key variables that affect an individual's ability to cope with illness include the life stage at which an illness occurs, the individual's ability to cope and his or her social support system.

Researchers at the University of Michigan studied couples' abilities to cope with the diagnosis of breast cancer and the impact each partner had on the other's adjustment. The study involved 131 couples. Within these couples, 58 women received a cancer diagnosis and 73 women received a non-cancerous (benign) diagnosis. Severity of illness and hopelessness were the strongest predictors of a woman's difficulty in coping. For men, the strongest predictor of their adjustment was related to how the men initially coped with the diagnosis. How well one's partner coped with the disease had a direct effect on how well the other adjusted to the disease one year following diagnosis.

The results of this study emphasize the importance of social support between partners, the need to work as a team to counteract the stress associated with breast cancer and the impact each has on the other's ability to cope. The study indicates that support from a partner helps and that it is important to make time to share feelings with each other. 📌

Northouse, L., Templin, T. & Mood, D. (2001). Couples' adjustment to breast disease during the first year following diagnosis. Journal of Behavioral Medicine, 24(2):115-56.

Helpline Salutes McIntosh & Associates

The staff and volunteers of the Susan G. Komen Breast Cancer Foundation National Toll-Free Breast Cancer Helpline, 1.800 I'M AWARE®, would like to thank McIntosh & Associates, L.L.C., for donating their services to help define service strategy, identify technology solutions and identify processes and people solutions to improve upon the already high level of service provided by the Helpline.

McIntosh & Associates is a Dallas-based management consulting firm that focuses on improving customer relationships for leading businesses worldwide. McIntosh & Associates began working with the Komen Foundation in 2001. 📌

1.800 I'M AWARE®



Tamoxifen Study Assesses Risk for Contralateral Disease

In the July 4, 2001, issue of the *Journal of the National Cancer Institute* (JNCI), investigators from the Fred Hutchinson Cancer Research Center in Seattle, WA, published an article entitled, “Tamoxifen Therapy for Primary Breast Cancer and Risk of Contralateral Cancer.” Using the data from a population-based tumor registry, the authors report on the long-term outcomes of 8,981 women with breast cancer, 50 years of age or older, who live in the state of Washington. The authors conclude that tamoxifen therapy after surgery for breast cancer reduced the risk of new estrogen receptor-positive (ER+) tumors in the opposite breast, but increased the risk of new estrogen receptor-negative (ER-) tumors in the opposite breast.

In general, tumors that are identified as estrogen or progesterone receptor-positive (ER+) are more likely to respond to tamoxifen treatment because these tumors need estrogen to grow. Tamoxifen blocks the ability of estrogen to help the tumor grow. Tumors that do not have (or have very few) estrogen receptors (ER-) do not need estrogen to grow, and therefore will not respond to tamoxifen. Women with receptor-negative tumors will most often receive chemotherapy instead of tamoxifen.

In an editorial published in the same issue of JNCI, Sandra Swain, M.D., of the National Cancer Institute’s Center for Cancer Research, points out that there are a number of limitations in the Hutchinson Center study — including the fact that it was done retrospectively and only included a small number of women (20 patients) who developed ER- cancer in the opposite breast. In addition, the duration of tamoxifen use was not given. Dr. Swain added that the results of the study are also inconsistent with the large number of randomized clinical trials that show a benefit from tamoxifen and do not show any increase in ER- breast cancers in women who use tamoxifen for treatment or prevention.

In her JNCI editorial, Dr. Swain says that nearly 30 years of clinical trials show the benefits of tamoxifen for treating and increasing survival rates among women with ER+ breast cancer. Results from clinical trials do not show that the use of tamoxifen increases the risk for any type of breast cancer. Therefore, treatment standards for current clinical trials involving the use of tamoxifen should not be altered. The Susan G. Komen Breast Cancer Foundation urges women taking tamoxifen — either outside of a clinical trial or as part of a trial such as the STAR (Study of Tamoxifen and Raloxifene) clinical trial — to talk to their physician or health care practitioner if they have any questions or concerns about tamoxifen. [f](#)

Paul McCartney Tribute CDs Benefit Komen Foundation

Fans of Paul McCartney can now support the fight against breast cancer with the purchase of the CD, *Listen to What the Man Said: Popular Artists Pay Tribute to the Music of Paul McCartney*.

On October 9, 2001, Oglio Records and Tribute LLC released the 16-track compilation featuring many of today’s most gifted songwriters and musicians paying tribute to one of rock’s most enduring figures, Sir Paul McCartney. A second offering, entitled *Coming Up: Independent Artists Pay Tribute to the Music of Paul McCartney*, was released October 23, 2001.

