

# frontline

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

## Highlights from the 36th Annual Meeting of the American Society of Clinical Oncology

The American Society of Clinical Oncology (ASCO) held its 36th Annual Meeting May 20-23 in New Orleans, Louisiana. ASCO is the world's largest professional society of physicians and other health care professionals concerned with clinical oncology. Over 20,000 cancer professionals attended the four-day meeting which is considered one of the most important scientific meetings for the cancer community worldwide. The latest cancer research findings and standard-of-care practice issues were communicated to oncologists and health care team members who treat all types of cancer. In addition, this year's meeting focused on the quality of cancer care, a recent ASCO initiative.

The Presidential Symposium of the ASCO meeting was devoted to the importance and challenges of measuring quality of cancer care. Details of a landmark study to evaluate the quality of care that cancer patients receive were presented. The Susan G. Komen Breast Cancer Foundation has provided \$1 million in funding to help sponsor this important study. In opening the symposium, Joseph Bailes, M.D., president of ASCO, commended the Komen Foundation for its generous support of the quality of care study and for its enormous financial contributions for breast cancer research. Nancy Brinker, founding chair of the Komen Foundation, gave a powerful presentation about the needs of today's educated breast cancer patients.

In addition to quality of care issues, a number of other breast cancer-related topics were addressed at ASCO. Among the topics of interest were:

- Impact of Clinical Trial Participation on Survival of Women with Early Breast Disease
- Antidepressant Use in the Treatment of Hot Flashes in Breast Cancer Survivors
- Tamoxifen Found to Be Equally Beneficial in African American Women with Breast Cancer
- Breast Cancer Patients Treated at Large-Volume Hospitals Have Significantly Better Survival Outcomes
- Canadian Researchers Find a Shorter Radiation Schedule After Lumpectomy May Be an Alternative to a Longer Radiation Schedule

To read more about these studies, please visit the Komen Foundation website at [www.breastcancerinfo.com](http://www.breastcancerinfo.com), under News and Events. ♣



Nancy Brinker at an ASCO press conference

Photo courtesy of ASCO©

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## Reaching for the Cure®... Making a Difference

The Susan G. Komen Breast Cancer Foundation's fourth annual mission conference — *Reaching for the Cure®... Making a Difference* — will highlight breast cancer research, education, screening and treatment efforts supported by Komen Foundation funding. This year's program, to be held Sept. 17-19, 2000, in Washington, D.C., will feature presentations by nearly 100 Komen Foundation grant recipients working in research institutions and community-based programs across the country. The three-day event will also include keynote addresses from leading international experts who will focus on the latest developments in the fight against breast cancer.

(continued on page 5)

Reaching for the Cure®...  
**Making A Difference**

September 17-19, 2000

The Ronald Reagan Building  
The International Trade Center  
Washington, D.C.



## The Rumor Mill

# The Times, They Are a Changin'

By Susan Braun, President & CEO of the Susan G. Komen Breast Cancer Foundation

**A**t the Komen Foundation, we take pride in our professional approach to fulfilling our mission — to eradicate breast cancer by advancing research, education, screening and treatment. The blind peer-review system used for our grant funding is widely acclaimed. Our portfolio of grants is broad and our funding is placed in top institutions. Komen initiatives that address education, screening and treatment are far-reaching and designed to fill gaps rather than reinvent wheels. We work in communities and in Washington, D.C., as individuals and as a collective to fulfill our mission. We lead.

In our role as leaders, we recognize and take on the important job of helping to keep the public informed with the most up-to-date information and understanding of breast cancer. We delight in the progress being made. Yet, at times we underestimate the power of rumors and misinformation. Further, conventional “wisdom” in medicine is being challenged on a regular basis because the science is progressing. Remember when we were “sure” that ulcers were caused by greasy food and stress? Who had heard of *Helicobacter Pylori* (bacterium now known to cause ulcers)? Remember when we

thought you could catch a cold by going outside with wet hair? What kind of virus lives in cold, wet hair? Or what about the rumor that sneezing three times in a row would make your heart stop?

It’s amazing how much of what we believe to be fact can change when we receive more data or information. Even more remarkable is what we still will believe in the absence of any data or on the basis of incomplete information. To fully educate people about breast cancer, it is helpful to place “the facts” into three categories: the myth; the unknown; and the once known, now different. We need to clarify which “truths” fall where to keep the public fully informed. But remember, these categories and their content will also change from time to time. If you read this three years from now, it may be all wrong. What follows is what we know today.

### • It Just Ain’t So...

#### **Antiperspirants cause breast cancer.**

If only the answer to this complex disease were so simple we could stop racing for the cure. It’s hard to know where this crazy — no, dangerous — e-mail began, but it certainly has traveled the world. It has come back to us in multiple languages. It’s a hoax. Pure and simple. There is no data. There is no logical connection. (See the front page of the

Komen Foundation website at [www.breastcancerinfo.com](http://www.breastcancerinfo.com) for the full story.) It’s frightening what people will believe without substantiation!

#### **Breast cancer is contagious.**

Believe it or not, there are still those who think it possible. Again, if this were true, it would simplify the cure. We understand infectious diseases better than we understand breast cancer. (Not infallibly, but better.) It’s a disease that grows from within and spreads from within. In fact, touching someone with breast cancer may change your life forever, but not because it’s catching!

#### **Young women don’t die of breast cancer.**

That’s what we’re working toward...that no one, neither male nor female, neither young nor old, neither Asian nor Egyptian nor Anglo nor Latina...that NO ONE dies of breast cancer. Unfortunately, the likelihood of death from breast cancer is also higher among some ethnicities, such as Hispanic and African American women. It is higher in England and other parts of the world with good healthcare but limited access, information and understanding. Suzy Komen was 36 when she died of breast cancer. Although this is not the average, unfortunately it is far from uncommon. Being unaware that breast cancer can strike at any age can keep us from paying attention to warning signs or seeking care when necessary.

#### **The world is flat and the moon is made of blue cheese.**

If you haven’t caught my drift by now, perhaps this will help.

### • It Used To Be So...

#### **Radical mastectomy is the treatment of choice for a woman with breast cancer.**

Studies have now shown that a modified radical mastectomy can be as effective as a radical mastectomy; that a skin-sparing mastectomy can be as effective as a conventional mastectomy; and that a lumpectomy can be as effective as a mastectomy, all in the appropriate patient. Watch for more changes in what was “known” and therefore in what is considered to be the best therapy.

#### **Unopposed estrogen is a problem for women taking hormone replacement therapy.**

The long-term cohort studies that are now maturing are providing a wealth of information never before available. The educated perspective for a long time was that a woman taking estrogen replacement therapy should also receive “opposing” hormones, in the form of progesterones. New data indicates that this use of progesterones can actually increase the risk of breast cancer. Evidence is also mounting that estrogen replacement therapy is not “forbidden” in all breast cancer survivors.

*(continued on page 5)*

*(The Times, They Are a Changin' continued from page 2)*

### **CMF is the adjuvant regimen of choice.**

The use of cytoxan, methotrexate and 5-FU (CMF) after the surgical removal of a malignant breast tumor was the therapy of choice for quite some time. New information takes us further away from this regimen each year. Whether or not a tumor overexpresses HER-2 changes the “best therapy.” The receptor status of a tumor is relevant. Applicability of a taxane (Taxol or Taxotere) is pertinent as well. The choice of therapy becomes less uniform as we understand more about the uniqueness of each tumor in each patient. And yet, what is less than gold standard care becomes clearer each day.

