

frontline

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

Mammography and Beyond: Developing Technologies for the Early Detection of Breast Cancer



Most physicians and cancer experts agree that x-ray mammography is currently the best means to provide screening for early detection of breast cancer. A woman (or a man) whose breast cancer is discovered, diagnosed and treated in its early stages stands a very good chance of joining the growing ranks of breast cancer survivors. Regular mammograms are recommended as a prudent course of action for at-risk women as well as any woman aged 40 and above.

Despite its lead role in the early detection of breast cancer, x-ray mammography

has limitations. For example, while it can reveal structural abnormalities, x-ray mammography cannot tell a doctor whether that abnormality is cancerous or likely to become so. Recent advancements in other imaging technology, such as digital mammography, magnetic resonance imaging (MRI), computer-aided detection (or CAD) and ultrasound, provide options to examine breast structural abnormalities in different ways, get close-ups and, in the case of ultrasound, inch closer to telling whether cancer is present — all without resorting to biopsy. Conducting a cytology test on breast fluids (called ductal lavage) in women at high risk for breast cancer shows promise by allowing doctors and patients to detect atypical breast cells and to better weigh the risks and benefits of prevention options such as closer surveillance and risk reduction drug therapy — without subjecting the patient to a surgical biopsy.

A report issued this spring by the National Academy of Sciences entitled *Mammography and Beyond: Developing Technologies for the Early Detection of Breast Cancer*, looked at the current state of early breast cancer detection and determined that while x-ray mammography remains

the best means of alerting doctors to the *possibility* of a patient's breast cancer, an additional component, capable of providing diagnosis and assisting in prognosis, needs to become part of the evaluation process when abnormalities are found. Among the approaches the report highlighted is the use of biological markers that can tell doctors whether an abnormality found through mammography or other means is malignant and whether it may become aggressive and invasive, and may threaten the patient's life.

The report concluded that considerable work needs to be done — in the laboratory, within government circles and throughout the corporate sector — before promising new approaches, such as the new imaging technologies, and promising new diagnostic techniques, like the use of biological markers, can be offered to the public with the assurance that they are safe, effective, accessible, covered by health insurance and acceptable to the patient.

The report called for more government support to nurture the development of new breast cancer screening and diagnostic measures that demonstrate high potential.

The group also called upon the Food and Drug Administration to provide clearer, more consistent regulations regarding the approval of breast cancer detection devices. To address the growing problem of reimbursement, the group suggested ways that an approved device or procedure could enter the market for general use with explicit language regarding its qualification for reimbursement. This step would assist in the widespread introduction of new technologies into the healthcare marketplace while bolstering public confidence in their safety and efficacy.

The report wants to expand the Centers for Disease Control's breast screening program for women without health insurance, and suggests that a hard look be taken at existing reimbursement criteria for x-ray mammography. Their main question is whether prevailing reimbursement rates adequately cover the total costs of providing screening mammograms. They also want to know if the pool of existing and potential breast imaging radiologists may be dwindling because reimbursement and regulatory issues are having a chilling effect on the field as a whole.

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Special White House Roundtable

Bush Administration, Breast Cancer Survivors, Advocates, Volunteers, Physicians and Scientists Come Together

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

On June 1, 2001, President George W. Bush, along with Secretary of Health and Human Services Tommy Thompson, addressed the state of breast cancer care following a special White House roundtable that united breast cancer experts including physicians, scientists, advocates and survivors, and members of the Bush Administration.

The President, whose remarks were the culmination of many ideas shared during the roundtable session, spoke to numerous issues raised by the Komen Foundation including providing access to new technologies, passing a strong Patient Bill of Rights and the critical importance of research funding. He also announced an increase in funding for the National Institutes of Health by \$2.8 billion in 2002.

I was proud to represent the Komen Foundation that day as I joined President Bush, First Lady Laura Bush and Secretary Thompson before a crowd of 350 breast cancer survivors, advocates, scientists and healthcare practitioners — all of whom were in Washington, D.C., for the Komen National Race for the Cure® the following day (see related story on page 7). I was proud because the day represented years of hard work and dedicated support from so many people. But I was also saddened because I knew we were there, sharing a stage with the President, only because we still have not reached our ultimate goal: to find a cure for breast cancer and rid the world of this disease once and for all.

“Now is the time to bolster our efforts. We must continue to raise awareness about the importance of early detection and increase access to screening services,” President Bush told the pink-clad crowd of supporters. “We need to close the ‘treatment gap’ between research discoveries and treatment options, so that cancer victims have access to the latest technology.”

The Komen Foundation continues to focus on delivering quality patient care. During our meeting with President Bush and Secretary Thompson, we made several recommendations to the Bush Administration to: maintain research funding within government agencies; conduct an Institute of Medicine study to measure the disincentives that block rapid dissemination of proven innovations to patients and providers in communities across the United States; expand specialist education opportunities, both within medical training programs and continued medical education; reduce the paperwork burden and the “audit fear factor” in reimbursement procedures; assess and streamline the processes for providing reimbursement codes for new technology; and create expanded access mechanisms to ensure that newer, targeted biological innovations are available quickly to patients

for whom other treatment options have been exhausted.

“The President and Secretary Thompson reinforced their concern about breast cancer today, speaking candidly about how they might improve breast cancer care, diagnosis and treatment,” said Nancy Davidson, M.D., a leading oncologist at the Johns Hopkins Oncology Center, a Komen grant recipient and a participant in the breast cancer roundtable. “Eradicating breast cancer requires that innovations be translated into quality patient care — what we learn from biological science must be brought to patients if there is to be any meaningful advancement in eradicating the disease.”

This was truly a momentous day in the breast cancer movement. It was inspiring to have the President and Secretary Thompson so open to our ideas — their support is invaluable to the Komen Foundation as we continue our fight to deliver promises of hope, support, research and education to the breast cancer community.

During his address, the President, who along with Secretary Thompson and the First Lady wore pink ribbons on their lapels, recognized those who have fought breast cancer as “witnesses to the power of hope,” and acknowledged how far the movement has progressed. “For the first time in human history, we can say with some measurable confidence that the war is winnable,” he said.