Tribute LLC will donate a minimum of \$3 for every *Listen to What the Man Said* album sold at suggested retail list price, and \$1 for every *Coming Up* album sold at suggested retail list price, to the Susan G. Komen Breast Cancer Foundation. A proportionately reduced amount from net sales will be donated to the Komen Foundation for any albums sold at reduced price.

Featuring artists such as SR-71, members of the Barenaked Ladies, Matthew Sweet, Semisonic, World Party, They Might Be Giants and others, *Listen to What the Man Said* boasts new interpretations of such classic songs as *Every Night*, *Junk*, *Waterfalls*, *Ram On*, *Too Many People*, *Band On the Run* and *Man We Was Lonely*.

All of the artists chosen to participate in both releases were heavily influenced by McCartney and highly respected his work. Each of the artists that participated graciously agreed to waive their studio costs and royalties to ensure that a larger portion of the net proceeds would be donated to the Komen Foundation.

Listen to What the Man Said and *Coming Up* are available at music stores and online music outlets nationwide. [f](#)



New Breast Self-Exam Cards Available

General Breast Self-Exam Card

This two-sided, 4½" x 10" waterproof card illustrates and describes the steps of breast self-examination (BSE). The English-only card includes the three-step approach to breast health along with a list of breast cancer warning signs that require further evaluation by a health professional. This four-color card features punch-out BSE reminder dots for each month. Item no. 806-301-GA

Spanish/English Breast Self-Exam Card

This two-sided, 5" x 10" waterproof card describes and illustrates the steps of breast self-examination in both English and Spanish. The four-color card features punch-out BSE reminder dots for each month. This card replaces the current Spanish/English Breast Self-Exam Card. Item no. 806-301

Call 1.877.SGK.SHOP for information about purchasing these cards. 📞

Pier 1 Candle



Since 1991, Pier 1 Imports has been a partner of the Susan G. Komen Breast Cancer Foundation, committing resources to heighten breast cancer awareness and increase participation in the Komen Race for the Cure® Series. For the third year, Pier 1 has helped promote National

Breast Cancer Awareness Month by selling a special aromatherapy candle. Twenty-five percent of the proceeds from the sale of this candle were donated to the Komen Foundation. For more information, please call Pier 1 at 1.800.245.4595. 📞

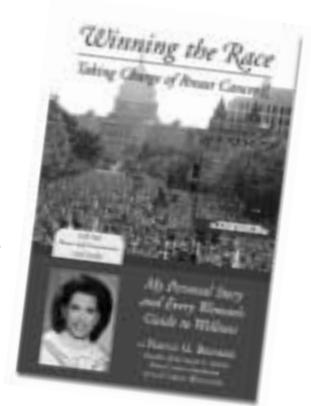
Live Web Chat!

Learn about the latest breast cancer treatment breakthroughs from the 24th Annual San Antonio Breast Cancer Symposium when the Susan G. Komen Breast Cancer Foundation partners with breastcancer.org — a nonprofit breast cancer medical website — in a 90-minute, live chat. To participate, visit www.breastcancer.org on Thursday, December 20, at 9:30 p.m. (EST) and click on the “Join Chat” box.

Clifford Hudis, M.D., chief of the Breast Cancer Medicine Service at Memorial Sloan-Kettering Cancer Center in New York City, will join breastcancer.org Founder and President Marisa Weiss, M.D., to discuss newly available, effective treatments for early and advanced stage breast cancer. Susan Braun, president and chief executive officer of the Komen Foundation, will moderate the chat. 📞

Nancy Brinker Book Now Available

Nancy Brinker, founder of the Susan G. Komen Breast Cancer Foundation, has written a new book, *Winning the Race, Taking Charge of Breast Cancer: My Personal Story and Every Woman's Guide to Wellness*. Attesting to one person's ability to achieve public triumph in the face of personal turmoil, the book chronicles Brinker's unique vision and tireless dedication to the fight against breast cancer.



“Defeat is not in Nancy Brinker's vocabulary. She began her journey with nothing but an unshakeable determination to keep her promise to Suzy — a world without breast cancer,” said Former First Lady of the United States Betty Ford. Mrs. Ford is a breast cancer survivor and author of the foreword in *Winning the Race*. “Anybody who wonders if one person can make a difference need look no farther than Nancy Brinker's crusade for the answer.”

While the book brings to life Brinker's tremendous personal story, *Winning the Race* is also a valuable educational resource for women and men concerned about their own health, providing basic breast health and risk factor information. Brinker also explores issues important to those newly diagnosed with breast cancer and their families, such as treatment options, breast reconstruction and coping tips.

