

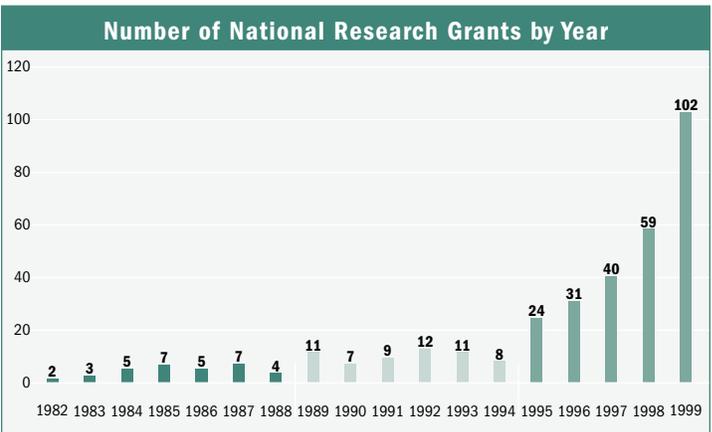
frontline

The Susan G. Komen Breast Cancer Foundation's International Newsletter Fall 2000

Komen Foundation Research Program Experiences Tremendous Growth

The Susan G. Komen Breast Cancer Foundation has funded more than \$47 million in breast cancer research since its founding in 1982. This amount does not include the millions of dollars in funding provided by Komen Affiliates at a local level to support grants and programs for education, screening and treatment for the medically underserved. Funding for breast cancer research has risen steadily since 1982, when the Foundation awarded its first two research grants. The first award, totaling \$28,000, was made to the M.D. Anderson Hospital and Tumor Center to explore the potential role of growth suppression factors as therapeutic agents for breast cancer. The second award, totaling \$2,000, was made to Baylor University Medical Center to support its new Breast Cancer Detection Center.

Since these first awards, the Foundation's research program has expanded dramatically, increasing the number of projects supported, the level of funding provided and the scope of issues addressed. This increase has been especially dramatic over the course of the past five years. Since 1995, funding of new grants increased from slightly more than \$2.8 million in 1995, to nearly \$18 million in 1999. At the same time, the number of grants awarded and the average dollar value of grants have increased steadily from 1995 to the present. In 1995,



the Foundation awarded 24 research grants at an average value of slightly more than \$116,000 per grant. By 1999 these figures had risen to 102 grants averaging nearly \$176,000 per grant.

increased since 1982, but so has the diversity of research topics addressed. Overall, about 65 percent of grants supported basic research. However, in recent years, clinical, translational and other grants, including behavioral research and community-based studies, have become more common. Diversification of the portfolio into additional fields also serves to broaden the base of investigators. The current research portfolio includes the following programs:

- Training grants to doctoral dissertation students and postdoctoral fellows to recruit and retain young scientists in the field of breast cancer research;
- Basic, clinical and translational grants that encompass a broad number of focus areas including detection, diagnosis, prognosis, risk and prevention, treatment, tumor cell biology, and complementary and alternative medicines;

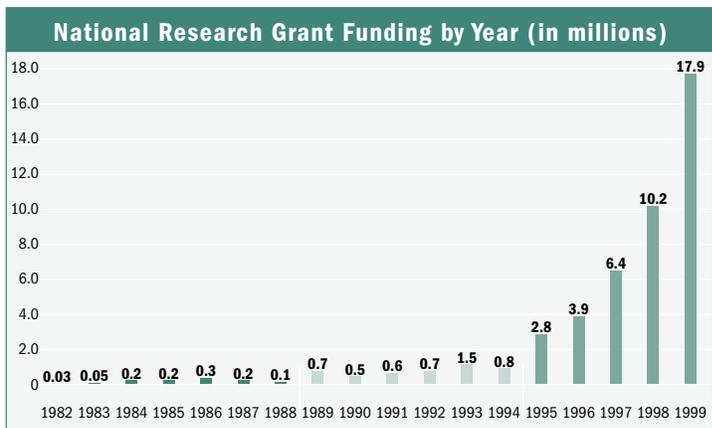
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In 2000, of the 447 grants that were reviewed 136 were rated as being superior for their scientific merit and potential to impact breast cancer. This is the largest number of grant applications ever to receive a superior rating in the annual grants cycle.

Not only have the total dollars awarded, the number of awards and the size of grants

increased since 1982, but so has the diversity of research topics addressed. Overall, about 65 percent of grants supported basic research. However, in recent years, clinical, translational and other grants, including behavioral research and community-based studies, have become more common. Diversification of the portfolio into additional fields also serves to broaden the base of investigators. The current research portfolio includes the following programs:



Power to Care Fuels Power to Cure

By Nancy Brinker, Founding Chair of the Susan G. Komen Breast Cancer Foundation

Whether at a medical conference, in a small town clinic or in a virtual chat room, one of the underlying issues of every health care discussion is the question of how to assure quality of care. Quality of care is measured by how each individual patient is treated. But in this era of rapidly changing medicine, we must find a way to move beyond just anecdotal evidence of quality patient care to a methodology that includes both patient perspective and a comprehensive, science-based approach.

The American Society of Clinical Oncology (ASCO) quality of cancer care study, one of the most important and innovative research projects the Komen Foundation has funded in our nearly 20-year history, will help us do both. By using a unique qualitative and quantitative approach, linking medical records to patient interviews, for example, we will gather information crucial to developing a national quality cancer care system. The results will be far more meaningful than previous attempts to define quality care.

The most important variable in this study is the patient. The new generation of cancer survivors is empowered like no other in history — with information, with a support network and with the political means to make a difference. Today's patients will define quality of care on their own terms.