The President also said new United States Public Health Service cancer statistics show that breast cancer mortality rates declined an average of 3.4 percent between 1995 and 1998. However, breast cancer is still the most common type of cancer in women in the United States. Every three minutes there is a new diagnosis; every 13 minutes there is another death from breast cancer.

Secretary Thompson, who participated in the Komen National Race for the Cure® the following day, perhaps best summarized why we continue to move forward in our efforts to end breast cancer when he said, “As an individual who has lost a mother-in-law to breast cancer and whose wife is a survivor, I want to make sure that my two daughters, like the President’s two daughters and all of our daughters, will not have this insidious disease.” 🌸



Nancy Brinker, President George W. Bush and First Lady Laura Bush

Lee Jeans and Actress Lucy Liu Team Up for 2001 Lee National Denim Day®

Actress Lucy Liu, star of last year's hit movie, *Charlie's Angels*, and TV's *Ally McBeal*, will serve as spokesperson for the 2001 Lee National Denim Day®, the world's largest single-day fundraiser for breast cancer that benefits the Susan G. Komen Breast Cancer Foundation and its fight against the disease. The one-day event is not just about raising funds though — it's about raising awareness. And on Friday, October 5, millions of people will think about breast cancer when they get dressed in the morning. By slipping into their favorite pair of jeans and making a \$5 donation to the Komen Foundation, denim-loving Americans will make a powerful statement: Together we can raise \$7.5 million in a single day to help find a cure for breast cancer.

"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, Liu now hopes to spare other women and men the fear and anxiety she experienced. As spokesperson for Lee National Denim Day®, Liu will help spread the message that early detection saves lives and raise money for breast cancer research, education, screening and treatment programs.

"Early detection is the best way to battle breast cancer, but many people, specifically young women, are not aware that they're at risk. We're honored that Lucy has chosen to share her personal experience to reach out to those people," said Kathy Collins, vice president of marketing communications for Lee Jeans. "Last year more than 1.5 million Americans participated in Lee National Denim Day and with Lucy leading the charge, we're sure to reach even more."

For the sixth consecutive year, Lee Jeans is urging businesses

and organizations to participate in Lee National Denim Day® by allowing their employees to wear denim to work in exchange for a \$5 donation to the Komen Foundation and the fight against breast cancer. 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.

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/. This site provides educational materials and resources for individuals, like Liu 10 years ago, who may not have access to that type of information elsewhere.

"Every three minutes someone is diagnosed with breast cancer," said Liu. "It's important to know the facts, to know your options. Education is power, especially when it comes to women's health."

"Lee National Denim Day is critical in raising awareness about breast cancer and spreading the life-saving message of early detection," said Nancy Brinker, founder of the Komen Foundation. "Each and every \$5 contribution makes a real difference in the lives of women and their families facing this disease. The proceeds from Lee National Denim Day enable us to fund important breast cancer research and to support local programs that might otherwise get overlooked."

In the coming months, Liu will make personal appearances and be featured in a national print ad campaign to promote Lee National Denim Day® and the fight against breast cancer. To register your company, school or organization, call 1.800.521.5533 or visit www.denimday.com/.



Lucy Liu, 2001 Lee National Denim Day® Spokesperson

(Mammography continued from front cover)

The committee concluded that the ideal screening tool for breast cancer should be:

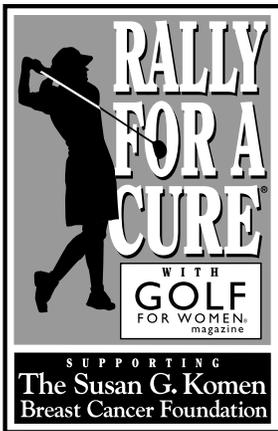
- linked to low health risks stemming from its use;
- sensitive enough to detect nearly all breast cancers, yet specific enough to reduce "false positive" findings of tumors;
- able to detect breast cancer at a curable stage;
- able to distinguish life-threatening abnormalities from those not likely to cause harm;

- non-invasive and simple to perform;
- easy to interpret objectively and consistently;
- cost-effective, widely available and acceptable to women.

Copies of *Mammography and Beyond: Developing Technologies for the Early Detection of Breast Cancer* are available for sale from the National Academy Press; call 800.624.6242 or visit www.nap.edu. The full text of the report is available at <http://books.nap.edu/catalog/10030.html/>.

(See related study on page 4.)

Rally for a Cure® Receives Golf Industry Award



The Rally for a Cure® women's golf program was recognized as having the nation's best public relations campaign in the year 2000 by the International Network of Golf (ING).



Rally staff with the ING award: Front row (left to right): Cate Campbell, Cathy Bligh, Sally Carrozzi, Barbara Paul. Back row (left to right): Nancy Vukmanovich, Cara Colacchio, Wanda Augustyn, Eileen Honey, Dottie Sheehan.

The Rally for a Cure® women's golf program was recognized as having the nation's best public relations campaign in the year 2000 by the International Network of Golf (ING). The award was presented to Rally for a Cure® — a partner of the Susan G. Komen Breast Cancer Foundation — during an annual gathering of the golf industry in Orlando, Florida, in January 2001.

The award recognizes Rally for a Cure® — a national golf club program designed to increase breast cancer awareness and raise funds in support of the Komen Foundation — for bringing the important message of early detection to hundreds of thousands of active women. Since the program's inception in 1996, more than \$4 million has been generated with more than 110,000 women participating each year. The program is well on its way to meeting its goal of 2,500 participating clubs in 2001. For additional information about Rally for a Cure®, visit www.rallyforacure.com or call 1.800.327.6811. ♣

Scientists Study Laser Technology as a Tool for Detecting Breast Cancer

Scientists at Clemson University have developed an optical imaging system that uses laser beams (infrared light) to identify cancerous tumors in the breast. The technology works because the infrared light from the laser is absorbed and scattered differently in cancerous tumors than it is in normal breast tissue. Although research is preliminary, the use of laser technology in the detection of breast cancer holds promise.