In addition, *Winning the Race* highlights medical and scientific advances that have been made during the past 20 years, some of which were supported through the innovative Komen Foundation Research Program. The Foundation's research program has provided grant funding for cutting-edge research that has led to landmark discoveries, such as the identification of the breast cancer gene, BRCA1, the process of angiogenesis and the development of tamoxifen.

“One of the most highly respected breast cancer patient advocates in the country, Brinker has earned an international reputation for her courageous groundbreaking efforts to raise awareness and funding for breast cancer,” said Susan Braun, president and chief executive officer of the Komen Foundation. “*Winning the Race* represents the strides made in the areas of social awareness of breast cancer and patient advocacy.”

Winning the Race is now available in bookstores across the country, as well as on the Komen Foundation website, www.komen.org, and on Amazon.com. All author royalties from the sale of *Winning the Race* will benefit the Komen Foundation and the fight against breast cancer. 📞

Meet the Women of AANAC: Mattye J. Willis



In 1999, the Susan G. Komen Breast Cancer 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.

AANAC members work in many professional areas, including health care, social services and both corporate and academic worlds or vocations. Their meetings in Dallas are provocative and exciting, purposeful and fun-filled. Who are the members of AANAC? *Frontline* will introduce you to a number of these vibrant women over the coming months, beginning with Mattye J. Willis, a member of the board of directors of the Komen Arkansas Affiliate.

Mattye J. Willis

Willis is deputy director of The Witness Project®, a program designed to teach medically underserved African American women the importance of detecting breast and cervical cancer early. The program started in 1990 in the rural delta areas of Arkansas and has grown to 26 programs in 18 states. The Witness Project® is the idea of Deborah O. Erwin, Ph.D., a medical anthropologist at the Arkansas Cancer Research Center, University of Arkansas for Medical Sciences (UAMS), and Thea Spatz, Ed.D., a certified health education specialist at the University of Arkansas at Little Rock. The program maintains its headquarters at UAMS.

Why she's involved

Willis is a lifelong social activist and a long-term breast cancer survivor. First diagnosed at age 35 in 1974, she experienced a recurrence of her cancer in 1994. While recuperating, she got involved in The Witness Project® in order to let her African American sisters know the following things: Breast cancer is not a death sentence. It is okay to talk about it. Screening mammograms are virtually painless and very essential. Self-examination is not taboo. And finally, women with breast cancer now have treatment options and should be told what they are and where to find them. A deeply spiritual woman, Ms. Willis sees her involvement with The Witness Project® as a calling, a covenant she's keeping with God.

More about her calling

The Witness Project® relies on specially trained Witness Role Models and Lay Health Advocates who visit African American churches in areas where access to breast health education and services is minimal or non-existent. Willis's survivor status allows her to tell her breast cancer story, a critical component in building rapport with other women. The Witness Project® teams wage a gentle, but persistent battle against generations of health misinformation, mistrust and myth, and against widespread and chronic economic and educational disadvantage. These deeply entrenched forces keep pockets of elderly, rural African American women from health screening and treatment services that could save their lives.

Why it works

The Witness Project® meets women on their own turf and works with their beliefs, not against them. The church has long held a central role in the lives of African Americans. As a spiritual retreat, a community center and the center of many life events, the church is a place of solace and a citadel of trust. But what about the traditional notion that if a woman gets breast or cervical cancer "it must be God's will"? Witness Project® workers suggest that God, in His infinite wisdom, has given us the knowledge and the resources to seek help when we become ill. Doctors, clinics, hospitals, new pharmaceuticals and various follow-up therapies are the product of God-given intellect. They are available for our use. Taken advantage of early enough, they can prolong the precious gift of life. The Witness Project® role models, like Willis, are living proof.

Komen reaches out

Willis is involved in the Komen Foundation's Arkansas Affiliate and has taken part in the local Affiliate's Komen Race for the Cure® events for five years. She's grateful for Komen's early, critically important funding of research done on The Witness Project® — key to the program's ability to be replicated beyond rural Arkansas for the benefit of many medically underserved African American women. Ms. Willis, who has an extensive background in communications and teaching through her former work with an AFL-CIO job training program, estimates she has trained well over 300 women to take The Witness Project®'s message to areas around the nation. AANAC's service to the Foundation is key to making sure the Komen Foundation includes women of color in all aspects of its mission — research, education, screening and treatment. 🌟

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

Sweet Adelines Raise Their Voices for Breast Cancer Awareness

The first Chicago-area *Sing for the Cure*® performance was held in October 2000, offering an evening of barbershop music to benefit the Susan G. Komen Breast Cancer Foundation. The evening was a tremendous success, with \$15,000 being presented to the Komen Chicagoland Affiliate. Audience members found the performances top-rate and the emotional support generated both exhilarating and moving.

