

frontline

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

FDA Approves First Digital Mammograms

The nation's first digital mammograms — computerized breast x-rays for detecting breast cancer — were approved by the Food and Drug Administration on January 31, 2000. The FDA cautions that digital mammograms appear to be as good as — but not better than — regular mammograms in detecting early cancers. However, the new technology may offer the following potential advantages:

- Electronic storage to avoid lost films
- Exposure adjustment to prevent needing another x-ray
- Electronic transmittal to specialists worldwide for consultation

FDA approval for digital mammography specified that radiologists must read hard copies (printouts) of the images on x-ray type film and not simply view the images on a computer screen.

From a woman's perspective, digital mammograms are performed like traditional mammograms — the image just isn't stored on film. Radiologists read printouts from digital mammograms just as they read standard mammograms on film.

With standard mammography, the limitations of film can affect the ability of radiologists to detect potential breast cancers. Film can be affected by resolution, exposure range, film noise and film processing artifacts. Because of these limitations,



multiple images may be required, which could lead to false positive readings and unnecessary biopsies, incurring both emotional and financial costs. Digital mammography appears to have fewer of these limitations.

The Komen Foundation has recognized the limitations of mammography and has been an advocate in the pursuit of new screening and diagnostic technologies. For this reason, the category of Imaging Technology was added to the

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Foundation Sponsors Landmark Study on Quality Cancer Care

The Susan G. Komen Breast Cancer Foundation will provide \$1 million in funding to help sponsor the first large-scale study on quality cancer care. The study, spearheaded by the American Society of Clinical Oncology (ASCO), will be used to develop a national monitoring system for cancer care in the United States, setting the standard for quality monitoring and evaluation in the cancer community.

The study will assess the feasibility of a national cancer care monitoring system and develop a prototype for such a system by initially examining the quality of care received by a sample group of adult breast and colorectal cancer patients. Researchers at Harvard University and the RAND Corporation will implement the 18-month pilot study, with oversight from a panel of ASCO physicians and other health experts, including representatives of the Komen Foundation.

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Komen Race for the Cure® Goes International

Linda Kay Peterson, Chairman, Komen Foundation Board of Directors

In February 2000, the Komen Foundation took its mission to eradicate breast cancer as a life-threatening disease to a new level with the official launch of two new Komen Affiliates in Frankfurt, Germany, and Rome, Italy. Not only are these two cities now the site of a Komen Affiliate, but they will also host Komen Race for the Cure® events in 2000.

The official launch of the Italian Affiliate was held February 13-16, 2000, in Rome during the Fifth Annual Multidisciplinary Symposium on Breast Cancer. The Symposium was co-hosted by the Komen Foundation, the University of Florida and the Catholic University of Rome. Komen Foundation Founding Chair Nancy Brinker was a keynote speaker, along with Dr. Umberto Veronesi, scientific director, European Institute of Oncology.

The Symposium was unique in that it included presentations by advocates in each of its sessions. I was very proud of the fact that the Komen Foundation was represented so capably by Diana Rowden, immediate past chair of the Foundation's Board of Directors. Her topic was *What Do You Mean It's Not Breast Cancer?* and addressed the issue of in situ carcinomas of the breast.

During the Symposium, Riccardo Masetti, M.D., assistant professor at the Catholic University of Rome, general secretary of the Symposium and director of the newly formed Komen Italian Affiliate, and Nancy Brinker announced that there would be a Komen Race for the Cure® held in Rome on Sunday, May 28, 2000.

Prior to the Rome activities, a press conference was held in Frankfurt, Germany, on February 9 to announce the launch of the German Affiliate and the Komen Frankfurt Race for the Cure® in the German state of Hessen on Sunday, August 13. The press conference was held in the Rathaus Romer and was moderated by Dr. Sylvia Schenk, former Olympian and the deputy mayor of Frankfurt. Speakers included Professor Manfred Kaufmann, German Affiliate President Stefani Mahlich and Dr. Martina Lies, co-chair of the Komen Frankfurt Race for the Cure® with Isabelle de Pommereau.

Both Susan Braun and I addressed the gathering in German (with Susan's remarks being far more profound than mine). We explained the background of the Foundation and its mission and our reasons for carrying this message to Germany. Despite my limited ability to speak German, the attendees seemed to appreciate our efforts nonetheless.

Further expanding the international focus is the announcement of the Komen Greek Affiliate's inaugural march in

Athens — also scheduled for May 28, 2000.

Through our international expansion efforts, we are finding that each country offers its own set of circumstances that must be addressed in a fashion particular to that country. In all international efforts, we stress that the Foundation's presence in a country must be dictated by the individuals native to that country, so the efforts to reach women and their families about breast health and breast cancer are viewed from the proper perspective.