One of the advantages of the laser imaging system is

the potential it has for detecting small cancers, or those tumors that are 5 millimeters in diameter and smaller than what a standard screening mammogram can detect. Additionally, the breasts do not need to be compressed as is required with mammography.

However, there are some disadvantages with laser technology. For instance, the infrared light tends to scatter widely inside the breast tissue, thus making it difficult to pinpoint the tumors. In addition, laser technology does not work well for women with dense

breasts. In order to make this a viable alternative or supplement to mammography, more research is needed.

Both Clemson University and the University of Pennsylvania have upcoming clinical trials to investigate the effectiveness of laser imaging. A laser imaging system that provides three-dimensional breast images is currently being tested in clinical trials in the United States.

Mammography remains the best screening tool widely available to detect breast cancer at its earliest, most

treatable stages. It detects approximately 85% of all breast cancers, which is better than any other breast imaging technology widely available today. It is important that women 40 years of age and older have yearly screening mammograms in addition to yearly clinical breast examinations. Women younger than 40 years of age should have clinical breast examinations at least every three years and women of all ages should do monthly breast self-examination. ♣

New National Cancer Institute Data Revealed

The Susan G. Komen Breast Cancer Foundation was encouraged by data released by the National Cancer Institute (NCI) that showed an accelerated decline in breast cancer death rates in the last few years. The decline in mortality rates suggests that the message of early detection is taking hold and that better screening and treatment options are improving care. However, the data also reveals that there is still much more work to be done, especially in populations who face a disparity in access to treatment and screening.

Among the highlights of the data:

- Between 1989 and 1995, breast cancer death rates decreased 1.6 percent annually.
- Between 1995 and 1998 death rates declined more rapidly to 3.4 percent annually.
- Breast cancer was the leading cause of cancer deaths in Hispanic women and the death rate was highest among black women.
- Between 1992 and 1998 breast cancer incidence actually increased by 1.2 percent per year.

“We’ve made tremendous progress against breast cancer in twenty years,” said Nancy Brinker, founder of the Komen Foundation. “Now, it is our responsibility to bridge the gap between our clinical knowledge and what the individual patient experiences, with a goal of ensuring that all cancer patients receive the highest quality of care.”

KitchenAid Launches Cook for the Cure™

Beginning this summer, those with a passion for cooking can support the fight against breast cancer while engaging in their favorite culinary pursuits, thanks to a new partnership between KitchenAid and the Susan G. Komen Breast Cancer Foundation.



KitchenAid's *Cook for the Cure™* program will unite consumers, retailers, leading magazines and noted culinary professionals and organizations in raising funds for breast cancer research, education, screening and treatment through a yearlong series of special events and product offers. Plans include cooking classes and gala fundraising dinners with noted chefs and cookbook authors, and a KitchenAid donation-with-purchase program in October commemorating National Breast Cancer Awareness Month. Also, a limited edition pink *Cook for the Cure™* KitchenAid Stand Mixer — inspired by the pink ribbon symbolizing breast cancer awareness — is available for purchase at www.kitchenaid.com/. Each sale of this specialized mixer will generate a \$50 donation to the Komen Foundation.

KitchenAid has committed to raising up to a million dollars in the first year of the program, according to Brian Maynard, director of integrated marketing for KitchenAid.

For more information about *Cook for the Cure™*, visit www.cookfortheure.com and www.kitchenaid.com/.

WIBC Knocks Down Pins to Knock Out Breast Cancer

The Women's International Bowling Congress (WIBC) raised \$805,000 for the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer through Bowl for the Cure®, WIBC's nationwide fundraising campaign. Nearly 5,000 bowling leagues participated in this first-time program, raising \$740,000. An additional \$65,000 was raised through the sale of Bowl for the Cure® merchandise. Komen Foundation Founder Nancy Brinker accepted a check from the WIBC on April 25, 2001, at Meet for the Cure™, a special day during the 2001 WIBC Annual Meeting in Fort Lauderdale, Fla.

“A partnership between the Komen Foundation and the world's oldest and largest women's sports organization is at the heart of what the Komen Foundation attempts to achieve through all our partnering efforts,” Brinker said.

“We are truly thankful for the outstanding efforts of men's, women's and youth leagues everywhere who raised funds for

Bowl for the Cure,” said WIBC Executive Director Roseann Kuhn.

Hundreds of thousands of bowlers participated in Bowl for the Cure®. The league with the highest average donation per bowler, the Peckville Mixed League, Dunmore, Pa., contributed \$426.89 per bowler. With a pinfall of 57,502, the Good Timers League of Santee, Calif., obtained recognition as the league with the highest total pinfall. The Friday Nite Mixed League of Woodbridge, Va., had the highest league donation with \$2,967.65.

In 2002, February will once again be Bowl for the Cure® month. However, leagues will be encouraged to hold Bowl for the Cure® events at any time during the year. WIBC's goal is to raise at least \$1 million in 2002. For more information about Bowl for the Cure®, please visit www.bowlfortheure.com/.



WIBC Executive Director Roseann Kuhn, Komen Foundation Founder Nancy Brinker, WIBC President Joyce Deitch and WIBC Director of Services Shelia Nyren

Black Cohosh Studied as a Hot Flash Treatment for Women With a History of Breast Cancer

Many breast cancer survivors are exploring alternatives to hormone replacement therapy to alleviate or reduce the symptoms associated with menopause such as hot flashes, sweating and memory loss. The safety and effectiveness of many of these herbal remedies has yet to be studied.

A randomized trial of black cohosh, a herbal substance used for treating menopausal symptoms in Europe, was undertaken with women who have a history of breast cancer (Jacobson et al., 2001). The study included women who had completed their primary treatment (surgery, radiation therapy, chemotherapy) for breast cancer. Approximately 70% of these women were taking tamoxifen. Study participants were randomly assigned to either black cohosh or placebo (sugar pill) and neither the participants nor the researchers knew whether they had received the herbal product or the placebo.

Before starting the 60-day study and again at the end of the study, the 85 participants completed a detailed menopausal symptom index and were asked to record the number and intensity of their hot flashes for 3 days. A record of hot flash activity was also recorded midway thru the study.