Sweet Adelines International, the world's largest singing organization for women, boasts 30,000 members worldwide. The pairing of this talented and dedicated group of women

with a cause such as breast cancer awareness has led to financial and emotional support for the Komen Foundation. Many members of the Chicago *Sing for the Cure*® steering committee have been touched by the disease either through direct experience, or that of a loved one.

The 2001 Chicago *Sing for the Cure*® concert was held October 27, 2001, in Lombard, IL. Joining the Sweet Adelines award-winning choruses was the Glen Ellyn Children's Chorus and Megan McDonough, a world-class entertainer. For more information please call 1.866.482.CURE or visit www.chicagosingfortheCure.org/. 

Cook for the Cure™



In the months ahead, those who love to cook or simply plan to purchase appliances will have several ways to support the fight against breast cancer, thanks to a unique partnership between KitchenAid® Home Appliances and the Susan G. Komen Breast Cancer Foundation.



Throughout October, in honor of National Breast Cancer Awareness Month, KitchenAid® made a donation to the Komen Foundation for each purchase of select KitchenAid® major appliances, including a limited edition pink KitchenAid® Stand

Mixer. Upon the purchaser's completion of a mail-in certificate, a donation was made in the amount of \$50 for the purchase of one appliance, \$120 for two and \$200 for three or more, for a total donation of up to \$1 million.

KitchenAid's Cook for the Cure™ donation-with-purchase offer is part of a series of special product offers and culinary events that unite consumers, retailers, leading magazines, chefs, cookbook authors and culinary organizations in raising funds to support breast cancer research, education, screening and treatment.

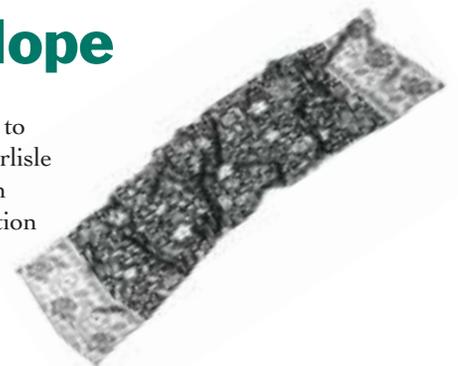
"Like other successful programs that benefit the Komen Foundation, Cook for the Cure serves as a rallying point for mobilizing grassroots support for breast cancer initiatives," said Brian Maynard, director of integrated marketing for KitchenAid®. "Our goal is to give those with a passion for cooking or anyone who plans to purchase appliances an opportunity to support the cause."

For more information, visit www.KitchenAid.com, or call 1.800.422.1230. 

Carlisle Creates 2001 Fabric of Hope

For the fourth year, the Carlisle Collection, Ltd., is sponsoring its Fabric of Hope program to benefit the Susan G. Komen Breast Cancer Foundation. Once again, the designers at Carlisle have created a one-of-a-kind gift for their customers who donate \$125 or more to the Komen Foundation. This year's gift is a specially designed multi-color silk scarf. The Carlisle Collection is sold by appointment only through a nationwide network of sales consultants.

For more information about the Fabric of Hope program, visit the Carlisle Collection website at www.carlislecollection.com/. 



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.



Elizabeth Blackburn, Ph.D.
University of California
San Francisco

The research: In 1984, Elizabeth Blackburn, Ph.D., and her then graduate student, Carol Greider, 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. If telomerase can be knocked out or turned off, doesn't it follow that unbridled cell replication — a hallmark of all cancers — would be turned off, too? Telomerase is helpful in rebuilding the telomeres, or endpoints on chromosomes that get clipped shorter and shorter in the cell reproductive process. If it weren't for telomeres, cells would clump together, undergo structural changes and, ultimately, die off. In cancer cells, shutting off telomerase would be instrumental in putting a halt to bad cell replication — a very good thing. Dr. Blackburn is seeking a way to target telomerase in cancerous cells without harming normal ones.

What's new? Since the 1984 discovery of telomerase, Dr. Blackburn and other scientists working with the ribonucleoprotein enzyme have realized that some normal cells also make telomerase. It appears that targeting telomerase itself in order to stop the activities of cancerous cells is a much more difficult and selective pursuit than was originally conceived. Telomerase is active, for instance, in

many basic immune responses, where the body marshals its own defense mechanisms to fight off bacteria and other foreign threats. In basic immune responses, telomerase "behaves," turning itself on at the appropriate time and turning itself off when the immune response is complete. In cancerous cells, telomerase is turned up high and doesn't shut itself off.