Thanks to new technology and changing cultural attitudes toward cancer, patients of the 21st Century are the first generation of truly educated health care consumers. Back in the late 1970s, when my sister, Suzy, was diagnosed with breast cancer, it was a much different world. She put her future entirely in the hands of our family physician — a good practitioner but not a cancer specialist. Independent sources of information on breast cancer options, designed for patients, were few and far between. So, while it was Suzy's care at issue, her own lack of knowledge kept her from fully participating in most treatment decisions. She gambled on her physician's experience, and it was a gamble she lost.

Today, you can go to any bookstore and find shelves of breast cancer books. Turn on the television and you'll see a wide range of health programming. And, of course, there is the Internet, one of our most valuable resources, where you can find information on practically any issue from basic science to clinical trials to complementary therapy.

Because of the vast amount of information available to them, today's patients want more from their physicians than just a diagnosis. They want acceptance from their doctors as partners in the process to assure their quality of care. A patient empowered with information — both personal and clinical — can be a

physician's best tool in assuring quality care.

The 21st Century patient is also empowered with an aggressive support network of patient advocates that simply didn't exist 20 years ago. When Suzy was diagnosed in 1977, people didn't talk about breast cancer. That outdated attitude kept discussion in the dark. However, today, we have a large and growing number of advocacy and support groups for breast cancer and all kinds of illnesses. These advocacy groups, like the Komen Foundation, are increasingly powerful players in efforts not just to cure disease, but to define quality of care. And like the people they represent, they offer the medical community significant support as partners in the effort to both define and provide that quality of care.

The 21st Century patient understands that quality health care is one of the most politically potent issues on the public policy stage today. In public opinion surveys, quality health care regularly ranks as one of the top five most important issues with the American public and cancer ranks as the second most urgent health problem facing this country behind AIDS. So, it's not surprising to learn that the U.S. spent more than \$1.1 trillion on health care in 1998, or that national health expenditures are projected to reach \$2.2 trillion — over 16 percent of GDP — by the year 2008.



Nancy Brinker

But quality, not quantity, is the biggest concern of American consumers. In one recent survey, 42 percent said that when choosing a health plan, quality is the most important factor. Cost came in at a distant second at 18 percent. With numbers like these, it's easy to understand why politicians are proposing health care reform plans as health care providers scramble to meet rising demands for quality of care.

The empowered patient is a force to be reckoned with as we strive to provide quality of care in this new century. The power to care fuels the power to cure. As we move into this new millennium, we must be held responsible personally and professionally to be active, compassionate stewards of good health care. 🌱

STAR Update

The National Cancer Institute recently reported data from the first year of the breast cancer Study of Tamoxifen and Raloxifene (STAR) recruitment. STAR will include 22,000 postmenopausal women who are at an increased risk of developing breast cancer. The study will determine whether the osteoporosis prevention drug raloxifene is as effective in reducing the incidence of breast cancer as tamoxifen has proven to be and will compare the side effect profiles of each.

More than 500 centers in the United States, Puerto Rico and Canada began enrolling women on July 1, 1999. Of the women who went through the risk assessment process, 29,303 were eligible to participate in STAR based on breast cancer risk alone. During the first year of STAR, 6,139 postmenopausal women with an increased risk for developing breast cancer chose to participate in the prevention study.

Of those women participating in STAR thus far, about 1.7 percent are African American, approximately 1.3 percent are Hispanic/Latina and about 1.6 percent participating are ethnic minorities other than African American or Hispanic/Latina. Participation in the STAR study to date is highest among the 50-59-year-old age group.

The National Surgical Adjuvant Breast and Bowel Project (NSABP) still needs approximately 16,000 more women to participate in STAR. For more information about STAR and a list of participating centers, call the National Cancer Institute's Cancer Information Service at 1.800.4.CANCER, or visit the STAR website at www.cancernet.nci.nih.gov. 📍

National Cancer Institute

FDA Approval

In June 2000, the Food and Drug Administration (FDA) approved the use of tamoxifen to treat patients with ductal carcinoma in situ (DCIS).

DCIS is a type of non-invasive breast cancer that originates in the milk ducts and does not

spread to the surrounding breast tissue. For the past 20 years, tamoxifen has been used to treat all stages of breast cancer.

Women with early stage breast cancer who take tamoxifen have about a 25-40 percent proportional increase in their chances of surviving 10 to 15 years after diagnosis.

Tamoxifen works by blocking the female hormone estrogen, which is naturally produced by the body, from tumor cells. Because estrogen plays a part in the growth of some patients' breast cancer cells, keeping estrogen from these cells can slow or stop their growth.

Women with DCIS who participated in the trial that led to FDA approval, first had a lumpectomy and radiation therapy and were then divided into groups to receive either tamoxifen or a placebo (sugar pill). Five years later, the tamoxifen group had 43 percent fewer cases of invasive breast cancer than the placebo group. This study provides some evidence that tamoxifen, known for treating advanced breast cancer, may be an effective treatment for early stage breast cancer. Further primary prevention trials are necessary to determine tamoxifen's effectiveness. 📍

National Cancer Institute



High Alcohol Consumption May Increase Breast Cancer Risk

A recent study reported that women who drank more than 50 grams of alcohol per day, approximately four or five beers, were 1.7 times more likely to develop breast cancer. Of the 6,574 women included in the self-reported study, 1,336 women had breast cancer and 5,238 did not.

The study suggests the increase in risk of developing breast cancer is associated with high levels of alcohol consumption. Previous reports indicate alcohol intake changes the way estrogen is metabolized in a woman's body, increasing estrogen levels which then increase a woman's risk of developing breast cancer. Excessive alcohol consumption has also been reported to increase the risk of developing other cancers.

Women may want to limit their daily alcohol consumption to one or fewer drinks per day to lower their risk of developing breast cancer. If you drink alcohol, drink in moderation — less than one drink a day. 📍

Cancer: Causes and Control. 2000. Vol. 11, No. 5.