### • **Maybe It's So...**

#### **What you eat cannot prevent breast cancer.**

There are many studies ongoing (and more needing to be done) to determine the connection between diet and breast cancer. Some hold promise. But as of today, we cannot confirm or refute this point conclusively.

#### **The environment plays a role in the development of breast cancer.**

Many experts say no. Many

others say yes. How you define environment plays a role. But the fact remains that studies are under way, and more are needed to have all of the facts to make definitive statements.

#### **Bone marrow transplant is not more effective than other treatments for breast cancer.**

Hotly debated still, the answers are slow to come in. Trials are not completed, and the regimens in trials are not standardized. Outcomes may be the same or may be different for women with positive lymph nodes and for those with metastatic disease. More work remains to be done.

### • **Hang Your Hat On It**

#### **Early detection saves lives.**

The latest statistics indicate that breast cancer deaths continue to decline in the U.S. A major reason is that we are detecting the disease earlier and earlier (when it is most treatable) and treating it better and better.

#### **Breast cancer can be treated — it does not have to be a death sentence.**

Ditto.

#### **The Komen Foundation will be there until the Race is won.**

What more can I say? 📌

*(Reaching for the Cure®... Making a Difference continued from front cover)*

The Komen Foundation Grant Program is regarded as one of the most innovative, responsive grant programs in breast cancer today. As a pioneer in the funding of groundbreaking breast cancer research, the Komen Foundation is often the only source of funding for cutting-edge breast cancer research, much of which has led to landmark discoveries in the quest to find a cure for and eventually prevent breast cancer. In addition to funding research, the Foundation and its Affiliates fund community-based breast health education and breast cancer screening and treatment projects for the medically underserved.

*Reaching for the Cure®... Making a Difference* will showcase these funding programs and will emphasize how the information presented can be translated to have an impact at the community level. A variety of sessions and workshops will encourage an educational interchange between advocates, researchers, breast cancer survivors and other health care professionals.

#### **Highlights of the 2000 conference include:**

- Cutting-edge basic science, translational and clinical breast cancer research presentations in lay language;
- Grassroots programs targeting local breast cancer education, screening and treatment services for the medically underserved;
- Dialogue among patients, advocates, researchers and other interested groups; and
- Educational workshops highlighting new initiatives in the fight against breast cancer including clinical trials and survivorship and advocacy programs.

The three-day conference is open to Komen Foundation Grant Program recipients and Komen Affiliate grantees, as well as members of the Komen Foundation's Affiliate network, advocates, corporate partners and others. Conference registration information is available by contacting the Komen Foundation Grant Department at 1.888.300.5582. 📌



## **Athens March for Life**

**T**he Komen Affiliate in Athens, Greece, hosted a “March for Life” on May 28, 2000. Diana Rowden, former chairman of the Komen Foundation Board of Directors, left, and Andy Halpern, general counsel and vice president of the Komen Foundation, attended the event. Lydia Mouzaka, right, serves as president of the Komen Greek Affiliate. 📌

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

## Komen Maryland Affiliate Hosts Symposium



Diahann Carroll

On Saturday, March 25, 2000, the Komen Maryland Affiliate provided more than 500 breast cancer survivors with the latest in breast health and breast cancer information at its annual breast cancer symposium, *Reaching for the Cure®...Holding a Promise.*

The event included a lunchtime address by Tony Award-winner and Oscar nominee, Diahann Carroll, who spoke of her battle with breast cancer. In addition, health care professionals presented the latest developments in breast cancer treatment and research.

Symposium topics included treatment choices for the newly diagnosed, breast imaging, recurrence, clinical trials, breast cancer and sexuality, breast reconstruction, lymphedema and alternative therapies. The symposium also included a Survivor Panel that featured informal conversation between three survivors and three physicians. Another interesting event included a U.S. Post Office booth where attendees could meet Whitney Sherman, illustrator of the breast cancer stamp, who also provided attendees with autographed copies of the stamp.

"This was a wonderful opportunity for survivors and their families to learn what's behind the headlines we see about breast cancer almost every day," said Nancy Armstrong, breast cancer survivor and president of the Komen Maryland Affiliate. "We made sure the program offered something for every woman attending, no matter where she is in relation to the disease — recently diagnosed or a 15-year survivor. Everyone came away with new knowledge and a better sense of what lies ahead."

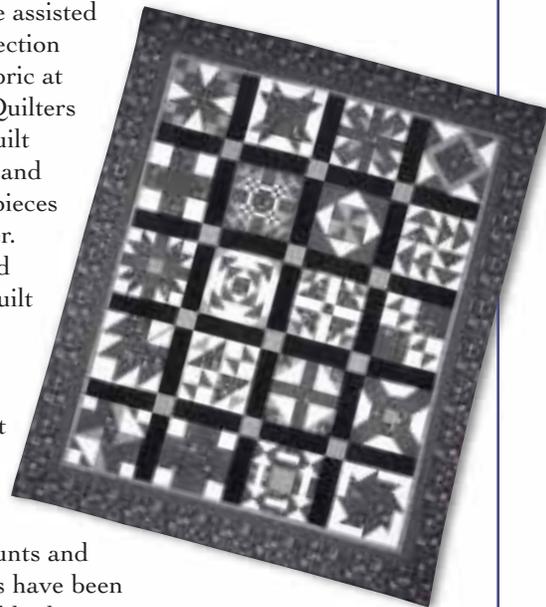
## Quilting to Make a Difference

Thirteen employees of Hallmark Cards, Inc., volunteered their time and skills to create a beautiful quilt that was given as a prize at the Komen Greater Kansas City Race for the Cure® held August 13, 2000. Race registrants were eligible to win by simply filling out Register-to-Win forms at local Kansas City Hallmark Gold Crown stores.



"We're not exactly the Persian Pickle Club, but we're working women with a love for quilting and a desire to contribute to finding a cure for breast cancer," said one of the quilters.

A local fabric store assisted with the fabric selection and offered the fabric at a discount price. Quilters worked on each quilt block individually and eventually all the pieces were sewn together. Each quilter signed her name on the quilt as a symbol of her efforts to make a difference in the fight against breast cancer. The quilt is dedicated to the memory of all the sisters, mothers, aunts and friends whose lives have been personally touched by breast cancer.



## Salute to Survivors

The Susan G. Komen Memorial Affiliate of Peoria is celebrating the 15th year of its Komen Race for the Cure® with an ongoing "Salute to Survivors" throughout the year 2000. The "Salute to Survivors" program recognizes the courage, determination and vitality of all breast cancer survivors.

In January, Stephanie Komen, daughter of Susan Komen, was the featured speaker at the Komen Peoria Affiliate's Pink Tie Ball. Lt. Governor Corrine Wood, a survivor, also offered a special message to everyone in attendance. On March 21, the Affiliate celebrated its second special event, "Surviving in Style." This dinner and style show brought together more than 500 survivors and friends to preview the latest spring fashions. Major underwriting was provided by the Methodist Women's Health Center. The models — all of whom were survivors — ranged in age from 27 to 68.

## Mad Hatters' Luncheon

Hats off to the Komen Birmingham Affiliate for coming in first place in the group category at the American Cancer Society's (ACS) annual Mad Hatters' luncheon this past spring. Participants were asked to design a hat that reflected a designated category. Adorned in Komen Race for the Cure® T-shirts, running shoes and sweats, several board and committee members of the Komen Birmingham Affiliate entered as a team in the group category.