What's ahead? Dr. Blackburn and her colleagues are studying possible ways to target telomerase in cancer cells and deliver chemotherapeutic agents that would stop the cancerous cell's ability to reproduce. The key is to find a delivery system that will target telomerase in cancer cells without affecting normal cells that also produce telomerase. Chemotherapy pathways being looked at by researchers studying the over-expression of the HER2/neu protein in many breast cancer patients may prove to be helpful in targeting telomerase to help fight breast cancer and other forms of cancer. The work is highly intricate, and Dr. Blackburn says there are many stages of research before the targeting of cancerous cells with an anti-telomerase agent can be taken to clinical trial.

Researcher quote: "Cancer cells are very changeable; they are real survivors, so it usually takes about three different approaches to check their activities and to send cancer into remission. Targeting telomerase shows a great deal of promise, but it is not an all-or-nothing prospect. Getting it to work is really all about delivery, targeting cancerous cells and making sure normal cells are not damaged or destroyed in the process." 🌱

Yoplait Asks Consumers to Save Lids to Save Lives™



In addition to its role as National Series Presenting Sponsor of the Susan G. Komen Breast Cancer Foundation Race for the Cure® Series, Yoplait USA sponsors the highly successful Save Lids to Save Lives™ program each fall. In September and October 2001, for every Yoplait pink lid mailed in by consumers, Yoplait will donate 10 cents to the Komen Foundation (up to \$500,000) and the fight against breast cancer. This is the fourth year of the highly successful program.

Through the 2000 Save Lids to Save Lives™ program, consumers redeemed five million pink lids and Yoplait donated \$500,000 to the Komen Foundation in support of breast cancer research, education, screening and treatment. 🌱

2001 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by **Koplat**

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARREU SMITH

- Dates subject to change.
- Bold type indicates a new Komen Race for the Cure® site for 2001.
- *Indicates the city hosts an all-women's 5K only, or separate 5K events for men and women.
- If the city does not have * symbol after its name, the city hosts co-ed 5K events only.

For the most up-to-date information on the 2001 Komen Race for the Cure® Series, contact our automated hotline at **1.888.603.RACE** or visit www.raceforthe cure.com/.

Date	Site	Date	Site	Date	Site
Jan 27	W. Palm Beach, FL*	Jun 9	Raleigh/Durham, NC*	Oct 6	Albany, NY*
Feb 11	El Paso, TX*	Jun 9	St. Louis, MO	Oct 6	Birmingham, AL
Mar 10	Las Vegas, NV	Jun 30	Decatur, IL*	Oct 6	Charlotte, NC*
Mar 24	Lafayette, LA	Jul 1	Brainerd, MN	Oct 6	New Orleans, LA
Apr 1	Tucson, AZ	Jul 4	Greeley, CO*	Oct 7	Denver, CO*
Apr 7	Fort Worth, TX*	Jul 14	Albuquerque, NM	Oct 7	Reno, NV
Apr 7	San Antonio, TX	Jul 21	Aspen, CO*	Oct 13	Baltimore, MD*
Apr 21	Detroit, MI	Jul 28	Fresno, CA	Oct 13	Baton Rouge, LA
Apr 21	Fayetteville, AR	Jul 29	Manchester, VT*	Oct 13	Des Moines, IA
Apr 21	Indianapolis, IN	Aug 12	Colorado Springs, CO*	Oct 13	Houston, TX*
Apr 28	Cincinnati, OH	Aug 12	Kansas City, MO	Oct 13	Jacksonville, FL*
Apr 28	Waco, TX	Aug 18	Cheyenne, WY	Oct 13	Lenoir, NC
May 5	Charleston, WV	Sep 8	Monroe, LA	Oct 13	Louisville, KY
May 5	Winston-Salem, NC	Sep 9	Boston, MA	Oct 13	Miami, FL
May 12	Atlanta, GA*	Sep 9	Toledo, OH	Oct 13	CANCELED Virginia Beach, VA
May 12	Boise, ID	Sep 15	Shreveport, LA	Oct 13	Wichita Falls, TX
May 12	Daytona Beach, FL	Sep 15	Tulsa, OK	Oct 14	Omaha, NE
May 12	Jackson, MS	Sep 16	Bangor, ME	Oct 14	Phoenix, AZ
May 12	New Britain, CT*	Sep 16	CANCELED Cleveland, OH	Oct 20	Chicago, IL
May 12	Ottumwa, IA	Sep 16	CANCELED New York City, NY*	Oct 20	Dallas, TX*
May 12	Peoria, IL*	Sep 16	Portland, OR*	Oct 20	Knoxville, TN*
May 12	Richmond, VA	Sep 22	Evansville, IN	Oct 20	Memphis, TN
May 12	Sacramento, CA*	Sep 22	Lexington, KY	Oct 20	Terre Haute, IN
May 12	Salt Lake City, UT	Sep 22	Lubbock, TX	Oct 20	Texarkana, TX
May 12	Tyler, TX	Sep 22	Tampa Bay, FL	Oct 20	Thibodaux, LA
May 13	Minneapolis, MN*	Sep 23	Orange County, CA*	Oct 21	Milwaukee, WI
May 15	Philadelphia, PA	Sep 23	Seattle, WA*	Oct 21	San Francisco, CA
May 15	Pittsburgh, PA	Sep 29	Amarillo, TX	Oct 21	Temecula Valley, CA
May 19	Columbus, OH*	Sep 29	Battle Creek, MI	Oct 27	Charleston, SC
May 19	Helena, MT*	Sep 29	Chattanooga, TN	Oct 27	Macon, GA
May 19	Syracuse, NY	Sep 29	Grand Rapids, MI*	Oct 27	Tupelo, MS*
May 20	Elmira, NY	Sep 29	Greenville, SC	Oct 28	Princeton, NJ*
May 26	Buffalo, NY	Sep 29	Little Rock, AR*	Oct 28	Providence, RI
Jun 2	Madison, WI*	Sep 29	Oklahoma City, OK*	Nov 4	Austin, TX
Jun 2	Plano, TX*	Sep 29	Scranton, PA	Nov 4	Los Angeles, CA
Jun 2	Washington, D.C.	Sep 29	Wichita, KS	Nov 4	Nashville, TN
Jun 9	Davenport, IA*	Sep 30	Coeur d'Alene, ID	Nov 4	San Diego, CA*
		Sep 30	Honolulu, HI		