Of the 68 women who completed the entire study, there was no significant difference between the placebo and treatment (cohosh) groups. Both groups experienced a decline in the intensity and frequency of hot flashes. Sweating was the only symptom for which there was a difference between the treatment and placebo groups.

In the future more studies need to be conducted on the effects of botanicals such as black cohosh to assess their safety and effectiveness both alone and in combination. The Komen Foundation is supporting these efforts by funding a study at Cedars-Sinai Medical Center in Los Angeles, California, to investigate how black cohosh influences the development, growth and progression of breast tumors using a mouse model. The research will determine if black cohosh accelerates or delays the onset of primary and metastatic mammary tumors in mice.

Jacobson, J., Troxel, A., Evans, J., Klaus, L., Vabdat, L., Kinne, D., Lo, K.M., Moore, A., Rosenman, P., Kaufman, E., Neugut, A., Grann, V. (2001). Randomized Trial of Black Cohosh for the Treatment of Hot Flashes Among Women With a History of Breast Cancer. Journal of Clinical Oncology, 19(10), 2739-2745.

New Cancer Pain Treatment Guidelines

The American Cancer Society (ACS), working with the National Comprehensive Cancer Network (NCCN), recently produced a series of cancer pain guidelines for lay audiences. The guidelines, originally developed for cancer specialists, were translated into this new format to help patients discuss the issue of cancer-related pain with their healthcare professional.

Cancer pain is a common problem, but is one that is treatable. About one-third of patients being treated for cancer have pain and more than two-thirds of patients with advanced cancer (cancer that has spread or recurred) have pain. For the individual with pain, controlling pain and managing the symptoms are important goals of treatment.

The NCCN is an alliance of 18 leading cancer institutions. One of its goals is to advance the state of the art in cancer prevention, screening, diagnosis and treatment through excellence in basic and clinical research.

For a copy of *Cancer Pain: Treatment Guidelines for Patients (January 2001)* visit the following websites: www.cancer.org (ACS); www.nccn.org (NCCN).



Fit for the Cure™

Wacoal America's Fit for the Cure™ events have met with such enormous success that Wacoal has decided to step up its commitment to the Susan G. Komen Breast Cancer Foundation by increasing the number of Fit for the Cure™ events that will be held this fall. In spring 2001, Wacoal hosted 138 Fit for the Cure™ events. The company will host an estimated 600 events in fall 2001. For every woman fitted at a Fit for the Cure™ event in a bra from Wacoal, Donna Karan Intimates or DKNY Underwear, Wacoal will donate \$1 to the Komen Foundation and its fight against breast cancer.

Wacoal added two new styles to its Awareness Bra collection in July. Wacoal will also donate \$1 to the Komen Foundation for each Awareness Bra sold during the month of October and at all Fit for the Cure™ events. The Awareness Bra serves as an at-home health reminder and promotes breast cancer education to women across the country. The hangtag contains vital information about how to perform a breast self-exam (including a diagram), the phone number of the Komen Foundation's National Toll-Free Breast Care Helpline and a reminder to regularly visit your healthcare professional.

To find a Fit for the Cure™ event near you, please call 1.800.Wacoal.0, or visit www.fitforthecure.com/.

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

Salon Connection Team Inspires Komen Detroit Race for the Cure® Participants



Detroit-area beauty salon owner Shari Franko was diagnosed with breast cancer in 1996 at age 35. Following her diagnosis, Shari took it upon herself to educate her staff and share with her customers the important message of early detection. Shari began distributing breast self-examination cards and other literature to women who visited her salon and participated in her first Komen Detroit Race for the Cure®.

After the Race, Shari was inspired by a story she heard on the local news that said Ford Division — a National Series Sponsor of the Komen Race for the Cure® — had the largest corporate team at the Detroit Race. The following year Shari started a campaign with fellow local salon owners to see if they could build a team to rival Ford. She had more than 2,000 participants join her team — Salon Connection — which came in second place in the teams division for largest number of participants.

Working with a committee willing to donate their time and efforts to recruiting team members (over 4,500 in four years), Shari and her friends shifted their focus to raising donations so they could become a sponsor of the Komen Detroit Race for the Cure® and further enhance the *Friends for the Cure™* program. Shari had the number five in mind when she began this initiative with five years of survivorship and five years of supporting the Komen Race for the Cure® under her belt. With 50 people each giving \$500 she helped raise \$25,000 for *Friends for the Cure™*. Shari then drafted a letter to 100 past Salon Connection Team supporters who donated money to the cause, making Salon Connection a bronze sponsor of the Komen Detroit Race for the Cure®.

In 2001, Shari's emphasis was to inspire individuals on teams to take their commitment to another level. The 2001 Komen Detroit Race for the Cure® has now passed. Shari Franko is now back at Variations Salon, talking to women about early detection of breast cancer and making a difference. It's individuals like Shari who contribute so much that make the Komen Race for the Cure® such a wonderfully motivating experience. ♡

Komen National Race for the Cure® Draws Record Crowd

The Susan G. Komen Breast Cancer Foundation National Race for the Cure®, held June 2, 2001, in Washington, D.C., surpassed last year's record field with a registration total nearing 75,000 participants. The Komen National Race for the Cure®, the largest 5 kilometer footrace in the world, will provide at least \$1 million for breast cancer research, education, screening and treatment programs in the Washington, D.C., metropolitan area. The remaining funds will directly support the Komen Foundation Research Program.

Thousands of breast cancer survivors and their families

and friends were joined by members of Congress, their spouses and Honorary Washington, D.C., Chairs, Mayor Anthony Williams and his wife, Diane, at the annual Race. A record 720 teams participated in this year's event — 120 more than in 2000. The record turnout and exponential growth of the Race — there were 7,000 participants at the first Race held in 1990 — is a reminder of the impact breast cancer has on the entire nation.

Washington policymakers who participated in this year's Race included: Secretary of Health and Human Services Tommy Thompson; Secretary

of Labor Elaine Chao; Secretary of Agriculture Ann Veneman; Sen. Bill Frist (R-TN); and Rep. Jane Harmon (D-CA).