Tate Holt, a Zeta Tau Alpha member from the University of Alabama, designed each hat with a pink running shoe accented with silver glitter and streamers. 🎩

## One Day, One Cause, One Cure

**Lee National Denim Day®**

OCTOBER 6, 2000



In the time it takes to get dressed in the morning, one more person will be diagnosed with breast cancer.

On the morning of October 6, 2000, millions of Americans will choose their wardrobe with that in mind. They'll pull something denim out of the closet in memory of those who lost their lives to breast cancer and in honor of those who are survivors. Then they'll join their coworkers to celebrate Lee National Denim Day® and help raise \$6 million for breast cancer research, education, screening and treatment.

Once again, the Lee Company 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 Susan G. Komen Breast Cancer Foundation.

Lee National Denim Day® is the nation's largest single-day fundraiser for breast cancer.

In four years, Lee National Denim Day® has raised more

than \$16.5 million for the Susan G. Komen Breast Cancer Foundation and its fight against this disease.

"The numbers are impressive, but they only tell part of the story," says Kathy Collins, vice president of marketing communications for Lee. "Lee National Denim Day® gives people from all walks of life a chance to come together and make a statement about breast cancer. Every year, we raise money for important research, and we also raise awareness by encouraging people to talk about this disease."

This year, actor Rob Lowe will serve as celebrity spokesperson for the campaign. Both Lowe's grandmother and great-grandmother had breast cancer.

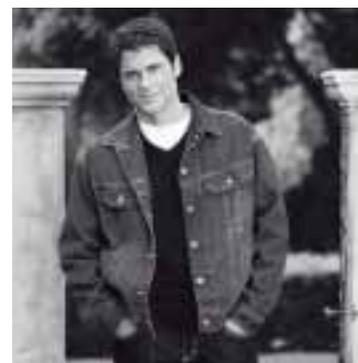
"It's time for men to talk about this terrible disease," says Lowe. "If there's someone in your life that you really love — your mother, your wife, your daughter — you need to talk to them and make sure

they take care of themselves, because early detection and treatment are critical to fighting breast cancer."

Lowe is coming off his first season on NBC's successful show, "The West Wing," which earned him a Golden Globe nomination. In the coming months, Lowe will make numerous appearances for Lee National Denim Day® — on talk shows, in radio and magazine interviews and in a national print ad campaign.

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. In fact, contributions to Lee National Denim Day® funded 20 percent of the research grants and fellowships awarded by the Komen Foundation last year.

"Lee National Denim Day® is a unique program that truly demonstrates the power of the individual — the valuable



Rob Lowe, Lee National Denim Day® spokesperson

difference one person can make while contributing to the dynamic force of many," says Nancy Brinker, founding chair of the Komen Foundation. "People participate because it's affordable, fun and benefits a cause near and dear to their hearts. Each year, more and more employees participate and more lives are saved because each receives the life-saving message of early detection."

Anyone can participate in Lee National Denim Day®. Companies and individuals are encouraged to register and join the fight against breast cancer. To register your company, school or organization call 1.800.521.5533 or visit [www.denimday.com](http://www.denimday.com). The goal this year is to raise \$6 million in a single day. ♡

## Update: Komen Foundation Grant Program

In response to the April 1, 2000, grant application deadline, the Susan G. Komen Breast Cancer Foundation Grant Program received 474 applications. After the completion of an internal compliance review, a total of 448 applications were sent to 121 reviewers. These applications included 68 for post-doctoral fellowships, 274 for basic, clinical and translational research, 37 for imaging technology, 39 for population-specific projects and 30 for dissertations. Each application will receive no less than three scientific reviews and at least one advocate review. Reviewers are asked to rate each proposed research application according to its ability to demonstrate scientific and scholarly merit, its potential to impact the reduction of breast cancer incidence and/or mortality and to improve the quality of life, and in some cases the qualifications of the applicant. The Komen Foundation's peer-review process is recognized by the National Cancer Institute (NCI). In the case of basic, clinical and translational research grants, applications are reviewed through a blind, or anonymous, peer-review process. After the review process is completed, recommendations will be presented to the Komen Foundation Board of Directors for final approval. ♡

## Dietary Fat and Breast Cancer in Postmenopausal Women

A recent follow-up study utilizing participants from the Breast Cancer Detection Demonstration Project (BCDDP) examined the association between dietary fat and breast cancer. The group study included approximately 40,000 participants of which 26,315 women had a history of benign breast disease and 13,707 women did not have a history of benign breast disease.

By use of questionnaires, the study examined fat, subtypes of fat such as saturated and unsaturated fat, and protein, carbohydrate and total energy intake in regards to breast cancer risk. Upon examination of the dietary risk factors, there was no overall association between total fat or any fat subtype and breast cancer. However, among women with no history of benign breast disease, a slight positive association was found between fat intake and breast cancer, most attributed to unsaturated fat (RR=1.25; 95% CI=1.10-1.41) and specifically to monounsaturated fat

(oleic acid). In the United States, the primary source of oleic acid is margarine.

Validation studies demonstrate that the food-frequency questionnaire that was used provides reasonable estimates of usual dietary intake. However, questionnaire limitations do exist. Specific fatty acids, in particular, may be subject to measurement error because of differences in fatty acid contents of multiple foods and proportional intakes of these foods.

In conclusion, no overall association between intake of total fat or any fat subtype during adulthood and breast cancer was observed. Similar to other studies, there was not a decreased breast cancer risk in women who consumed less than 20 percent of their energy from fat. However, future studies are necessary to confirm these findings. 📌

*Journal of the National Cancer Institute 2000; 92: 855-859.*

## Breast Cancer in Younger Women

A recent study conducted between 1989 and 1997 examined the risk factors, clinical presentations with breast cancer, tumor characteristics, extent of the disease, treatment and outcomes among younger women. The study compared 101 women 35 years or younger (median age was 33; age range was 21-35) to 631 women over the age of 36 (median age was 56; age range was 36-85) who had been treated for breast cancer at Mount Sinai Medical Center in New York City. The ethnic/racial breakdown was similar for both groups: Caucasian women were the majority followed by Hispanic/Latina and African American women, respectively.

Upon comparison, significant differences between the

two age groups of women were identified. In terms of ethnicity, 77 percent of breast cancer patients younger than 36 years were Caucasian compared with 60 percent of patients who were 36 years or older (p=0.002). Patients younger than 36 years had significantly lower body mass index than those who were older than 36 years (p=0.001). Patients younger than 36 years reported fewer pregnancies and fewer live births. A family history of breast cancer was significantly more frequent among patients younger than 36 years (p=0.021).

Patients younger than 36 years rarely had a mammogram before diagnosis and most presented with a palpable mass. Eighty-seven percent of the women under 36 years of age presented with a palpable mass (p=0.001). Patients

under 36 years of age had significantly larger invasive tumors and were more likely to have nodal involvement and more nodes involved. The majority of patients younger than 36 years were diagnosed with stage II or III disease whereas the majority of patients older than 36 years were diagnosed with stage 0 or I (p=0.001). In addition to the tumors being larger with more nodal involvement, the tumors tended to be more aggressive.

The study concluded that women under 36 years who have been diagnosed with breast cancer differ from their older counterparts in numerous respects. Breast cancer patients younger than 36 years of age have higher rates of distant metastases and lower survival rates than older women.