Six Komen Race for the Cure® Events Affected by Tragedies

The Susan G. Komen Breast Cancer Foundation and its nationwide network of Affiliates, volunteers and corporate and community partners are deeply saddened by the devastating events that occurred on September 11, 2001, in New York, Pennsylvania and our nation's capital. At this time, our thoughts and prayers are with all of those who have been touched by the terrorist attacks. After careful evaluation and discussion with city officials, law enforcement and Affiliate board members in each community, six Komen Race for the Cure® events were postponed or canceled. Race events scheduled to take place September 15 in Chicago, IL, and Scranton, PA, were postponed, and Race events scheduled for September 16 in New York City and Cleveland were canceled. In addition, the Komen Race scheduled for October 6 in Baltimore, MD, was postponed, and the Race on October 13 in Fort Monroe, VA, was canceled.

The following Races were rescheduled: Scranton, September 29; Baltimore, October 13; Chicago, October 20.

Due to the size and magnitude of the Races in Cleveland and New York City, they could not be rescheduled in 2001. In place of the Komen New York City Race for the Cure®, New Yorkers joined together for a special "Unite for the Cure" event at Madison Square Garden on Thursday, September 27 through Saturday, September 29. During the event, individuals submitted pledge money, picked up Race T-shirts and pledge prizes and shopped the Race boutique.

The Komen Tidewater Race for the Cure® scheduled in Fort Monroe, VA, on October 13 was canceled because the Race site became an active military base. An alternate Race site could not be secured for 2001. The Komen Baltimore Race for the Cure® was moved to October 13 due to a stadium conflict resulting from rescheduled Major League Baseball games. 🏆

Volunteer Voices

By Lynn Dodson, Associate Manager, Volunteer Services



Volunteers Petie Witter and Sue Patton

Foundation Headquarters Salutes Its Volunteers

In the true spirit of our grassroots tradition, the Komen Foundation annually hosts an event to celebrate and honor the volunteers who work side-by-side

with staff members at headquarters. On May 10, staff and volunteers gathered for a Volunteer Appreciation Reception. Over 30 individuals were recognized for their service in the fight against breast cancer. Among those honored were Diana Rowden, immediate past board chair; Linda Kay Peterson, board chair; Kerry Jacobs, vice chair of the board; and Helpline volunteers.

As a volunteer-driven organization, the Komen Affiliate network includes an estimated 70,000 volunteers who carry out the mission of the Komen Foundation in the field. The volunteer opportunities at headquarters are ever increasing. Some of the tasks undertaken by our volunteers include: acknowledgments for donations in honor or memory of loved ones; numerous data base projects; grant requests for proposals; grant compliance; meeting planning assistance; regional training projects; Affiliate Service record keeping; and training manuals assembly.

Patrice Tosi, chief operating officer and chief financial officer of the Komen Foundation, welcomed staff and volunteers to the event. The volunteers received a certificate of appreciation and a "Seeds of Hope" clay pot designed exclusively for the Komen Foundation by Sandra Magsamen. The "Seeds of Hope" gift represented hope for renewed volunteer commitment, hope for a cure for breast cancer and the hope that each and every volunteer knows how much they are valued and appreciated. Volunteer Sue Ann Gilman presented Linda Kay Peterson with a hand-painted ceramic dish inscribed with the words "Thank You" on behalf of the 2000 National Volunteer Advisory Council. 🌱

Thank you to all of our wonderful volunteers!