New Education Materials



Hispanics/Latinas: *Developing Effective Cancer Education Print Materials* is now available. It accompanies the existing Special Population Print Guidelines for African Americans, Asian or Pacific Islanders, Lesbians/Women Who Partner with Women and Native Americans. The new guide provides information for developing culturally appropriate breast health educational materials for medically underserved audiences.

In a user-friendly format and language, the guide offers the key principles of effective material production for Hispanic/Latina women. Breast health, government and organization resources are included. To place an order, please call 1.877.SGK.SHOP.

Living with Breast Cancer: A Guide for Facilitating Self-Help Groups is now available. Women diagnosed with breast cancer and their families often turn to self-help groups to find the comfort, support and information they need to live with breast cancer. *Living with Breast Cancer* offers encouragement and ideas to women involved with breast cancer self-help groups and assists those who are interested in developing a self-help group. Together with Y-ME National Breast Cancer Organization and PISCES — Partners in Self-Help Community Education and Support, the Komen Foundation is proud to have played a role in the development of this unique manual. If you are a breast cancer survivor interested in beginning a breast cancer self-help group and would like to receive a copy of *Living with Breast Cancer*, please call Y-ME at 1.800.221.2141. 📞

Bobbye Sloan Named 2000 Zeta Tau Alpha Special Initiate

Bobbye Sloan, a breast cancer survivor, volunteer and participant in the Susan G. Komen Breast Cancer Foundation Race for the Cure® Series, was recently named the 2000 Special Initiate of Zeta Tau Alpha (ZTA) at the organization's 2000 convention. ZTA is co-sponsor, with Kellogg's, of the Breast Cancer Survivor Recognition Program at Komen Race for the Cure® events around the country, providing pink T-shirts, caps and buttons for breast cancer survivors at each Race.

In 1997, Bobbye, wife of former NBA basketball player and current Utah Jazz head coach Jerry Sloan, was diagnosed with breast cancer. A trained nurse, Bobbye maintained a winning attitude and persevered through a modified mastectomy and chemotherapy treatments.

An avid runner, Bobbye resumed her active lifestyle almost immediately, but it took longer for her to commit to telling the public about the disease. "I had old-fashioned ideas about breast cancer," Sloan said. "I thought it was something you should keep to yourself, but my son Brian pointed out that I was in a position to turn a negative into a positive. I thought it over and finally decided I would tell my story to anyone who would listen."

Bobbye first contacted the Utah Jazz's *HomeCourt* magazine and participated in a story about breast cancer. Following the release of the article, Bobbye appeared on several television programs around the Salt Lake City area, ESPN, *The Oprah Winfrey Show* and a special half-time report on NBC during an NBA Championship Playoff game in which the Jazz were playing.

Following her diagnosis, Bobbye began participating in the Komen Race for the Cure® Series. A resident of Utah, Bobbye was asked to serve as Honorary Chair of the 1999 Komen Salt Lake City Race for the Cure®. Later that year, she served as Honorary Chair of the 1999 Komen Evansville Race for the Cure®. As both Jerry and Bobbye were raised near Evansville, and Jerry began his basketball career at the University of Evansville, Bobbye once again participated in the Komen Evansville Race for the Cure® this fall.

While Bobbye's goal in sharing her story has been to help others become more aware of the disease, she has made a huge discovery. "Through all of this, I have found that the person I've helped most was me," she said. Bobbye will continue to stay involved in the fight against breast cancer as a volunteer and a participant in the Race Series.

"I am tremendously proud Zeta Tau Alpha considered me for this honor. I am even more proud to be able to acknowledge the work ZTA has done in support of breast cancer. It is very special for me to join an organization that has done so much to combat this disease," she said. 📞



ZTA Foundation officers and Bobbye Sloan: Front row: Deb Ensor and Becky Irwin. Back row: Catherine Slaughter, Holly Sloan (Bobbye's daughter and ZTA member), Bobbye Sloan, Kay Kruetzer and Sherry Tilley.

Pony Express Round-Up 2000: Motorcyclists Unite to Ride for a Cure

In a unique effort to raise money for breast cancer research, more than 400 motorcyclists affiliated with the Women's Motorcyclist Foundation, Inc. (WMF) participated in the Pony Express Round-Up 2000, a national motorcycle ride that raised more than \$400,000 for the Susan G. Komen Breast Cancer Foundation and the fight against breast cancer.

Beginning July 1, promotional teams from four corners of the United States — Los Angeles, CA; Seattle, WA; Daytona Beach, FL; and Portland, ME — embarked on the Road to a Cure™. These women and men rode toward a symbolic wheel encircling St. Joseph, MO, site of the original Pony Express mail service in the late 1800s. On July 7, riders from these teams arrived in one of four cities representing

the spokes of the wheel — Des Moines, IA; Omaha, NE; Wichita, KS; and Jefferson City, MO — and traveled together, via Hannibal, MO, to arrive in Peoria, IL, on July 10. Also the birthplace of the late Susan G. Komen, Peoria was the site of the Pony Express 2000 closing ceremonies, which featured a special concert by two-time Academy of Country Music and Grammy Award winner Kathy Mattea.

"We at the Women's Motorcyclist Foundation are dedicated to this important cause and are proud that we have brought motorcyclists from across the country together to raise funds for breast cancer research," said Sue Slate, co-founder of the Women's Motorcyclist Foundation and co-organizer of the Pony Express Round-Up 2000.

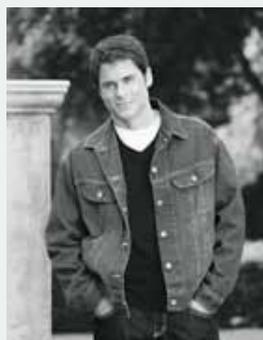
"The WMF chose the Susan G. Komen Breast Cancer Foundation as its beneficiary because 100 percent of the riders' pledged dollars are earmarked solely for the fight against breast cancer."