It is important to remember that early detection and treatment offer the best chance of surviving breast cancer. The Susan G. Komen Breast Cancer Foundation recommends:

- Monthly breast self-examination beginning by age 20.
- Clinical breast examination by a medical professional at least every three years beginning at age 20, and annually after 40.
- Annual screening mammography for women by age 40. Women under 40 with either a family history of breast cancer or other concerns about their personal risk should consult with a trained medical professional about risk assessment and when to begin mammography. 📌

*American College of Surgeons 2000; 190: 509-515.*

## Update on Herceptin

**M**anufactured by Genentech, Inc., Herceptin (trastuzumab) is the first monoclonal antibody to be approved by the Food and Drug Administration (FDA) for the treatment of advanced, or metastatic, breast cancer. This antibody targets the protein product of the gene known as HER-2, HER2/*neu* or *c-erbB2*. This protein product is overexpressed by tumors in approximately 25 to 30 percent of women with breast cancer. Some, but not all, studies suggest that women with breast cancer that overexpress HER-2 appear to have a poorer prognosis than women whose breast cancers do not overexpress HER-2.

Herceptin was approved in September 1998 for use in women with metastatic breast cancer whose tumors overexpress the HER-2 protein, based on its effectiveness as a single agent as second-line therapy, along with its ability to prolong survival when used in combination with chemotherapy. The results of a recent first-line, single-agent therapy trial indicate promising activity for Herceptin in this setting as well. At the 2000 annual meeting of the American Society of Clinical Oncology, Charles Vogel and colleagues reported an overall response rate of 26 percent and a clinical benefit rate of 38 percent in 114 women who received Herceptin as their first-line treatment for metastatic disease. The average time it took for the breast cancer to progress was 19 months in the women who responded, which compares favorably with eight to 10 months, the usual time to progression seen following treatment with most first-line chemotherapy regimens. Patients who had HER-2 gene amplification by a highly sensitive assay known as fluorescence in situ hybridization, or FISH, had an impressive 41 percent response rate.

Robert Mass and colleagues from Genentech, Inc., have evaluated the outcome of women with metastatic breast cancer treated with Herceptin in whom they could test for FISH status. They compared the outcome of these women with that of women who overexpressed HER-2 by the test commonly used and referred to as IHC, or immunohistochemistry. FISH appears to be a more precise predictor of clinical benefit from Herceptin treatment than IHC, and additional studies using FISH as the assay to determine if women should be considered for treatment with Herceptin are ongoing.

Due to the high activity of Herceptin in women with metastatic breast cancer who overexpress HER-2, plans are also under way to incorporate it into adjuvant therapy programs for women with earlier stages of breast cancer that overexpress HER-2.

To date, approximately 25,000 women with metastatic breast cancer who overexpress the HER-2 protein have been treated with Herceptin. While generally well-tolerated, an increased risk of cardiac dysfunction has been reported, particularly when Herceptin is combined with anthracyclines such as doxorubicin (also known as Adriamycin or indicated by "A" in regimens such

(continued on page 15)

## Annual Report: The Status of Cancer

**T**he *Annual Report to the Nation on the Status of Cancer, 1973-1997*, documents the progress in cancer prevention and control in the United States. The new report, released by the National Cancer Institute (NCI), the American Cancer Society (ACS), the North American Association of Central Cancer Registries (NAACCR) and the Centers for Disease Control and Prevention (CDC), analyzed incidence (new cases) and mortality rates from 1973 to 1997.

The report shows that the incidence rate for all cancers declined on average 1.3 percent per year between 1992 and 1997. Cancer mortality declined 1.7 percent between 1995 and 1997. In terms of breast cancer, incidence rates showed little change during the 1990s. However, breast cancer mortality rates have declined about two percent per year since 1990.

Among Caucasian women, the incidence rates of invasive breast cancer increased between 1980 and 1997 but have since leveled off. Breast cancer deaths were level until 1979 but slightly increased between 1979 and 1989, decreasing steadily after 1989 and dropping drastically (4.1 percent) per year after 1995. Among African American women, incidence rates rose steadily between 1979 and 1986, followed by a slowing of increasing rates since 1986. Mortality rates for African American women climbed steadily but began to level off after 1991.

The disparities in health among African Americans may be attributed to multiple factors. The factors include biologic and genetic differences in tumors, the presence of risk factors, history of other diseases, barriers to health care access, health behaviors and later stage of disease at diagnosis.

The report suggests that screening and advances in treatment have helped to reduce cancer mortality. Early detection and treatment offer the best chance of surviving breast cancer. When breast cancer is confined to the breast, the five-year survival rate is over 95 percent.

The Susan G. Komen Breast Cancer Foundation recommends:

- Monthly breast self-examination beginning by age 20.
- Clinical breast examination by a medical professional at least every three years beginning at age 20, and annually after 40.
- Annual screening mammography for women by age 40. Women under 40 with either a family history of breast cancer or other concerns about their personal risk should consult with a trained medical professional about risk assessment and when to begin mammography. 

*Cancer 2000; 88: 2598-2424.*

*The Unequal Burden of Cancer, National Academy Press: Washington, D.C., 1999.*

## Happenings on Capitol Hill



### Medicare/Clinical Trials

On June 7, 2000, President Bill Clinton issued an Executive Memorandum to provide coverage of routine patient care for Medicare recipients participating in clinical trials. The President praised the bipartisan support of this issue by Senator Connie Mack (R-FL), Senator John Rockefeller IV (D-WV), Congresswoman Nancy Johnson (R-CT), Congressman Ben Cardin (D-MD) and Congressman Ken Bentsen (D-TX).

The President stated that action is necessary to increase the number of seniors participating in clinical trials. He instructed Medicare to:

- Increase awareness of clinical trials and promote participation.
- Revise Medicare program guidance to authorize payment of routine patient care costs.
- Launch activities to increase beneficiary awareness of the new coverage option.
- Establish a tracking system for Medicare payments.
- Ensure that the information gained from important clinical trials is used to inform coverage decisions.
- Review the feasibility and advisability of taking additional action to promote research on issues of importance to the Medicare population within 90 days.

“The next step to ensure the full benefits of clinical research will be for private insurers to follow the government’s example and to cover these costs, as well,” said Nancy Brinker, founding chair of the Susan G. Komen Breast Cancer Foundation.

“The Komen Foundation urges Congress to include clinical trials coverage in any patients bill of rights legislation. It is only through comprehensive coverage that Americans of all ages will be able to benefit from important research and medical advances as quickly as possible.”

### Patients Bill of Rights/Clinical Trials

Managed care bills passed by the House (H.R. 1090) and the Senate (S. 1344) last year are in Conference Committee. No major progress has been made, and there has been no discussion on the clinical trials segment of the bill.

The Senate bill covers self-insured ERISA plans and cancer clinical trials, while the House bill is broad based and covers all private health insurance and clinical trials for all life-threatening diseases.

Recently, Senate Democrats tried to pass the House version of the Managed Care bill by adding it as an amendment to the Defense Appropriations bill as it was being debated on the Senate floor. The measure failed by a vote of 51-48.

### Breast Cancer Stamp

The Susan G. Komen Breast Cancer Foundation applauds President Clinton’s support of the Congressional vote to reauthorize the Breast Cancer Research Stamp. The stamp was first issued on July 29, 1998. The vote allows the stamp to continue to be sold until July 29, 2002. To date, 214 million stamps have been sold and \$15.1 million has been raised for breast cancer research. The issuance of the first semi-postal stamp offered by the United States to generate funding for disease awareness and research was groundbreaking. Groups like the Komen Foundation and the Women’s Information Network Against Breast Cancer (WIN ABC) helped to make this possible.