Specify for a Cure™

The fight against breast cancer has found a new ally within the ranks of the contract and hospitality design world. Three leading Mohawk carpet brands have joined in a partnership with the Susan G. Komen Breast Cancer Foundation to create a program called Specify for a Cure™. The concept is simple with life-saving potential: Durkan Commercial, Karastan Contract and Durkan Patterned Carpet will donate 25 cents per yard to the Komen Foundation each time a client specifies one of these carpet brands.

The program was launched in January 2001 when the Mohawk Group hosted a series of receptions for the design communities in Atlanta, Dallas, New York and Los Angeles. A print advertising campaign has also appeared in key trade publications to help spread the word about how specifying carpet can be of critical benefit to the fight against breast cancer.

"Most everyone knows a family member, loved one, friend or business associate affected by this disease," said Bob Fisk, vice president of sales for Mohawk's commercial division. "It accounts for more than 42,000 deaths a year in our country and more than 190,000 new cases will be diagnosed this year. So, corporately, we believed this was a great opportunity for us to team with our design industry colleagues to do our share for an important cause." 🌱



Specify for a Cure™ reception in Chicago: Bob Fisk, Mohawk's vice president of sales; Cheryl Durst, executive vice president and CEO of the International Interior Design Association; Monte Thornton, president of the Mohawk Group; Roxanne Davis, associate manager of cause-related marketing at the Komen Foundation; and Sam Bracken, Mohawk's vice president of marketing.

Komen Foundation Mission Conference Rescheduled for June 2 - 4, 2002

The Susan G. Komen Breast Cancer Foundation's Fifth Annual Mission Conference, *Reaching for a Cure*®... *Innovations in Quality Care*, scheduled for September 30 - October 2, and the related African American pre-conference symposium, *Closing the Gap*, set for September 29 - 30 in Washington, D.C., have been postponed. A public policy awards luncheon scheduled October 2 as part of the event has also been postponed.

The Komen Mission Conference has been rescheduled for June 2 - 4, 2002, in the nation's capital, retaining the theme and format of the original program.

"We apologize to grantees, presenters, Affiliates, staff and others who have put their hearts into preparing for this major event," said Komen Foundation Board Chair Linda Kay Peterson. "But in light of many concerns raised by attendees, especially those wishing to stay close to home and family, the Foundation determined that postponing the event would be prudent."

"The Susan G. Komen Breast Cancer Foundation puts people before agenda," said Susan Braun, president and CEO of the Foundation. "The Mission Conference requires a significant commitment of time away from families — a sacrifice we felt we could not reasonably ask people to make at this time. People need to be with their children and loved ones."

The Foundation asks everyone who planned to attend the events September 29 - October 2 to work with their travel agents in rebooking flights for the planned alternate dates, June 2 - 4, 2002.

Updates on the Mission Conference will be issued regularly. For questions, please contact the Komen Foundation by phone at 1.866.566.3648 or by e-mail at education@komen.org.

Proflowers.com Launches Komen Collection

In honor of Breast Cancer Awareness Month, Proflowers.com launched its Komen Collection. The new, exclusively designed collection includes Pink Tulips for the Cure™, Pink Roses for the Cure™ and Pink Carnations for the Cure™. Each bouquet is delivered with a glass vase and important breast health information from the Susan G. Komen Breast Cancer Foundation. Proflowers.com donates eight percent of revenue from each Komen Collection bouquet purchase to the Foundation.

proflowers.com

In addition to its monetary support of the Komen Foundation, Proflowers.com participates on a local level through the Komen San Diego Affiliate. Last year, Proflowers' employees participated in the Komen San Diego Race for the Cure® and the company donated 500 pink roses for the Affiliate's Breast Cancer Survivor Luncheon.

For more information, visit www.proflowers.com or call 1.888.FRESHEST (1.888.373.7437).

The Republic of Tea Invites You to Sip for the Cure™



The Susan G. Komen Breast Cancer Foundation and the Republic of Tea have partnered in the fight against breast cancer through Sip for the Cure™, a Special Edition Pink Grapefruit Green Tea blend. The Republic of Tea will donate 75 cents from the sale of each Sip for the Cure™ tin to the Komen Foundation in support of the Foundation's mission to eradicate breast cancer as a life-threatening disease.