Net proceeds from the Komen National Race for the Cure® provide vital funding for breast health programs that serve a diverse cross-section of the country, including the Washington, D.C., metro area. Hospitals and research centers have earmarked Race dollars for programs that include free screening mammograms for the uninsured; support programs for medically underserved African American women diagnosed with breast cancer;



and breast cancer education, screening and treatment programs designed specifically for Latina women, to name a few.

Of the net proceeds from the 2000 Race, 14 Washington, D.C.-area hospitals, research centers and breast health organizations were awarded grants totaling more than \$1 million. The remainder of the 2000 National Race proceeds, totaling nearly \$1.7 million, directly funded the Komen Foundation Research Program. ♡

Volunteer Voices

By Lynn Dodson, Associate Manager, Volunteer Development



Connie O'Neill

In recognition of more than 10 years as an active and dedicated volunteer, we would like to introduce a very special member of the extended Komen family, Connie O'Neill.

Originally from Arkansas, Connie graduated summa cum laude from Southern Methodist University with a BBA in accounting. She was employed by Ernst and Young for nine years as senior manager in the audit and tax

department. Although her professional training has entrusted her to many positions of financial responsibility, her talents and energy seem limitless.

Connie's history with the Komen Foundation began in the early 1990s when Connie served as the first volunteer treasurer, side-by-side with then director of finance, Elda Railey. Elda recalls many a day when Connie, often escorted by her young children, came to Komen Headquarters to fulfill her responsibilities. As a member of the finance committee, Connie played an integral part in developing the strategy of the investment policy for the Komen Foundation. As the Foundation began to spread its wings, Connie was instrumental in forming policies which now guide the Komen Affiliate network. In 1995, Connie demonstrated her organizational and creative skills by chairing the Komen National Awards Luncheon. True to her style, Connie hosted a wonderful event with elegance and grace.

But Komen does not tell the entire story. Connie is married to Chris O'Neill and manages to raise four children, ages 4 through 13, while continuing community service to various Dallas organizations. Most recently she served as the president of the Junior League of Dallas. Connie serves on the board of directors of SMU Alumni, the board of directors of Children's Health Services and the board of Children's Medical Center. She also serves on the boards of United Way and Genesis Woman's Auxiliary. Connie is the current treasurer of the Presbyterian Hospital Foundation of Dallas and president-elect of Hyer Elementary School. Connie is active with her sorority, Chi Omega, and has been involved with the Crystal Charity Ball for many years.

Connie was nominated to serve on the Komen Foundation Board of Directors for a 39-month term which began this past January. We are so very fortunate to have Connie's commitment to the cause of eradicating breast cancer for more than a decade. We applaud her for her dedication and excellence in her service to the Komen Foundation and look forward to Connie's continued support of our mission. 📌

What's Your Request?

Wyndham Hotels & Resorts has developed a new program called Wyndham ByRequest that is



guaranteed to make any stay at a Wyndham property more enjoyable. And now through October 31, when you sign up to become a Wyndham ByRequest member, Wyndham will make a \$10 donation in your name to the Susan G. Komen Breast Cancer Foundation after your first night's stay.

By completing a ByRequest profile at www.wyndham.com, you tell Wyndham how you'd like your room and it will be that way every time you choose to stay at a Wyndham hotel or resort. For example, do you need Internet access to check your email? Or, how about a good road map? As a ByRequest guest you'll never have to ask twice. In addition, when you sign up for Wyndham ByRequest, enter "Komen" in the campaign code and Wyndham will make a \$10 donation to the Komen Foundation in your name after your first stay as a ByRequest member.

After you submit your profile, you'll receive a Wyndham ByRequest number. Use your member number every time you make a reservation at any Wyndham hotel and your accommodations will be exactly as you requested. 📌

Kaiser Permanente Funds Grant

The Susan G. Komen Breast Cancer Foundation recently received a \$50,000 grant from Kaiser Permanente to support the initial phases of the Foundation's Young Women's Initiative.

With the funding provided by Kaiser Permanente — an integrated healthcare program — the Komen Foundation will conduct a nationwide needs assessment of healthy women and breast cancer survivors ages 20 to 39. Results of this assessment will be used for strategic planning for the development of educational programs and national events designed to raise awareness of breast cancer and the importance of early detection among young women.

"We must educate young women about breast cancer so they can develop positive breast health practices early and be empowered to take charge of their health," said Susan Braun, president and chief executive officer of the Komen Foundation. "This grant from Kaiser Permanente is invaluable because it will support a comprehensive needs assessment, the first step toward achieving that goal."

Susan Kutner, M.D., a surgeon at Santa Teresa Kaiser in San Jose, California, is chair of the Breast Care Task Force of Northern California Kaiser Permanente.

"Women of all ages need to be aware of the risk factors for breast cancer. Early detection and risk reduction strategies are crucial to our ability to fight this disease," said Dr. Kutner. 📌

PARTNERS IN THE PROMISE: OUR RESEARCHERS

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 partners who shared a similar passion to find a cure. This issue of *Frontline* marks the debut of *Partners in the Promise: Our Researchers*, a regular feature spotlighting the work of one of the Komen Foundation's key partners in the fight against breast cancer – the scientist.



John D. Minna, M.D.
UT-Southwestern
Medical Center at Dallas

The research: Dr. Minna is investigating breast cancer cases that are considered “sporadic,” meaning the cancer appears because of something that happens to a patient’s genes during her lifetime, not because the patient has inherited a mutated copy of a gene from one or both of her parents.