Like their U.S. counterparts, international Affiliates of the Komen Foundation are organized by groups of dedicated volunteers who must complete a detailed Affiliate application. In addition, the applicant must be able to demonstrate significant support for the Komen Foundation's mission from the local medical and scientific community, as well as from the business community and other civic organizations. The applicant is also asked to make initial recommendations for awareness and education programs.

It is our hope that these countries will use the Komen Foundation as a model for growth. The significant progress made in breast cancer awareness, screening and treatment in the U.S. in the last 20 years will hopefully take much less time to accomplish internationally.

While international expansion is exciting, we at the Foundation never forget that it is the ongoing growth and strength of our domestic Affiliates that have enabled us to expand beyond the borders of the United States. The performance of the domestic Affiliates has been so stellar that the Foundation's excellent reputation precedes the establishment of a Komen entity in a given country.

And so, we welcome the official Komen events in Rome, Athens and Frankfurt, and look forward to continuing our relationship with Buenos Aires. Because of the efforts being made in these countries, we are one step closer to ridding the world of breast cancer as a life-threatening disease once and for all. 🌸



Linda Kay Peterson, Stefani Mahlich, Susan Braun and Dr. Martina Lies at the press conference announcing the launch of the German Affiliate.



Nancy Brinker, Dr. Umberto Veronesi and Linda Kay Peterson in Italy.

Calls to Foundation Helpline Increase Dramatically in 1999

The Susan G. Komen Breast Cancer Foundation has experienced tremendous growth in the past several years. With the addition of new Komen Affiliates and Komen Race for the Cure® events there has been an increase in the overall awareness of the Foundation and its mission to eradicate breast cancer as a life-threatening disease. Nothing indicates this increased level of awareness more dramatically than the astronomical growth of the Foundation's National Toll-Free Breast Care Helpline, 1.800.I'M AWARE®. As evidence, in 1999 the Helpline received 91,300 calls, more than double the number of calls received in 1998, which was 42,000.

In addition, in 1999, the Helpline team handled 13,711 requests via email, compared to 1998, when 2,650 email messages were answered by the Helpline.

According to Wendy Potts, manager of the Helpline, the enormous increase in call and email volume from 1998 to 1999 can be attributed to a number of things.

"We had increased visibility and exposure of the Helpline number through radio and television public service announcements in 1999," Potts said. "Also, the Helpline is often referenced in publications as a good source for more information about breast cancer and is usually included on the



packaging of products issued by Komen sponsors and corporate partners."

In addition, Sprint and Samsung created *Kids Talk*, a book to help children cope with a loved one's breast cancer. This book was available by calling the Foundation's Helpline. During the first week the book was publicized, the Helpline processed over 5,000 calls for *Kids Talk*. Over the course of three months, more than 15,000 *Kids Talk* books were ordered through the Helpline.

Helpline History

From 1982 through October 1989, Foundation staff handled all incoming calls, including those about breast health and breast cancer. However, as the Foundation grew, the number of calls increased as well, and the need for a national Helpline became apparent. And so, in October 1989, 1.800 I'M AWARE® was born as a way to provide much-needed breast health and breast cancer information

to women and men seeking assistance. Today, the Helpline is located at the Komen Foundation's international headquarters in Dallas, Texas, and is staffed by trained, caring volunteers whose lives have been personally touched by breast cancer.

The main objective of the Helpline continues to be to provide timely and accurate information to callers about breast health and breast cancer and to provide that information in a way that conveys compassion and concern. Facts about disease and treatment are used to assist the caller in a way that motivates thoughtful, confident action. In addition, callers are provided with information about community resources and support groups.

The volunteers who staff the Helpline are not medical personnel and do not provide medical advice, make referrals to physicians or evaluate physicians, medical facilities or services. ♡

Helpline Facts and Figures

- The Helpline has received more than 228,000 calls since 1994 (the year call volume began being monitored).
- The Helpline team has responded to more than 16,300 email messages since 1998.
- The majority of Helpline calls are handled by volunteers who have been personally touched by breast cancer.
- The Helpline is equipped to respond to Spanish-speaking callers.
- The Helpline is open Monday-Friday, 9 a.m.-4:30 p.m., Central Standard Time.
- During a typical shift, the Helpline is staffed by one to two volunteers, a full-time staff person and a college intern.

Ways to contact the Helpline

1.800 I'M AWARE®

(1.800.462.9273) or via email at helpline@komen.org/.