The Komen Foundation was instrumental in advocating for the initial issuance of the breast cancer semi-postal act in 1998 and for the vote to reauthorize the stamp in 2000. Through its national network of 114 U.S. Affiliates and 107 Komen Race for the Cure® events, the Komen Foundation initiated petition signings and governmental lobbying efforts to encourage passage of the legislation.

The money raised from the sale of the stamps is divided between the National Institutes of Health and the Defense Department’s Health Research Division, as called for by Congress.

### Breast and Cervical Cancer Treatment Act

In May, the House of Representatives passed H.R. 4386, the Breast and Cervical Cancer Treatment Act of 2000. This act is intended to build on the National Breast and Cervical Cancer Early Detection Program, run by the Centers for Disease Control and Prevention (CDC), which provides breast and cervical cancer screening to low-income, uninsured women. The bill would allow states the option to expand Medicaid coverage to women for treatment after they are diagnosed with breast or cervical cancer. The Senate version (S. 662) was recently approved by the Senate Finance Committee but has not been heard by the full Senate.

### NIH and CDC Funding

In keeping with the Senate’s “unanimous resolution” to double the National Institutes of Health (NIH) funding level over a five-year period, the Senate Appropriations Committee approved a total funding level of \$20.5 billion for the NIH, which is a 15% increase from fiscal year 2000.

The House passed a similar increase for the NIH. The legislation must be reconciled in a Conference Committee and then passage is expected. However, the White House has already threatened to veto the bill because it does not provide for several of President Clinton’s education priorities.

*(continued on page 9)*

*(Happenings on Capitol Hill continued from page 8)*

The Senate bill includes an increase of \$167.3 million or 5.6% above fiscal year 2000 for the Centers for Disease Control and Prevention (CDC), and the House bill provides an 11% increase or \$326.4 million above FY 2000.

### Medical Records Privacy

**R**ecently the National Coalition for Cancer Research hosted a briefing on Capitol Hill on "Medical Privacy: Protecting Patients and Supporting Research." The briefing was held in cooperation with the Senate Cancer Coalition and the House Cancer Awareness Working Group. Diane Balma, senior counsel and director of Public Policy for the Komen Foundation, offered a moving presentation on her personal battle with breast cancer and pointed out the importance of balancing protection of patient privacy with research needs. Balma also presented the results of the privacy survey the Foundation took of its research constituency.

The Department of Health and Human Services is reviewing the 70,000 comments it received on its proposed privacy regulations and will issue final regulations later this year. Those regulations would go into effect in 2002. At a recent Senate hearing, several senators said this significant lead time will give them the opportunity to pass legislation on the privacy issue. 📌



## Sing for the Cure™: A Moving Musical Journey



A PROCLAMATION OF HOPE  
Benefiting the Susan G. Komen Breast Cancer Foundation



Mary Wilson and Nancy Brinker

**T**he Susan G. Komen Breast Cancer Foundation, the Turtle Creek Chorale and The Women's Chorus of Dallas came together on June 11, 2000, in Dallas, Texas, for the world premiere of *Sing for the Cure™*, a musical journey through the many faces and stages of breast cancer. The gala event was held at the Morton H. Meyerson Symphony Center and featured the narration of Poet Laureate Maya Angelou, Ph.D. The two choirs were accompanied by The Pier 1 Imports Metropolitan Symphony Orchestra. Entertainer Mary Wilson was mistress of ceremonies.

The musical journey featured 10 different movements, each written from the perspective of a person affected by breast cancer — the patient, the parent, the researcher, the spouse and the child. Librettist Pamela Martin put these stories into words by interviewing numerous breast cancer patients and survivors, as well as friends and family members affected by the disease in order to capture and convey their poignant emotions and perspectives. As a result, the text incorporates the pain, the struggle, the hope and even the humor associated with breast cancer.



Dr. Maya Angelou and the Turtle Creek Chorale

"This musical piece is the result of a vision by Nancy Brinker, who founded the Susan G. Komen Breast Cancer Foundation after losing her sister, Suzy, to breast cancer," said Tim Seelig, artistic director, Turtle Creek Chorale. "A couple years ago, Nancy came to me and asked us to commission a piece of music about breast cancer survivors and about the family members of those who do not survive. We have been working on this for two years, and the magical piece of music that has come together is the birth of *Sing for the Cure™*."



Ellie Goodman, mother of Nancy Brinker and Susan Komen, Stephanie Komen and Komen Foundation supporter George Peters, M.D.

Eleven composers from around the country joined together to put music to these powerful words and emotions. The composers who helped to create this musical journey include: David Friedman, award-winning composer, arranger and record producer, best known for vocal arrangements in Disney films such as *Aladdin* and *Beauty and the Beast*; Patti Drennan, Director of Choral Activities at Norman High School in Oklahoma; Jill Gallina, composer of musical plays and choral music for youth; Robert Seely, Composer in Residence of the San Francisco Gay Men's Chorus; Stefania de Kenessey, leading figure in current revival of contemporary classical music; Alice Gomez, composer, arranger, performer and recording artist in many genres of music; W.T. Greer, songwriter and recorder of his original compositions; Michael Cox, Professor of Music Theory and Composition and Director of the Men's Chorus at Southwestern Baptist Theological Seminary's School of Church Music in Fort Worth, Texas; Rosephanye Powell, Associate Professor of Music at Philander Smith College, Little Rock, Ark.; Joseph Martin, composer, pianist and recording artist; and Brant Adams, Oklahoma State University music faculty member and area coordinator of music, theory and composition.

The honorary chairs for the premiere *Sing for the Cure™* event were Stephanie Komen, daughter of the late Susan G. Komen, for whom the Susan G. Komen Breast Cancer Foundation was founded; James D. Carreker, chairman of Dallas-based Wyndham International, Inc., and husband of Jane Carreker, who lost her life to breast cancer; and Carol Seay, a breast cancer survivor and Dallas civic leader.

If your choir or musical group is interested in performing *Sing for the Cure™*, please visit [www.singforthecure.org](http://www.singforthecure.org) for more information or send e-mail to [sing@komen.org](mailto:sing@komen.org). 📌

## 2000 Komen National Race for the Cure® Draws Record Crowd



The Susan G. Komen Breast Cancer Foundation National Race for the Cure® attracted a record field of more than 69,000 runners and walkers June 3, blanketing the streets of the nation's capital to champion the cause of breast cancer. The Komen National Race for the Cure®, the world's largest 5K footrace, raised more than \$3 million for the fight against breast cancer. Net proceeds will be used to fund the Washington, D.C.-area breast health education and breast cancer screening and treatment programs and national research grants.

Team Hope™, the largest team of breast cancer survivors ever assembled, and their families and friends — many of whom wore bright pink back signs in memory or in celebration of friends or relatives who have faced this disease — were joined by Honorary Race Chairs Vice President Al Gore and Tipper Gore, and numerous members of Congress at the 11th annual event.