During the seven-day journey, riders brought "special delivery Pony Express mail" from citizens around the country dedicated to help find a cure for breast cancer. The mail carried messages containing memories of those lost to the disease, support for those surviving and hope for a future free of breast cancer. The U.S. Postal Service provided special cancellations for this mail that was sent to destinations all over the world.



Donna Weidman (sadly, Donna has since passed away due to complications of breast cancer); Gin Shear, co-founder of the Women's Motorcyclist Foundation; Kathy Mattea; Sue Slate, co-founder of the Women's Motorcyclist Foundation; Susan Braun, president and CEO of the Komen Foundation; Rayla Hart; Peg Preble; and Drew Gardinier.

"The Pony Express Round-Up shows what committed volunteers across the country are capable of achieving," said Nancy Brinker, founding chair of the Komen Foundation. "It is a colossal effort that will make a tremendous impact on the Komen Foundation's ability to fund cutting-edge breast cancer research, bringing us closer to a cure." 🌟



Actor Rob Lowe, Lee National Denim Day® spokesperson.

2000 Lee National Denim Day®

For the fifth straight year, the Lee Company challenged businesses, schools and other organizations across the country to participate in Lee National Denim Day®. On Friday, October 6, millions of people wore jeans to work in exchange for an individual \$5 donation to the Komen Foundation for breast cancer research and outreach programs. Lee is the number-one brand of jeans for women, and has taken a stand against this disease that has touched millions of people.

In the first four years, the Lee Company helped raise more than \$16.5 million for the fight against breast cancer. In addition to raising money, Lee National Denim Day® raises awareness. Last year, nearly 17,000 companies participated, allowing more than 1.5 million employees nationwide to join Lee in the fight. Year 2000 totals are still coming in, but 19,000 companies registered to participate

and it appears that this year's goal of \$6 million will be met.

Actor Rob Lowe, star of the hit television series *The West Wing*, served as spokesperson for Lee National Denim Day®. Rob helped deliver the message that breast cancer doesn't just affect women — it affects spouses, families and friends. Lowe lost his grandmother and great-grandmother to breast cancer. He appeared on television, radio and in print ads to let people know that Lee National Denim Day® is something everyone can do to empower themselves in the battle. 🌟



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

Children's Poster Art Making a Difference

The Children's Poster Art Contest for the Komen Denver Race for the Cure® was the brainstorm of 1999 Race Chair Marjorie Dolson. As Dolson puts it, "I had to find something to do with myself this year!" The goal of the campaign was to obtain the child's perspective on breast cancer and assist the general public in understanding that when a parent is diagnosed, it affects the entire family.



The theme of the art contest was Celebrating a World Without Breast Cancer. Seventy-five students in the Denver area, kindergarten through fifth grade, participated. Eighteen were

selected as finalists. The winning entrant was nine-year-old Chandler Cook, a three-year leukemia survivor.

The program captured the imagination of the creative team of the Komen Denver Race for the Cure® and helped rejuvenate and inspire their marketing efforts for the 2000 Race. The artwork was included in Denver's 2000 Race entry forms, featured as tray liners at local McDonalds; and utilized as a unique sponsor thank-you certificate.

The artwork was exhibited at various Metro Denver area locations before and after the Komen Denver Race for the Cure® in October.

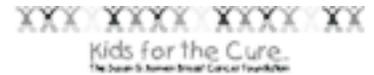


Kids for the Cure™ Grows

Just like children in a family, the Kids for the Cure™ program is growing. Kids for the Cure™ began as a small trial initiative in 1998. This year, more than 2,500 children ages 12 and younger were expected to be involved in the Komen Phoenix Race for the Cure® on October 8.

Kids for the Cure™ participants paid a reduced entry fee to participate in the Komen Phoenix Race for the Cure® and received a special Kids for the Cure™ T-shirt and child goodie bag at the Race. By making the program affordable and attractive to youngsters, it promoted discussion with parents about health issues and community service.

From their many experiences with families of breast cancer survivors, the Phoenix Affiliate of the Susan G.



Komen Breast Cancer Foundation created a new way to open dialogue with children about breast health and breast cancer. As mothers, aunts, teachers, grandmothers, friends and others struggle with breast cancer and the side effects of its treatment, Kids for the Cure™ offers a vehicle for parents to help explain the disease to children.

This year, Kids for the Cure™ had its first official spokesperson, Nicole Wells. Nicole, 15, is the granddaughter of a breast cancer survivor and daughter of a physician who specializes in women's health issues. Already an ambassador for People-to-People, Nicole spoke to the media and community groups about breast cancer issues as they relate to kids.

Another first for 2000 was a sponsor of the Kids for the Cure™ program. Chevron, a longtime sponsor of the Komen Phoenix Race for the Cure®, decided to sponsor Kids for the Cure™ as well. "I was delighted to have Chevron come on board as a sponsor," said Michelle Kahler, chair of Kids for the Cure™. "Together, with Nicole, they assisted in increasing the visibility and effectiveness of the program."

Through Kids for the Cure™, youngsters and adults are making a difference in the lives of others.

Komen San Antonio Affiliate Celebrates Local Grant Recipient

On June 12, 2000, Terri Jones, breast cancer survivor and founder of the Komen grant-funded program, WINGS (Women Involved in Nurturing, Giving, and Sharing), received the Oprah Winfrey *Use Your Life* Award on national television. Jones was recognized for her work with breast cancer patients in San Antonio, Texas. Jones and Kathy Safford, a surgeon also involved in the program, were both recognized for their charitable work with women in need of breast cancer treatment.

The mission of WINGS is to bring top-quality breast care to women of central and south Texas regardless of their lack of economic resources. The Komen San Antonio Affiliate is proud to have given WINGS its initial funding of \$30,000 and is pleased to be a partner in its efforts to provide timely, quality treatment services to the medically underserved and uninsured women of San Antonio.