More information: Minna and colleagues have discovered a “partner protein” they named BE2 (also hSRBC) that interacts with BRCA1, one of the genes that are implicated in higher risk for breast cancer and/or ovarian cancer. BRCA1 in its “nice” form is a tumor-suppressor gene. In its mutated, or “bad” form, it can allow cancerous tumor growth. In women who inherit the BRCA1 gene through the “germline” (or from their parents), BRCA1 can play a key role in the subsequent development of their cancers. In women who develop sporadic cases of breast cancer, however, BRCA1 does not appear to be abnormal. Studies have shown that a number of proteins bind with BRCA1. It was in the process of finding these five to 10 BRCA1-binding proteins that the team isolated BE2, which may be a tumor-suppressor gene for sporadic breast cancers. In about 40 to 50 percent of sporadic breast cancers, the expression, or manufacture, of BE2 doesn’t appear to occur. Minna believes the BRCA1 pathway still has key significance in the development of sporadic breast cancers, but it is the lack of expression of BE2 [working as a “partner” factor] with

BRCA1 that may lead to cancerous tumors in women who develop sporadic breast cancer.

What’s ahead? Part of the reason BE2 doesn’t get expressed in patients with sporadic breast cancer is because of a chemical interaction called “methylation” that shuts off the expression of genes. BE2 gets methylated in cases of sporadic breast cancer. Through samples retrieved by ductal lavage or fine needle aspiration, geneticists can show methylated sequences of genes in some patients. Those sequences might indicate that these patients are at risk to develop a form of sporadic breast cancer. The big question is why does BE2 get methylated in cases of sporadic breast cancer, and could drugs be identified that could reverse the mysterious process of methylation and thus restore the cell to normal as a new form of treatment? This approach could, in the future, provide promise to women who have suffered a recurrence of their breast cancer and for whom all other interventions have failed. Currently, Minna is expanding his studies and confirming the relationship between BE2 and BRCA1.

Researcher quote: “Methylation of genes like BE2 could provide great new diagnostic tools for breast cancer. In addition, reversal of methylation with a drug therapy could offer great promise as a new type of therapy. It’s almost like gene therapy, but is targeted to tumor cells. Other researchers using this approach are trying to determine what enzymes are involved in the process of methylation and what their inhibitors are. We think BE2 will be a key player in breast cancer diagnosis and therapy.” 

Suzy Komen Award: Now Accepting Nominations

The Susan G. Komen Breast Cancer Foundation and the National Distance Running Hall of Fame established the Suzy Komen Award in 2001 in honor of Susan G. Komen, for whom the Foundation was named. Susan G. Komen, known to her family as “Suzy,” was also the inspiration for the Komen Race for the Cure® Series. This award was designed to honor breast cancer survivors who race competitively and compete in one of the more than 100 Komen Race for the Cure® events held around the world each year.

This annual award recognizes a breast cancer survivor’s dedication to the fight against breast cancer by her/his participation in a Susan G. Komen Breast Cancer Foundation Race for the Cure® event, as well as her/his dedication to a healthy lifestyle through the sport of distance running. The award recipient

must also demonstrate a commitment to the fight against breast cancer through volunteerism within a Komen Affiliate or through her/his support of a Komen Foundation-related event.

The award recipient will be honored at her/his local Komen Race for the Cure® event and will be recognized at an induction ceremony at the National Distance Running Hall of Fame in July 2002. The award recipient will also be recognized as a part of the Komen Foundation display in the National Distance Running Hall of Fame.

For more information or a nomination application, please contact Jennifer Halpin at Foundation Headquarters at 972.855.4388. Nominations will be accepted through December 1, 2001. 

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

Ford Captures the Passion at Komen Race Events

Ford Division, a National Series Sponsor of the Komen Race for the Cure®, is capturing the passion of Race participants at select events around the country with a new digital photo booth. Race participants have an opportunity to have a digital image taken of themselves at Ford's *Capture the Passion* tent. Participants are invited to visit Ford's website at www.fordvehicles.com/fordforce where they can view the digital photo and then either download it or email a copy to friends and family. Once on the website, visitors can also sign a dedication book and share their Komen Race for the Cure® experiences with other readers. 📷



Race participants pose for a digital photo at Ford's new *Capture the Passion* booth.

New Balance Continues Fight Against Breast Cancer



New Balance has been associated with the Komen Race for the Cure® Series since 1989 and has been a National Series Sponsor since 1992.

In an effort to further increase breast cancer awareness and support of breast cancer survivors, the company also sponsors Honorary Team New Balance, a program that honors a local breast cancer survivor at each Komen Race for the Cure® event.

In addition to its work in the fight against breast cancer in the United States, New Balance has become the first International Komen Race for the Cure® Sponsor. The Komen Foundation extends its deepest thanks to New Balance for the company's dedicated support of the Race Series and to the Foundation's mission to eradicate breast cancer as a life-threatening disease.

The Komen Race for the Cure® Series went global in 2000 with Races in Rome, Italy, and Frankfurt, Germany. This year, Athens, Greece, was added to the schedule. Visit www.raceforthe cure.com for more information regarding the International Race Series. 📌

Don't Be A Fool™

Because every woman has a one-in-eight chance of developing breast cancer, the women of Zeta Tau Alpha are dedicated to spreading the message of early detection of breast cancer. In addition to sponsoring the Susan G. Komen Breast Cancer Foundation's Breast Cancer Survivor Recognition Program through the Komen Race for the Cure®, Zeta Tau Alpha conducts the *Don't Be A Fool™ Do Monthly Breast Self-Examinations* campaign for women annually in April.

Nationwide, thousands of Zeta Tau Alpha volunteers join together each year to distribute one million shower cards and special breast self-exam reminder stickers. Launched in 1992, this campaign solidified Zeta Tau Alpha's commitment to the Komen Foundation and its fight against the disease. Zeta Tau Alpha began its sponsorship of the Breast Cancer Survivor Recognition Program in 1992 as well. 📌



Earn 1,000 AAdvantage® Miles Through Special Offer From Kellogg's®



Together with the American Airlines AAdvantage® program, on June 1, 2001, Kellogg's® began offering consumers the opportunity to earn double AAdvantage frequent-flier miles by contributing to the Susan G. Komen Breast Cancer Foundation through a

special promotion on its Special K and Smart Start cereal boxes. Consumers can earn 500 AAdvantage Miles plus a 500-mile bonus if they:

- Collect five pink 100-mile Kellogg's AAdvantage Award Certificates from specially marked packages of Kellogg's® Special K or Kellogg's® Smart Start cereals.
- Mail a minimum \$10 donation to the Komen Foundation for breast cancer research and community outreach programs with five completed certificates.