“Like so many millions of Americans, our commitment to the fight against cancer is deeply personal. We know from our own experience what cancer can do to a family. We also know the remarkable hope of this moment for the new treatments and therapies that are being developed each

and every day,” Vice President Gore said. “This is the time to redouble our efforts to fight not just breast cancer, but all cancer — and we're eager to do all we can.” 📌

## JCPenney: Leading the Komen Race for the Cure®

In addition to serving — for the seventh year — as National Presenting Sponsor of the Susan G. Komen Breast Cancer Foundation Race for the Cure® Series, The JCPenney Company once again opened up its beautiful corporate campus to the Collin County community as local host of the Komen Plano Race for the Cure®. More than 10,000 people attended the Race, proving that a little rain couldn't drench the day's success. For the fourth year running, JCPenney was awarded first place for corporate participation, with 2,415 associates joining in the Race. As National Presenting Sponsor, JCPenney provides the poly “goody” bags for Race participants at all 107 Komen Race for the Cure® events in 2000. In addition, JCPenney stores open their doors to local Komen Affiliates for Race registration and packet pickup. Between Races, JCPenney supports the Foundation through merchandise promotions and by spreading the word about breast cancer to its customers. JCPenney is proud of its sponsorship and is dedicated to women's health issues. 📌



JCPenney employees warmed up for the Komen Plano Race for the Cure®

### Give the Gift of Life: 2000 Komen Holiday Cards

The Susan G. Komen Breast Cancer Foundation will be offering special holiday cards for everyone on your list in 2000. For more information, visit the Komen Foundation website, [www.breastcancerinfo.com](http://www.breastcancerinfo.com), in the weeks to come, or call 1.800.889.3665. 📌

### Did You Know...

- There will be 107 Komen Race for the Cure® events in the U.S. in 2000.
- As of June 30, there have been 35 Komen Race for the Cure® events in the U.S. with a total of more than 400,000 participants (goal is more than 1 million).
- Nine new U.S. Komen Race for the Cure® sites were selected in 2000.
- Rome, Italy, was the site of the first international Affiliate-hosted Komen Race for the Cure® with 4,500 registrants. The event was held May 28. The Komen German Affiliate held its inaugural Race August 13. 📌

# 2000 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by JCPenney

NATIONAL SPONSORS:



NATIONAL HONORARY CHAIR: FRANCE LARREU SMITH

DATE	SITE
Oct 1	Coeur d'Alene, ID
Oct 1	Denver, CO*
Oct 1	Omaha, NE
Oct 7	Albany, NY*
Oct 7	Amarillo, TX
Oct 7	Baton Rouge, LA
Oct 7	Birmingham, AL
Oct 7	Charlotte, NC*
Oct 7	Houston, TX*
Oct 7	Knoxville, TN*
Oct 7	<b>Macon, GA</b>
Oct 7	New Orleans, LA
Oct 8	Baltimore, MD*
Oct 8	Phoenix, AZ
Oct 14	Des Moines, IA
Oct 14	Jacksonville, FL*
Oct 14	<b>Lenoir, NC</b>
Oct 14	Little Rock, AR*
Oct 14	Miami, FL
Oct 14	Terre Haute, IN
Oct 14	Wichita Falls, TX
Oct 15	Los Angeles, CA
Oct 15	Reno, NV
Oct 15	San Francisco, CA
Oct 21	Atlanta, GA*
Oct 21	Dallas, TX*
Oct 21	Louisville, KY
Oct 21	Memphis, TN*
Oct 21	Texarkana, TX
Oct 21	Thibodaux, LA
Oct 21	<b>Virginia Beach, VA</b>
Oct 22	Milwaukee, WI
Oct 22	Temecula Valley, CA
Oct 28	Charleston, SC
Oct 28	Tupelo, MS*
Oct 29	Princeton, NJ*
Nov 5	Austin, TX
Nov 5	Nashville, TN*
Nov 5	San Diego, CA*
Aug 13	Kansas City, MO
Aug 19	Cheyenne, WY
Sep 9	Monroe, LA
Sep 10	Boston, MA
Sep 10	Toledo, OH
Sep 16	Chicago, IL
Sep 16	Scranton, PA
Sep 16	Shreveport, LA
Sep 16	Tulsa, OK
Sep 17	Bangor, ME
Sep 17	Colorado Springs, CO*
Sep 17	New York City, NY*
Sep 17	Portland, OR*
Sep 17	Seattle, WA*
Sep 23	Evansville, IN
Sep 23	Greenville, SC
Sep 23	Lubbock, TX
Sep 23	Tampa Bay, FL
Sep 24	Cleveland, OH
Sep 24	Honolulu, HI
Sep 24	Orange County, CA*
Sep 30	Battle Creek, MI
Sep 30	<b>Chattanooga, TN</b>
Sep 30	Grand Rapids, MI*
Sep 30	Lexington, KY
Sep 30	Oklahoma City, OK*
Sep 30	Wichita, KS

• Dates subject to change.

• Bold type indicates a new Komen Race for the Cure® site for 2000.

• \*Indicates the city hosts either an all-women's 5K, an all-women's 5K and a men's 5K, or separate 5K events for women and men.

• 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 2000 Komen Race for the Cure® Series, contact our automated hotline at **888.603.RACE** or visit the Komen Foundation website at [www.raceforthecure.com/](http://www.raceforthecure.com/).

## Komen Foundation Receives Grant for Today and Tomorrow

Scaife Family Foundation \$288,235 Gift Will Bring Message of Early Detection to Young Women and Support Research

As a leading catalyst in the fight against breast cancer, the Komen Foundation focuses its efforts on what can be done today to help women fight this disease by advancing education, screening and treatment. It also invests in tomorrow by continuing to work to find a cure through funding of important breast cancer research. The Scaife Family Foundation of Pittsburgh, Pennsylvania, shares in this vision and recently awarded the Foundation a \$288,235 grant to help meet this challenge. Seventy-five thousand dollars will be used to support breast cancer research through the Komen Foundation Grant Program. The remaining \$213,235 will be used to develop, produce and distribute critical breast health and breast cancer information to young women, ages 18-25 years old.

*Start Early, Start Now* (a tentative working title) is a multi-phase project that will identify key messages, determine distribution channels, and produce and distribute educational materials focusing on positive breast health practices and breast cancer among young women. "Realizing that there is an unmet need of providing breast health information to young women, the Trustees of the Scaife Foundation felt it was critical to provide funding," said Jennie Scaife, chairman of the Scaife Family Foundation. "We are proud to help the Komen Foundation in its efforts to defeat this disease."

The best defense against breast cancer is early detection. Therefore, it is important that women begin fostering positive breast health practices at an early age. The Komen Foundation recommends that all women begin performing monthly breast self-examinations by age 20. It is also recommended that clinical breast exams by a medical professional be done at least every three years, beginning by age 20.

"The earlier you learn to do something, the more likely you are to practice it throughout your life," said Jennifer Segall, a breast health educator at the Komen Foundation. "It is our hope that through this project, young women will learn breast health habits that will last a lifetime." 🌸

## Volunteer Voices: Komen National Volunteer Advisory Council

The National Volunteer Advisory Council (NVAC) serves the Komen Foundation in a volunteer capacity to advise and support the Foundation's mission by providing counsel to the chairman and members of the Komen Foundation Board on an ongoing basis. The council is comprised of 11 members, including two ex-officio members. To be considered for the council, an individual must possess a minimum of two years volunteer leadership with the Komen Foundation or another community breast health organization. Experience at the Affiliate level places the council in a unique and invaluable position.