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

Ribbons of Hope and Courage



Terry Mikeworth standing with the Ribbons of Hope and Courage.

The Komen Decatur Race for the Cure® committee celebrated its 10th annual Race by planning a special art project, Decade of Determination Pink Ribbon Art Display. “We wanted to do something a little out of the ordinary,” said Terry Mikeworth, the Komen Decatur Affiliate’s special events chair.

Mikeworth originally approached 20 artists with the concept of having large pink ribbons with the artists’ individual designs on them. “The word got out and I had people calling me, calling the Race office,” Mikeworth said. Mikeworth left the design of the ribbons up to each individual artist. The only request Mikeworth made was that the artist leave enough space so the Race identity would be maintained. Nearly 60 ribbons were completed in all. “What’s neat is we have such a diversified group represented,” Mikeworth said. “We have professional artists, but we also have amateur artists and non-artist groups, like area high schools and the Children’s Museum.”

Joyce Matteson, a watercolor artist, created a ribbon called “Fabrics of our Lives.” Matteson chose a variety of small fabrics of various colors and textures. “I associate breast cancer with women, although it happens to men, too. These fabrics I always associate with women, because we wear everything from denim to wedding gowns,” Matteson said.

Mary S. Cleave, a local Decatur artist, created a ribbon called “Butterflies.” It included small butterflies on the ribbon that actually fluttered. “For the Komen Decatur Race for the Cure® you need something happy and light,” she said. “The Race itself is happy and light, hoping for a cure, and the butterflies symbolize that.”

Watercolor artist Rae Nell Spencer decouped the faces of men and women on both sides of the ribbon. “Breast cancer involves almost everybody in some way or another,” Spencer said. “Either they’ve known somebody who had it or have been touched by it themselves.”

“It is a message that I hope never goes out of people’s minds,” Mikeworth said. “Until we find a cure, we need to keep going after this disease. The ribbon project is a fun way to increase breast cancer awareness.” The Komen Decatur Affiliate received the 2000 Annual Art Award from the Decatur Area Arts Council for its Decade of Determination Pink Ribbon Art Display.

Breast Health Outreach and the Homeless

Battling socioeconomic deficits is something faced each day by the Komen San Antonio Affiliate. Like any metropolitan city, San Antonio has pockets of poverty where the health of women and men is at risk. The work of volunteers in such areas is crucial.

It is in these disadvantaged neighborhoods that the education and outreach volunteers of the Komen San Antonio Affiliate focus their outreach efforts. In January 2000, education volunteers began holding workshops, classes, staff trainings and lectures for community-based organizations such as the SAMM (San Antonio Metropolitan Ministries) Shelter, San Antonio’s largest shelter for the homeless. The partnership with SAMM Shelter has been so successful that Komen education volunteers are now offering breast health classes for SAMM residents quarterly. Similar partnerships with social service agencies are now in the works.

During a breast health class held in April at one of the homeless shelters, a member of the audience approached Merryl Leatherman, a Komen education volunteer and breast cancer survivor. The woman, scared and crying, confessed to Leatherman that she had never practiced breast self-exam — the topic Leatherman had covered for the group of 15 women staying at the shelter. The woman, who was in her 40s, had never received a screening mammogram, either, and she was frightened at her lack of early detection measures. Leatherman reassured the women that it wasn’t too late to begin practicing breast health and that she could start taking care of herself from that day forward and for the rest of her life. She could do it for her children, who were also staying at the shelter with her. The woman asked Leatherman if she could assist her to schedule an appointment for a mammogram, and Leatherman was able to find a low-cost clinic in her area and schedule a visit for the following day.

The education and outreach volunteers of the Komen San Antonio Affiliate are truly reaching out to the most vulnerable populations and making a significant impact along the way. 🌱

Volunteer Voices: Linda Kay Peterson

Although hardly a stranger at the Komen Foundation, some may not have had the opportunity to meet volunteer leader extraordinaire, Linda Kay Peterson, chairman of the Board of Directors of the Susan G. Komen Breast Cancer Foundation.

Linda Kay came to the Komen Foundation as a seasoned volunteer with extensive community involvement with such Dallas-based organizations as the Oak Cliff YMCA, the Oak Cliff Chamber of Commerce, Friends of Fair Park, White Rock Marathon, Oak Cliff Lions Club and the Friends of the Farmers Market. She is a past recipient of the Downtown Dallas YMCA "Volunteer of the Year" award and is past president of the East Kessler Neighborhood Association.

One of Linda Kay's passions is running. When a dear friend from the running community was diagnosed with breast cancer, Linda decided to become involved with the Komen Foundation to show support for her friend. With a diverse background in finance, administration, operations, fundraising, development and event planning, Linda Kay assumed the role of Race chair for the Komen Dallas Race for the Cure® in 1994. Her tenure with the Race continued through 1996. Under Linda Kay's leadership, the Komen Dallas Race for the Cure® grew from 7,300 participants in 1994 to 11,600 in 1996, raising more than \$1.2 million to fund local grants and important research at a national level.

In 1997, Linda Kay served as vice chair of National Programs, working closely with Komen Affiliates to help improve Komen Race for the Cure® events. Linda Kay was successful in establishing strong relationships with Komen Affiliate volunteers, headquarters staff, survivors and corporate partners. Linda Kay was nominated to serve as chair-elect of the Board of Directors in 1998, in preparation for her present role as chairman of the Board of the Komen Foundation.

Linda Kay's strengths are many. She has a thorough understanding of the Foundation's history and has played an active role in its explosive growth. She understands the challenges of the future and has a clear vision of what needs to be accomplished. She is truly our Komen ambassador at large as she travels in the U.S. and abroad. Linda Kay is always willing to represent the Foundation at a National Program event or a Komen Race for the Cure®. She also serves as a mentor to Komen Affiliates. She was recently in Frankfurt, Germany, at the city's inaugural Komen Race for the Cure®. As is her style, Linda Kay rolled up her sleeves and did what she does best — she volunteered. She serves as a wonderful role model, never asking of others what she would not be willing to do herself.