Sip for the Cure™ is a blend of China green tea enriched with bright and lively notes of sweet-tart pink grapefruit and peony flowers. The Republic of Tea's Sip for the Cure™ tea will be available in full-size tins of 50 all-natural round tea bags and in refillable Traveler's Tea Tins that hold six tea bags. Each signature airtight tin features information about the Komen Foundation's Helpline, 1.800 I'M AWARE®, and award-winning website, www.breastcancerinfo.com/.

For more information about Sip for the Cure™, visit www.republicoftea.com, or call 1.800.298.4TEA (1.800.298.4832).

GIVE THE GIFT OF LIFE

There are *two* ways to give the **Gift of Life** this holiday season and join the Susan G. Komen Breast Cancer Foundation in the fight against breast cancer. *Choose from either of the two cards shown.*

Everyone's Holiday Card

Item No. 706-HC3 and 706-HC2

Need 50, 100, 500 or 5,000 cards for your holiday card list that seems to get longer each year? Then purchase these holiday cards for \$1.25 per card, with a minimum order of 25. Orders of 500 or more cards will receive a 5% discount (a cost of \$1.19 per card). For a nominal fee, cards can be imprinted with your name or your company's name or a special message. An address may also be imprinted on the envelopes. Deadline for imprinting is December 12, 2001. The cards will be shipped to you for mailing.



Item No. 706-HC3

Verse: Like snowflakes falling, let hope blanket the earth and fulfill the promise of a cure. Happy Holidays. This card has been given to you as a special tribute in support of the Susan G. Komen Breast Cancer Foundation. *Size:* 5½" x 7"

Gift of Life Tribute Card

Item No. 706-HC3 and 706-HC2

Make a special donation to the Komen Foundation in honor of your loved ones, friends and colleagues, and let us take the work out of sending holiday cards this season. All you have to do is attach a typewritten list of the names and addresses of those on your holiday list to the order form, and we'll do the rest. The card will be personalized with the name of your loved one, friend or business colleague, as well as your name or your company's name or special message. The envelope will be addressed, the stamp affixed and then mailed in time for the holiday season! A minimum donation of \$5.00 per card is requested.



Item No. 706-HC2 (while supplies last)

Verse: The holidays are a time to remember the gifts in every area of life. We have the ability to find joy in the simplest of pleasures, and the power to make a difference in each other's lives. May we share in these wonderful gifts. Happy Holidays. This card has been given to you as a special tribute in support of the Susan G. Komen Breast Cancer Foundation. *Size:* 5½" x 7"

2001 Holiday Card Price List

Card Options	Card Imprinting	Envelope Imprinting	Shipping & Handling
<p>Everyone's Holiday Card Item No. 706-HC3 & 706-HC2 Choose one card only</p> <p>\$1.25 per card Minimum Order: 25 cards</p> <p>Orders over 500 cards receive 5% discount (cost is \$1.19 per card)</p>	<p>\$.35 per card for the first 25 cards</p> <p>\$.07 for each additional card over 25</p> <p>Maximum 40 letters and spaces on one line only</p> <p>Print/type your name or special message below "Card Imprint"</p>	<p>\$.35 per card for the first 25 cards</p> <p>\$.07 for each additional card over 25</p> <p>Maximum 40 letters and spaces per line, two lines only: Street Address City, State, Zip Code "Envelope Imprint"</p>	<p>\$0 - \$100\$7.50 \$101 - \$250 8% \$251 - \$500 6% \$501 - \$1,000 5% Over \$1,000 4% USA only</p>
<p>Gift of Life Tribute Card Item No. 706-HC3 & 706-HC2 Choose one card only</p> <p>No minimum order</p> <p>\$5.00 per card minimum donation requested</p>	<p>No additional charge</p> <p>Maximum 40 letters and spaces on one line only</p> <p>Print/type your name or special message below "Card Imprint"</p>	<p>No additional charge</p> <p>Maximum 40 letters and spaces per line, two lines only: Street Address City, State, Zip Code "Envelope Imprint"</p>	<p>No additional charge for mailing of tribute cards</p>

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 2000. The Komen Foundation will once again be listed in contributor guides in the fall 2001 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 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.breastcancerinfo.com/.

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.breastcancerinfo.com 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®

Non Profit Org.
U.S. Postage
PAID
The Susan G. Komen
Breast Cancer Foundation

2002 Komen Affiliate Conference

February 1-3, 2002

Adam's Mark Hotel

St. Louis, Missouri

Coming Soon:
Registration Information for Komen Affiliates

The POWER of a Promise™

2 0 Y E A R S



The Susan G. Komen
Breast Cancer Foundation

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

FounderNancy Brinker
Chair, Komen Board of DirectorsLinda Kay Peterson
President and Chief Executive OfficerSusan Braun
EditorMaureen O'Donnell