"Both Kellogg and American Airlines are National Series Sponsors of the Komen Race for the Cure® Series of 5K events held across the country. Kellogg is also entering the second year of its partnership with American Airlines on the very successful American Dream frequent flier mile promotion, which awarded more than 300 million AAdvantage miles last year," said Marta Cyhan, director, marketing services for Kellogg USA. "It was a natural fit to combine these two promotions to help raise funds for the fight against breast cancer, and it is twice as rewarding for consumers, because they can earn double AAdvantage miles."

"For more than a year, the AAdvantage travel rewards program and the Kellogg Company have teamed up to offer consumers the exceptionally rewarding American Dream promotion," said Bruce Chemel, president of AAdvantage marketing programs. "Now we are teaming up to help fight breast cancer, and we are very proud to support such a worthy cause." 📌

HAPPENINGS ON CAPITOL HILL

Federal Government Working on Healthcare Spending Levels for 2002

On February 28, 2001, President George W. Bush presented his proposed budget to Congress. The House of Representatives and Senate subsequently passed their own versions of the budget based on the President's proposal, and the two chambers have begun to work on a compromise to establish spending levels for fiscal year 2002. Senate and House Appropriations Committees have begun the process of establishing discretionary spending levels for government spending on healthcare and related areas.

The Administration's proposal continues the trend of enhanced federal funding for cancer research. The President proposed an increase of \$2.8 billion (approximately 14%) for the National Institutes of Health (NIH), for a total of \$23.1 billion. Consistent with the funding increase for NIH, cancer-related research is increased by more than \$500 million.

The proposed funding for the Centers for Disease Control and Prevention (CDC), however, represents a decrease from last year's allotment by approximately \$109 million. The Administration's total request for CDC is \$4.1 billion. Of special note, the proposal specifically calls for a \$7 million decrease in funding for the National Breast and Cervical Cancer Early Detection Screening Program (NBCCEDSP), with a request of \$172 million for 2002.

Next, the House and Senate Appropriations Subcommittees will establish federal spending levels for all programs within the Department of Health and Human Services (HHS), including NIH and CDC.

The Komen Foundation recently conducted a series of meetings on Capitol Hill with a number of Members of Congress to discuss the importance of NBCCEDP to the medically underserved. The Foundation has also testified before Congress and has met with the Administration concerning this program. The Foundation recommends an increase in federal funding for the program to at least \$210 million.

Komen Representatives Testify Before Senate Appropriations Committee

On May 9, 2001, Komen Foundation Founder Nancy Brinker and Chair-Elect LaSalle D. Leffall, Jr., M.D., testified before the Senate Appropriations Committee, Subcommittee on Labor, Health and Human Services, Education and Related Agencies, on the state of breast cancer today. Brinker urged Congress and the President to increase funding for the National Cancer Institute (NCI) in the year 2002 to \$5 billion and to expand funding for the NIH by

16.7% over its 2001 level. The NIH increase is necessary to stay on track with the commitment of Congress to double the NIH budget between fiscal years 1999 and 2003.

In addition, Brinker stressed the continued need for strong federal support for the National Breast and Cervical Cancer Early Detection Screening Program (NBCCEDSP). This program provides screening, outreach and case management services to assist high-risk, low-income women in all 50 states, women who otherwise do not have access to healthcare. To date, over one million women have been screened through this program and thousands of breast and cervical cancers have been diagnosed. Yet, because of current funding limitations, the program only reaches approximately 15% of all eligible women. To ensure that many more of the nation's low-income, medically underserved women have access to this life-saving program, the Komen Foundation supports efforts to increase federal funding to a level of at least \$210 million.

Dr. Leffall addressed the importance of adequate reimbursement for breast cancer services. "Efforts to stifle overall health care expenditures should not impede a patient's ability to receive necessary services," Dr. Leffall said.

Susan Braun Addresses Issue of Complementary and Alternative Medicine (CAM)

On May 15, 2001, Susan Braun, president and chief executive officer of the Komen Foundation, testified before the White House Commission on Complementary and Alternative Medicine Policy Research.

A 1997 study showed Americans spent \$27 billion for complementary and alternative medicine. A study specific to cancer patients found that 50% of those surveyed combined these therapies with conventional care, and that breast cancer patients are even more likely to do so compared to other cancer patients (*Am J Surg* 2000 May).

"CAM has clearly become mainstream as far as the public is concerned. The question is: how will traditional medicine respond?" Braun said. "The Komen Foundation believes that the tools of science can provide very powerful answers to the questions surrounding CAM."

In 2000, the Komen Foundation instituted a separate study section for CAM as part of its Research Program. Complementary therapies and methods now comprise an important component of the Foundation's research portfolio. The Komen Foundation funded five CAM awards totaling more than \$1 million. Komen Affiliates funded \$145,000 for complementary programs, such as wellness training for survivors, through outreach and education grants.

HAPPENINGS ON CAPITOL HILL

Debate Over Medicare Reimbursement for Prescription Drugs Continues

One of the hottest issues on Capitol Hill is Medicare coverage for prescription drugs. The Komen Foundation has been active in the Medicare prescription drug benefit debate. Medicare does not generally cover outpatient prescription drugs. Despite this general limitation, however, Medicare Part B, which provides payment for physician services, specifically authorizes coverage of a limited category of prescription drugs that are provided as “incident to” physician services or as outpatient department services. Because almost all anti-cancer drugs are administered intravenously in physician offices or hospital outpatient departments, they are covered under this exception in Medicare Part B.

Although there is broad recognition that a problem exists concerning the high cost of prescription drugs and the corresponding difficulty patients on limited budgets face in obtaining them, Congress has not yet developed one overall solution. One proposal being developed by several members of Congress is to extend Medicare Part B coverage to include all cancer drugs.