A Fort Worth native, Linda Kay graduated from Trinity University with a degree in journalism. In addition to running, Linda Kay loves the piano, languages, travel, food and wine, gardening and her beloved canines (last count there were four).

Linda Kay is finishing her second year as chairman and will serve until March 31, 2002. We are grateful and thrilled that she will lead us into another phase of growth and development. Thank you, Linda Kay, for your tireless commitment to the present and future of the Komen Foundation, and to all touched by breast cancer. 🌸



Linda Kay Peterson

Komen Frankfurt Race for the Cure®

The inaugural Komen Frankfurt Race for the Cure® was held Sunday, August 13, 2000, and raised over \$100,000 in the fight against breast cancer. More than 2,700 individuals participated in the event. The Komen Affiliate in Hessen, the German state that includes Frankfurt, sponsored this first-time event. 🌸



Komen on the Web

Please visit the Komen Foundation on the web at www.breastcancerinfo.com/. Check out our expanded Marketplace section for new items and the newly released *Sing for the Cure™* CD. 🌸

Give the Gift of Life

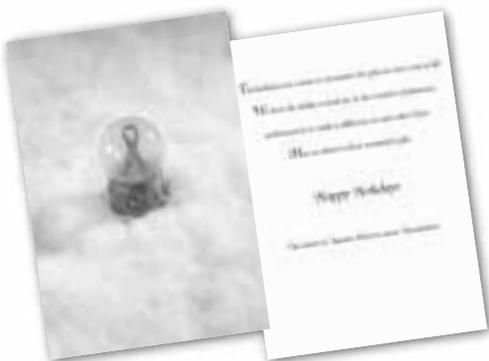
There are *two* ways to Give the Gift of Life this holiday season and join the Susan G. Komen Breast Cancer Foundation in the fight against breast cancer.

☆ *Everyone's Holiday Card*

Item No. 706-HC2 only

Need 50, 100, 500 or 5,000 cards for your holiday card list that seems to get bigger 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 or \$1.19 per card. For a nominal fee, cards can be imprinted with your name or your company's name. A return address may also be imprinted on the envelopes. Deadline for imprinting is December 8, 2000. The cards will be shipped to you for mailing.

Item No.
706-HC2



Inside 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 [name, optional]. **Size:** 5 1/8" x 7"

☆ *Give the Gift of Life Tribute Card*

Item Nos. 706-HC1 and 706-HC2

Make a special donation to the Komen Foundation in honor of your special 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 this 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. 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-HC1



Cover verse: Listen...let the message of the season speak to your heart. Believe...that dreams can come true. **Inside verse:** The magic of our dreams sparkles brightest at the holidays...Our hope for a cure, our dream for the future. ★ Happy Holidays to [name]. A donation in your name has been made to The Susan G. Komen Breast Cancer Foundation by [name]. **Size:** 4 3/4" x 7"

2000 Holiday Card Price List

CARD OPTIONS	CARD IMPRINTING	ENVELOPE IMPRINTING	SHIPPING & HANDLING
<p><i>Everyone's Holiday Card</i> Item No. 706-HC2</p> <p>\$1.25 per card Minimum Order: 25 cards</p> <p>Orders over 500 cards receive 5% discount or \$1.19 per card</p>	<p>\$.30 per card for the first 25 cards</p> <p>\$.06 for each additional card over 25</p> <p>Maximum 40 letters and spaces on one line only</p> <p>Print/type name below "Card Imprint"</p>	<p>\$.30 per envelope for the first 25 envelopes</p> <p>\$.06 for each additional envelope over 25</p> <p>Maximum 40 letters and spaces per line, two lines only: Street Address City, State, Zip Code</p>	<p>\$0 – \$100\$.750</p> <p>\$101 – \$2508%</p> <p>\$251 – \$5006%</p> <p>\$501 – \$1,0005%</p> <p>Over \$1,0004%</p> <p>USA only</p>
<p><i>Give the Gift of Life Tribute Card</i> Item Nos. 706-HC2 & 706-HC1 <i>Choose one card only</i></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 name below "Card Imprint"</p>	<p>Not available</p>	<p>No additional charge for mailing of tribute cards</p>

One Voice Against Cancer Rally Calls for Increased Funding



Urging Congress to provide more funding for cancer research, Diane Balma, senior counsel and director of public policy for the Susan G. Komen Breast Cancer Foundation, was a

featured speaker at a One Voice Against Cancer rally in Washington, D.C., on June 20, 2000. Balma joined 36 medical, public health and cancer activist organizations at the event, which was held outside the U.S. Capitol and encouraged increased federal funding to the National Institutes of Health (NIH), National Cancer Institute (NCI) and the Centers for Disease Control and Prevention (CDC).

"There isn't a person here today nor a member of Congress who hasn't been or won't be touched by cancer. We are the most powerful nation in the world, and we have two choices. We can choose to wipe cancer from the face of the earth, or we can continue to watch the devastation," said Balma, a five-year breast cancer survivor. Balma called upon Congress to provide \$4.1 billion in funding to NCI, a 15 percent increase in funding to the NIH and no less than \$622 million to the CDC for cancer programs, including the Breast and Cervical Cancer Early Detection Program.

Carolyn Aldige, founder and president of the Cancer Research Foundation of America, said 250 meetings were held with members of the House of Representatives and the Senate to push for increased funding for cancer research and treatment.

Along with more than 100 public health volunteers, Sen. Richard J. Durbin, Illinois Democrat, and Reps. Lois Capps, California Democrat, and Deborah Pryce, Ohio Republican, spoke in support of the additional funding.