NVAC members have assumed a variety of roles since the council's inception earlier this year. Depending upon each person's availability and interest, the members may serve as reviewers for updating Komen manuals, as members of various sub-committees of the Komen Foundation Board or as Race day representatives. NVAC members may also be asked to serve as breast health advocates, participate in Affiliate Regional Trainings or review new Komen Race for the Cure® applications or help address Affiliate compliance issues.

**Lynne Abraham**, active in the breast cancer community for many years, is one of the founders of the Komen Greater New York City Affiliate. She has been a dynamic leader in the field of breast cancer, and instrumental in spreading the Komen message to collaborate with the many other breast cancer organizations with which she is involved. Lynne, a former journalist and communications executive, continues to utilize her experience in public relations as a media consultant. She is a member of the Komen Foundation Public Policy Committee and is a tireless advocate for breast cancer research at local and national levels. As a breast cancer survivor/advocate, she is a tremendous and credible resource for all issues including her recent work with Project CRAFT (Clinical Research Affiliates Funding Trials). Lynne has served as a reviewer for the research portion of the Komen Foundation Grant Program, and an advocate reviewer for the Department of Defense Breast Cancer Project.

**Brenda Bottum** serves in an ex-officio capacity on NVAC. Brenda is the founding Chair of the Komen Maryland Affiliate established in 1993. She was also instrumental in the development of the Komen Maryland Race for the Cure® as well as the Komen National Race for the Cure® in Washington, D.C. In addition, Brenda has widespread experience with other non-profits, particularly in the area of fund-raising.

**Mary Elliott** is chair of the NVAC and sits on the Komen Foundation Board of Directors. Mary is the co-founder of the Komen NE Louisiana Affiliate and has served on its board in many capacities. She is a member of Louisiana Breast Cancer Task Force and founded the Monroe Breast Cancer Task Force. She was an advocate reviewer for the Department of Defense Breast Cancer Project and is a member of the Foundation's Public Policy Committee. Mary, a breast cancer survivor, has dedicated her efforts on the local and national level to all issues surrounding breast cancer. Mary is determined to make a difference for generations to come.

**Sandy Finestone** claims Orange County as her home as well as her Komen Affiliate. As a survivor, Sandy began her volunteer work with the American Cancer Society, but realized that the Komen Foundation could be another avenue for having an active voice in breast cancer issues. Sandy has assumed leadership roles in numerous cancer organizations and has been very successful in collaborating with such groups as the Orange County Breast Cancer Coalition and the Women's Implant Information Network. She served as vice-chair for grants in 1999 and currently is a member of the Komen grant review team.

**Cindy Geoghegan** has been a member of the Komen family since 1996 shortly after her own breast cancer diagnosis. As a Komen Maryland Affiliate board member, Cindy has held positions of education chair, president and grant chair. Cindy says she is most proud of the reach and impact Komen has had on their community in terms of increasing grant funding and overall awareness of breast cancer. Cindy is a communications and public relations executive with more than 15 years of non-profit expertise. Although her commitment to the Komen Maryland Affiliate has ended, her commitment to breast cancer has not. Cindy recently relocated to New York with her family.

**Sue Ann Gilman** is a Dallas native and a former sponsorship and Race chair for the Komen Dallas County Affiliate. She has extensive experience in non-profit leadership. She serves as a consultant to many local boards, including the Dallas YWCA and the Center for Non-Profit Management. She has utilized her skills with organizing local golf events, the BMW Ultimate Drive™ and as a board member of the Dallas Bridge Breast Center. She served as the Foundation's vice-chair of development in 1999 and has been an integral part of Race and fund-raising regional training, contributing greatly to the curriculum for these courses. She is also a breast cancer survivor.

# VOLUNTEER

**Julie Gordon** has many longstanding relationships with numerous Komen Affiliates and has a deep commitment to breast health and breast cancer. Julie began as a volunteer and board member with the Komen Columbus Race for the Cure®. She later relocated to Cincinnati where she co-founded the Komen Cincinnati Race for the Cure®. Julie currently lives in New Jersey and serves on the Komen Philadelphia Race for the Cure® committee. Julie has also been a mentor for Komen Affiliates and has served on the Affiliate Service Planning Committee. She is a member of the Breast Cancer Alliance of Greater Cincinnati and the YWCA Breast and Cervical Health Network. Her experience is invaluable to NVAC.

**Barbara Hall, M.D.**, currently lives in Dunedin, Florida, where she practices radiology. Her clinical knowledge is matched by her commitment to providing compassionate care to all women who face breast cancer in all of its stages. She is a proven community leader, serving as head of the Breast Health Implementation Task Force and on the board of the Morton Plant Mease Foundation. She has served in many hospital staff positions and on numerous governing boards. Barbara currently serves as the medical director of mammography for Morton Plant Mease Ambulatory Care, and is a member of the Community Impact Committee, which reviews over \$15 million in grant applications. Barbara's passion for breast cancer was extended even further when she joined forces to chair the Komen Tampa Bay Race for the Cure® in 1999 and 2000.

**Ann McCurdy** has been involved with the Komen Foundation since 1987 when she became a member of the Komen Ambassador volunteers. A native of Mississippi, Ann made a personal commitment to eradicating breast cancer after her mother was diagnosed with the disease. Ann served as secretary of the Komen Dallas County Affiliate for two years and was elected co-president, serving in that capacity for two and a half years. Ann is the Affiliate's 1999 and 2000 Komen Dallas Race for the Cure® chair. She served as the vice-chair-elect for Affiliate Service in 1999. Ann is employed by Raytheon as Integration Lead for the MIND Program.

**Linda Kay Peterson**, Chairman of the Board of the Komen Foundation, serves as an ex-officio member of the NVAC.

**Lynn Sellers** began volunteering with the Komen Charleston Race for the Cure® in 1996. Last year, under Lynn's chairmanship, the Komen Charleston Race exceeded all goals and previous records. Lynn has been an active community volunteer with the Junior League of Charleston and the Special Olympics. She has over 10 years of experience in sales, event management and marketing with Charleston, Inc. She brings many skills to Komen, including a knowledge of how to blend staff and volunteers to successfully achieve mutual goals.

**Catherine Shea** has served as a board member of the Komen San Diego Affiliate for several years. She has been instrumental in the growth of the Komen San Diego Race for the Cure®, as well as the Affiliate's Speakers Bureau. She is the founder of the San Diego Breast Cancer Coalition, is a board member of the American Cancer Society and acts as an advisor to Scripps Memorial Hospital's Breast Care Center. Catherine has a background in public relations, marketing and banking. She is a breast cancer survivor committed to volunteerism and has a passion for the issues of survivorship. She has successfully used her networking skills to bring many breast cancer groups towards a common goal in the community.

**Crystal Walsh** served as the 1999 vice-chair-elect for Education. She was Education Chair for the Komen Orange County Affiliate from 1996-1999. Crystal has been instrumental in the successful openings of four breast health resource centers in California as a result of the Affiliate's education committee work. As a clinical social worker at Mission Regional Medical Center, Crystal facilitates breast cancer support groups and provides educational in-service training in the community. She is a member of the Komen National Education Task Force under the direction of Linda Frame. Crystal has been a valuable contributor to the education curriculum for Affiliate regional trainings. ♣



Ann McCurdy, Mary Elliott, Lynn Sellers, Sandy Finestone, Julie Gordon, Cindy Geoghegan, Lynne Abraham, Sue Ann Gilman and Crystal Walsh. Not pictured: Brenda Bottum, Barbara Hall, Linda Kay Peterson and Catherine Shea.