The Komen Foundation understands the importance of Medicare prescription drug coverage for its patient constituency. New classes of drugs, offering novel approaches to treating breast cancer, are in various stages of basic research and clinical development. Cancer care is entering a new era in which many of the most significant anti-cancer drugs are not administered by a healthcare professional, but are, instead, administered orally by patients themselves. Some of these drugs may represent a replacement for covered intravenous drugs, but others will be added to the current chemotherapy regimens for both chronic and acute care. Absent in an amendment to the Medicare law, these new oral drugs will generally not be covered by the program, requiring beneficiaries to pay out-of-pocket. The Komen Foundation is working collaboratively to find a solution to the current problem.

Ruling Made on Privacy of Patient Medical Information

The Health Insurance Portability and Accountability Act of 1996 (HIPAA) required Congress to enact legislation by August 21, 1999, to govern privacy standards for individually identifiable health information. When Congress did not vote to pass privacy legislation by the required date, HIPAA shifted this responsibility to the HHS. The Clinton Administration supervised a rulemaking proceeding concerning patient privacy and released the final rule in December of 2000.

Critics of the rule asked the Bush Administration to delay and modify the rule. On April 12, however, Health and Human Services Secretary Tommy G. Thompson announced that

“Standards for Privacy of Individually Identifiable Health Information” (65 Fed. Reg. 82461) would take effect April 14, 2001, as scheduled. Those entities, providers, payers and clearinghouses governed by the rule must comply with the new requirements by April 2003.

Privacy advocates and healthcare industry representatives have expressed interest in modifying the regulation before its April 2003 effective date. Secretary Thompson said that while HHS will work to modify and provide guidance on complying with the rule as needed, there will not be a second rulemaking proceeding.

Future of Breast Cancer Research Stamp Considered

In July of 1998, Congress created the Breast Cancer Research Stamp (BCRS), the first United States postage stamp designed for sale at a price greater than that of a first class stamp (.40), with profits dedicated to breast cancer research. This stamp, known as a semipostal, has since raised over \$19.5 million for research at the NIH and the Department of Defense (DoD) while increasing breast cancer awareness nationwide.

A significant percentage of these sales — approximately \$4.5 million — has been achieved since July of 2000, when the initial two-year sales period was set to expire. Last year, Congress passed the Semipostal Authorization Act, which extended the sales period until 2002. In addition to continuing the BCRS, the new law also authorized the United States Postal Service (USPS) to establish a 10-year program to sell other semipostal stamps.

On February 15, 2001, the USPS issued a proposed rule to implement the Semipostal Authorization Act. The proposed rule set forth constraints on future sales of the BCRS. It authorizes the USPS to offer “only one semipostal stamp for sale at any given time,” and limits the length of sale of each stamp to a two-year period.

On March 19, 2001, the Komen Foundation submitted comments on the proposed rule to the U.S. Postal Service, disputing the subject constraints on the BCRS. The Foundation emphasized the importance of relying on the marketplace to determine the life of a semipostal, noting that “no semipostal should be eliminated when sales are robust and it has yet to achieve its greatest potential.” The comments were signed by WIN Against Breast Cancer as well as the March of Dimes Birth Defects Foundation, AARP, YWCA, Brain Injury Association, Pancreatic Cancer Action Network, Center on Disability and Health and many others, representing a teamwork approach in guiding implementation of this new law. The USPS will consider these comments as it finalizes the rule. ☛

Marketplace

Recognizing the need to find new ways to increase breast cancer awareness and generate additional sources of revenue to help eradicate breast cancer as a life-threatening disease, the Susan G. Komen Breast Cancer Foundation has expanded its merchandising efforts. New items and old favorites are available through the Marketplace section of the Komen Foundation website. To see what other unique items are available, or to place an order, please visit www.breastcancerinfo.com/.

706-142



706-140



706-100-1X



706-100-PE



706-100-AP



806-422

MERCHANDISE ORDER FORM

Prices are subject to change

Order Code FRLS2001

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		
706-25443	Nick & Nora Wish Upon a Star Bear	\$ 20.00		
706-25851	6" Mini Susan Bears (color will vary)	\$ 6.00		
Novelty				
706-140	Milestones to Wellness™ Marble Magnets™	\$ 15.00		
706-142	Seeds of Hope	\$ 10.00		
806-422	"A Cure for All Time" Poster SALE	\$ 10.00		
Shoelaces				
706-103	Komen Race for the Cure® Shoelaces	\$ 3.50		
706-139	Pink Ribbon Shoelaces	\$ 3.50		

TOTAL COST

Product Cost	\$
Add Shipping and Handling	\$
Total Cost	\$

Shipping and Handling Rates (Normal delivery: Allow 10 business days)

\$1 to \$100	\$7.50
\$101 to \$250	10%
\$251 to \$500	8%
\$501 to \$1000	7%
Over \$1000	6%

Use your credit card and phone toll-free 1.877.SGK.SHOP 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

Payment Enclosed (payable to the Susan G. Komen Breast Cancer Foundation)

Visa MasterCard 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 the mission of the Foundation. 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

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Symposium, Conference to Be Held This Fall

Komen Foundation grant recipients, Affiliate members, representatives of community-based outreach organizations and other breast cancer advocates and healthcare professionals are encouraged to attend *Closing the Gap – Eradicating Breast Cancer in the African American Community*. The event is scheduled for September 29 and 30 and is being organized in conjunction with the Komen Foundation's fifth annual mission conference, *Reaching for the Cure®... Innovations in Quality Care*, September 30 – October 2. Both events will be held in Washington, D.C., at The Grand Hyatt.

Closing the Gap will provide attendees with a unique opportunity to hear about and discuss key issues concerning African American women and breast cancer. *Reaching for the Cure®... Innovations in Quality Care* will showcase breast cancer research, education, screening and treatment projects supported by the Foundation's grant programs. The 2001 mission conference will also highlight how recent advances in breast cancer diagnosis and treatment can be integrated at the local level to improve quality of care for those touched by the disease. A variety of sessions and workshops will encourage an educational interchange between advocates, researchers, breast cancer survivors and other health professionals.

For more information, visit www.breastcancerinfo.com/. 



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

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