The health organizations recommended a 15 percent increase in funding for the NIH in fiscal year 2001. The organizations also urged lawmakers to support a \$4.1 billion budget for the NCI in 2001 and at least \$622 million for the CDC's programs in cancer prevention, awareness and early detection. 

Urge Congress to provide more funding for cancer research.

Shop for the Cure®

Shop for the Cure® is a new program recently launched by American Express in an effort to help fight breast cancer. For each purchase made with an American Express card at participating stores, retailers and restaurants during the months of September and October 2000, American Express made a donation to the Susan G. Komen Breast Cancer Foundation (up to \$500,000) and its fight against the disease. 



Cards

American Airlines Donates \$100,000 to Komen Foundation



American Airlines, a long-time National Series Sponsor of the Komen Race for the Cure®, recently donated \$100,000 to the Susan G. Komen Breast Cancer Foundation as a result of its Fly for the Cure™ program, which American conducted throughout the West Coast last fall.

Under the Fly for the Cure™ program, donors who contributed to the Komen Foundation received 10 AAdvantage® frequent-flyer miles for every dollar donated. American awarded nearly one million AAdvantage miles to West Coast customers in California, Nevada, Oregon and Washington to raise the funds.

American repeated the Fly for the Cure™ program on the West Coast this fall.

The minimum donation was \$10, and the maximum miles awarded were 5,000 for a \$500 donation. Customers on American's western routes were able to participate through a special brochure sent to more than 90,000 American Airlines customers, or by calling American's toll-free AAdvantage number. 

Rally for a Cure® Takes Komen Message to Golf Courses

The Rally for a Cure® women's golf program, now in its fifth year, continues to grow at an astonishing rate. Established in 1996 with 356 events, the program has grown to include more than 2,200 Rally events in 2000.

The primary mission of Rally for a Cure® is to educate women about breast cancer and raise awareness about the importance of early detection. While the Rally program was designed to promote awareness, many Rally sites have shown additional support for the cause by helping to raise funds to help the Komen Foundation in its mission to eradicate breast cancer as a life-threatening disease.



The 1999 season generated more than \$1 million for the Foundation and its fight against breast cancer, putting the Rally for a Cure® program in the Foundation's Million Dollar Council. ♣

Halcyon Enamel Box Benefits Foundation



Halcyon Days Enamels, known throughout the world for its line of fine enameled boxes, has produced a special issue box titled The Tanager to benefit the Susan G. Komen Breast Cancer Foundation.

Designed by California artist Pamela Baldwin, the images on the box reflect her personal battle with breast cancer. The box portrays a female Summer Tanager perched on a branch in focused pursuit of a bumblebee. The side of the box portrays the bird's diet of

butterflies and other flying insects, including bees and wasps. Tanagers must be skillful in avoiding the stings of their prey. The inside of the box features the Tanager's nest and three eggs from which new life will come.

"It just seemed a perfect way to illustrate the fight," Baldwin said. "The eggs inside the box illustrate the hope we all must carry in order to survive the disease."

The lid is inscribed with the Komen Foundation logo and the base carries the artist's signature. Retail price is \$185. For each box sold, Halcyon will donate \$25 to the Komen Foundation. For more details about the box, please call 1.877.798.1488. ♣

Carlisle Creates 2000 Fabric of Hope



For the third 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 on black chiffon scarf. The Carlisle Collection is sold exclusively by appointment-only through a nationwide network of sales consultants.

For more information about the Fabric of Hope program, please visit the Carlisle Collection website at www.carlislecollection.com/. To locate a Carlisle consultant near you, call 212.246.4275. ♣

The Susan G. Komen Breast Cancer Foundation Million Dollar Council

The Komen Foundation is proud to be associated with an exceptional group of contributors who make up the Komen Million Dollar Council. Each member of the Million Dollar Council has contributed at least \$1 million to the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer. Over and above their financial contributions, these companies and organizations have developed new and creative ways to spread the message of early detection and further the Komen mission to eradicate breast cancer as a life-threatening disease. We at the Komen

Foundation truly appreciate and applaud their efforts. ♣



- American Airlines, Inc.
- BMW of North America, Inc.
- Ford Division
- Hallmark Gold Crown® Stores
- Harrah's Entertainment, Inc.
- JCPenney
- Johnson & Johnson Family of Consumer Companies
- The Lee Company
- New Balance Athletic Shoe, Inc.
- Occidental Chemical Corporation
- Pier 1 Imports
- Rally for a Cure®
- Titleist & Foot-Joy Worldwide
- Yoplait
- Zeta Tau Alpha

LIFE Event 2000 Raises \$500,000 for Fight Against Breast Cancer

On June 26, 2000, Ladies Professional Golf Association (LPGA) player Val Skinner accomplished her goal of raising \$500,000 for the Susan G. Komen Breast Cancer Foundation and the Cancer Institute of New Jersey (CINJ) at LIFE Event 2000, or LPGA Pros in the Fight to Eradicate Breast Cancer.

Skinner gathered 27 of her LPGA friends at Metedeconk National Golf Course in Jackson, New Jersey, for LIFE Event 2000, which Skinner founded and chaired. LIFE Event's contribution represents the largest single-day donation to breast cancer research from a golf-related event.

Participating LPGA players included Karrie Webb, Juli Inkster and Meg Mallon. Hall of Fame members Pat Bradley, Beth Daniel and Patty Sheehan also took part in the event. ABC News correspondent Jack Ford served as the celebrity co-host of the luncheon. Former First Lady Betty Ford, a breast cancer survivor herself, was honorary chairperson.

At the luncheon following 18 holes of golf, a moving video tribute honored members of the LPGA family who had lost their battle

with breast cancer, including Heather Farr, Suzanne Jackson and Kathy Ahern. The luncheon also featured inspirational speeches from two breast cancer survivors, Komen representative Diane Balma and LPGA player Shelley Hamlin, who were singled out as the "Heroes of the Day." Hamlin has been cancer-free for nine years and Balma, who is senior counsel for the Komen Foundation, has been cancer-free for five years.