*(Update on Herceptin continued from page 7)*

as CAF). Additionally, a very rare but serious and fatal reaction was reported in a post-marketing surveillance study in 15 of 25,000 (approximately .06%) women treated with Herceptin. These infusion-related events occurred in women who had very advanced disease and who had already failed multiple courses of chemotherapy. In addition, most of these women had pre-existing significant pulmonary compromise caused by metastasis to their lungs and/or cancer that limited lung function.

Herceptin therapy is considered to be associated with a high benefit versus risk ratio for women with metastatic breast cancer that overexpresses the HER-2 protein. Few therapies have shown the significant survival benefit of Herceptin in combination with chemotherapy for patients with breast cancer. ♣

## Janie Emery Finds Healing, Peace in Art

Janie Emery, a two-time breast cancer survivor and lifelong student of art, decided 25 years ago to dedicate her career to painting portraits. In February 2000, Emery announced that she would donate a percentage of her portrait commissions to the Komen Foundation during the year 2000 to help in its fight against breast cancer.

This winter, one of Emery's portraits will be featured as one of 10 exclusive items for Sotheby's live auction at the Komen New Jersey Affiliate's Pink Tie Ball, the proceeds from which help fund breast cancer programs.

"I want to help find a cure for cancer," Emery said. "It's touched my life so much, and having two daughters, I am very concerned. This is my way of leaving a little legacy."

Emery has paintings in more than 300 collections, but her reputation as one of the nation's leading portrait painters is built on individual successes and an ability to capture the spirit of each subject and set it free on canvas. Visit [www.janieemery.com](http://www.janieemery.com) for more information. 📍

## Thank you!

The Susan G. Komen Breast Cancer Foundation would like to extend its most sincere appreciation to 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 upcoming 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.

Workplace campaigns are one of the most efficient and cost-effective ways to raise funds to support breast cancer research, education, screening and treatment programs. One person can truly make a difference. Please remember the Susan G. Komen Breast Cancer Foundation when allocating your payroll deductions. Call 972.855.1625 for details. 📍

## Ford Division Supports Komen Foundation in New Ways

For the sixth consecutive year, Ford Division is one of the National Sponsors of the Komen Race for the Cure® Series. In addition to this sponsorship, Ford Division continues to support the Foundation and its fight against breast cancer in new ways.

On the morning of April 15, an army of Ford employees showed strength in numbers by participating in the Komen Detroit Race for the Cure®. Over 3,500 Ford employees raced together as part of Team Ford. This was one of the largest corporate teams to participate in a Komen Race for the Cure® event to date.

Additionally, at the Komen Detroit Race for the Cure®, a new Ford Division-sponsored Komen Race for the Cure® television commercial was shot and directed by two-time Academy Award-winning documentary filmmaker, Barbara Kopple. This compelling commercial focuses on Ford employees whose lives have been directly touched by breast cancer and how they support the Komen Race for the Cure®.

The Ford Division commercials will reach over 260 million households. An additional breast cancer awareness initiative supported by Ford Division is the Ford Force website, [www.fordvehicles.com/fordforce](http://www.fordvehicles.com/fordforce). This site focuses on the Komen Race for the Cure® Series and was recently recognized as one of the "Top Five Automotive Websites of the Year" by *Automotive News*. The Ford Force site is devoted to publishing breast cancer education, screening and treatment information, as well as featuring regularly updated health tips, personal experience essays, a tribute wall and photo gallery. 📍



Team Ford members at the Komen Detroit Race for the Cure®

## The Ultimate Drive™ 2000 Is Coming to a City Near You



The Ultimate Drive™ came through Manhattan in May. Lynne Abraham, a longtime supporter of the Komen Foundation and a member of the Foundation's National Volunteer Advisory Council, was honored as a BMW Local Hero. She was joined by Komen Foundation Founding Chair Nancy Brinker and BMW President and CEO Tom Purves at the event.

In partnership with the Komen Foundation, BMW of North America has organized The Ultimate Drive™ for the Susan G. Komen Breast Cancer Foundation, an annual event used to raise funds for the fight against breast cancer.

For the fourth year, two fleets of BMW automobiles and a dedicated team of volunteers will travel across the United States to organize test-drive events that raise money in support of the Komen Foundation and its mission to eradicate breast cancer as a life-threatening disease. BMW contributes \$1 to the Komen Foundation for every mile driven during The Ultimate Drive™. More than \$3 million has been raised since the program's inception in 1997. Each dollar raised is used to advance breast cancer research, education, screening and treatment.

Register for The Ultimate Drive™ by calling 1-877-4-A-DRIVE. To view The Ultimate Drive™ event schedule or to register and choose a vehicle for test driving online, visit [www.bmwusa.com](http://www.bmwusa.com).

## Frank's Nursery & Crafts Donates Nearly \$154,000 to Komen Foundation



Holding the check are Dottie Wiersma, breast cancer survivor and volunteer; Joseph Baczko, president and CEO of Frank's Nursery & Crafts; and Kelly Wilson, associate manager of national programs for the Komen Foundation.

Frank's Nursery & Crafts of Troy, Michigan, donated \$153,942 to the Komen Foundation to help the Foundation in its mission to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

The donation was the result of a six-week program held from November through December 1999. During this period, one dollar from the sale of each live Christmas tree was earmarked for the Komen Foundation and its fight against breast cancer.

With 257 stores in 15 states, Frank's is the nation's leading specialty retailer of lawn, garden, floral and home décor products.

"Frank's is proud to support the Komen Foundation," said Joseph Baczko, CEO of Frank's Nursery & Crafts. "Raising funds for breast health services and working towards an eventual cure of this dreaded disease is a goal we all share."

## 2000 Board Breaks for the Cure™ Is September 29



The American Taekwondo Association's (ATA) Third Annual National Board Breaks for the Cure™ event will take place on Friday, September 29, 2000. In 1999, the ATA and Board Breaks for the Cure™ raised more than \$165,000 for the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer. The goal for the 2000 Board Breaks for the Cure™ event is \$250,000.

ATA schools across the country are invited to participate in this one-hour-long event during which a set number of boards (school owners should set their own individual goal based on number of students) are broken. Students are encouraged to collect donations for the Komen Foundation in exchange for their pledge to break all their boards.

Grand Master H.U. Lee founded the ATA in 1969 shortly after he became the first professional martial arts instructor to immigrate to America in 1962 from Korea. Grand Master Lee and his wife are honorary chairs of the 2000 National Board Breaks for the Cure™. This year's event is dedicated to Grand Master Lee, who is currently battling cancer.

To get involved with the Board Breaks for the Cure™ program or to find an ATA school in your area, please call 1.800.895.6636.



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Breast Cancer Foundation

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1.800 I'M AWARE®

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Breast Cancer Foundation

## Komen Roma Race for the Cure®



**O**n Your Mark. Get Set. GO! The first international Affiliate-hosted Komen Race for the Cure® event took place in Rome, Italy, on May 28, 2000. More than 4,500 people registered for the Race, which wound its way through the ancient city to raise funds for community-based breast health programs and to increase breast cancer awareness. 🏃‍♀️



The Susan G. Komen  
Breast Cancer Foundation

**T**he 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

*Founding Chairman* .....Nancy Brinker  
*Chairman of the Board* .....Linda Kay Peterson  
*President and Chief Executive Officer* .....Susan Braun  
*Editor* .....Maureen O'Donnell