"The goal was to involve people who are very committed to the cause," said Skinner. "Our donation will help launch the young women's initiative, targeting women in their 20s and 30s and educating them about early detection and breast cancer awareness. With the way things have gone with this event, it's going to be very easy to stay on this mission. Everyone involved feels privileged to be a part of this important initiative." 🌱



ABC's Jack Ford and LPGA player Val Skinner on the golf course.

(Tremendous Growth continued from front cover)

- Imaging technology research to improve breast cancer screening and diagnosis;
- Epidemiological research to address the disparities that exist in breast cancer incidence and mortality rates among specific populations.

The growth and diversification of the Foundation's research program have been accompanied by expansion of the locations of grantee programs. Mirroring the Foundation's nationwide network of 114 U.S. Affiliates, grants have spread to most states in recent years, and awards have grown in states representing many of the centers of medical research in the United States (for example, Texas, California, New York, Massachusetts and Pennsylvania). International grants have grown as well, with more than \$1 million in funding to international investigators in just the past five years.

Investigators now come from countries as geographically diverse as Australia, Canada, Israel and the United Kingdom. This diversification reflects the Foundation's growth in prominence as a worldwide grants program.

The Foundation is one of the largest private funding organizations of breast cancer research and support programs in the United States, having distributed \$45.3 million in 1999. The research program is administered through Foundation Headquarters in Dallas, Texas. The Foundation awards research grants through an annual peer-review process and provides scientific forums for networking and presentation of research findings. Each grant is reviewed by a panel of scientific and advocate reviewers. In the case of the basic, clinical and translational research grants, applications are reviewed through a blind process in which neither the identity of the personnel nor the institution is identified.

The research program is supported by donations and special fundraising programs at the national level. In addition to these funds, Komen Affiliates allocate 25 percent of the funds raised through individual Komen Race for the Cure® events and local fundraising efforts to the Foundation's research program. The majority of funds raised by local Komen Affiliates, however, remain locally to support education, screening and treatment efforts for the medically underserved. Affiliates work with local health experts and community leaders to develop community profiles and identify unique community needs. These profiles and needs assessments then form the basis for local grant funding for support programs designed to address identified community needs. 🌱

Uncle Ben's Demonstrates a "Passion" for Women's Health Through Cookbook

Sixteen world-class female chefs, cookbook authors and food experts whose lives have been individually touched by breast cancer have collaborated on a unique project to help battle breast cancer. Uncle Ben's has partnered with these culinary professionals in an effort to share their expertise and inspirational words through a new cookbook entitled *A Passion For Good Food*.

The 112-page, coffee-table-quality cookbook debuted in October 2000 and costs \$19.99. Ten dollars from the sale of each cookbook will benefit the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer.

"We at Uncle Ben's are committed to this fight," said Alice Nathanson, Uncle Ben's spokesperson. "Through the sales of

this book, our donation will aid in the support of breast cancer research, education, screening and treatment. We applaud the contributions and personal achievements of the chefs and their commitment to support our year-long campaign entitled Celebrating A Passion For Life™."



The book includes more than 40 recipes from Lobster Napoleon to Chocolate Espresso Torte. With each section, the chefs not only share their own personal favorites, but also how they have become passionate about the cause. For more information, please visit www.unclebens.com/.

Specify for a Cure™: Mohawk Industries

Every day, thousands of architects and designers specify carpeting for the commercial interior environment. Thanks to Mohawk Industries and its newly initiated program — Specify for a Cure™ — specifying a particular brand of carpet now means making a difference in the fight against breast cancer.

For every yard of Durkan Commercial, Karastan Contract or Harbinger carpet that is registered and specified by an architect or designer and then purchased between October 2000 and October 2001, Mohawk will donate 25 cents per square yard to the Susan G. Komen Breast Cancer Foundation in support of its research, education, screening and treatment programs. Mohawk has guaranteed a minimum donation of \$125,000.

Durkan Commercial, Karastan Contract and Harbinger are high-fashion, commercial carpets designed and constructed for corporate office retail and other commercial environments.

DURKAN
C O M M E R C I A L

KARASTAN
C O N T R A C T

Harbinger

Save Lids to Save Lives with Yoplait



Offering consumers an opportunity to help fight breast cancer, Yoplait USA has announced the return of its Save Lids to Save Lives pink-lid redemption program. This year, Yoplait seeks to raise and donate over \$1 million to the Susan G. Komen Breast Cancer Foundation through sponsorship of the Komen Race for the Cure® Series and the Save Lids to Save Lives program.

Special pink foil lids currently adorn the tops of all 6-ounce Yoplait yogurt cups. Yoplait will make a contribution of \$550,000 to the Susan G. Komen Breast Cancer Foundation, plus 10 cents for every pink lid received from consumers between September 1 and December 1, 2000, up to a maximum of an additional \$500,000. This contribution will support the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

New this year, consumers may participate individually or sign up to participate in the online Save Lids to Save Lives Team Challenge by registering as pink lid collection teams at www.YoplaitUSA.com. Members can track their own lid redemption and progress of other teams around the country on the website.

Women's National Basketball Association sensation Rebecca Lobo and her mother, RuthAnn, will partner with Yoplait to further generate public awareness of the life-threatening disease. Mother and daughter co-authored *The Home Team*, an autobiographical account of RuthAnn's battle with breast cancer.

Redeem the special lids by mailing to: Save Lids to Save Lives, P.O. Box 2202, Milaca, MN 56353-2202.

Ways to Give in the Fight Against Breast Cancer

For nearly 20 years, friends who have shared the vision for 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 1999. The Komen Foundation will once again be listed in contributor guides in the fall 2000 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. 

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.

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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2001 Komen Affiliate Conference

February 9-11, 2001

Hyatt Regency

Dallas, Texas



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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