Drug Update: Aromasin and Paclitaxel

FDA Approves Aromasin

The Food and Drug Administration (FDA) recently approved exemestane tablets, also known as aromasin, for the treatment of postmenopausal women with advanced breast cancer whose tumors have stopped responding to tamoxifen therapy. Aromasin is a hormonal therapy that interferes with the supply of estrogen to the cancerous tumors.

The FDA's approval of aromasin was based upon three studies that evaluated the response rate, time to tumor progression and overall survival rates of aromasin. In the comparative study, 366 patients received aromasin (25 mg) once daily and 403 women received megestrol acetate (40 mg) four times a day. The patients that received aromasin instead of megestrol acetate had a similar response rate (15.0% vs. 12.4%) but a longer median time to tumor progression (20.3 weeks vs. 16.6 weeks). There were too few deaths occurring across treatment groups to draw conclusions on overall survival differences.

Aromasin is, however, associated with side effects in a small percentage of women including fatigue, hot flashes, depression, nausea and vomiting. Aromasin should not be administered to premenopausal women or be co-administered with estrogen-containing agents that could interfere with the treatment.

Aromasin has been available since the end of January 2000. Women are encouraged to talk to their healthcare team about whether or not a regimen containing aromasin is right for them.

FDA Approves Paclitaxel

The FDA also recently approved the drug paclitaxel, also known as Taxol® Injection, for the treatment of breast cancers that have spread to the lymph nodes under the arm. Paclitaxel has been approved for sequential therapy after doxorubicin-based chemotherapy. Paclitaxel is intended for women receiving chemotherapy to prevent recurrence after the surgical removal of tumors. It works by interfering with a cancer cell's support structure, which in turn makes a cancer cell unable to divide and reproduce.

The FDA's approval of paclitaxel is based on a large, randomized study of more than 3,000 patients conducted by the Cancer and Leukemia Group B, the Eastern Cooperative Oncology Group, the Southwestern Oncology Group and the North Central Cooperative Treatment Group. The 30-month follow-up study focused on paclitaxel in terms of its effect on disease-free survival (DFS).

(continued on page 5)



(Quality Cancer Care continued from cover)

"Quality of care is measured by how each individual patient is treated," said Nancy Brinker, founding chair of the Komen Foundation. "I learned this first-hand as I watched my only sister lose her three-year battle with breast cancer in 1980. That was 20 years ago, and much has changed in the way we diagnose, treat and talk about breast cancer since that time."

The Komen Foundation is committed to helping breast cancer patients and their families. This commitment led the Foundation to provide funding for this initiative.

"What we learn from this study has the potential to impact each and every woman that will be diagnosed with breast cancer," Brinker said.

According to Joseph S. Bailes, M.D., president of ASCO, this study is a constructive response to an April 1999 report from the Institute of Medicine's (IOM) National Cancer Policy Board. The report, "Ensuring Quality Care," called for improved information about the quality of cancer care nationwide.

ASCO defines quality care as all cancer patients having access to appropriate screening and accurate diagnosis, timely

referral for treatment, direct access to cancer specialists, access to state-of-the-art therapy including participation in high-quality clinical trials, access to psychosocial and other supportive care services and access to end-of-life care.

"The American Society of Clinical Oncology is very grateful to the Komen Foundation for its generous support," said Dr. Bailes. "We look forward to working with the Komen Foundation as a partner on this quality of cancer care study. Our concentrated efforts on this important endeavor will ensure that all cancer patients receive the best care available."

Harvard and RAND researchers will review patient medical records — identified using the National Cancer Database — to better understand the level of care given to each patient, including the type of treatment provided and the kind of follow-up care received. In addition, researchers will administer patient surveys to help understand patients' experiences, the type of care received, where that care was received, insurance status and other information. This large-scale, direct interaction with patients to gather their perspectives on quality care in a systematic way is an important component of the study. All patient information will be strictly confidential. 📄

(Drug Update continued from page 4)

Each of the 3,121 patients in the study received four cycles of cyclophosphamide in combination with one of three randomized doses of doxorubicin. The patients were then randomized to receive additional courses of chemotherapy with paclitaxel or no further chemotherapy. Patients in either randomized group whose tumors had positive hormone receptors were to receive five years of tamoxifen.

Overall, patients treated with paclitaxel had a 22 percent decrease in risk of relapse and an absolute 3.6 percent increase in three-year DFS. The subset of women treated with paclitaxel who had hormone receptor-negative tumors showed a 34 percent decrease in risk of relapse and a 10.5 percent difference in three-year DFS. No survival benefit was observed for women treated with paclitaxel who had hormone receptor-positive tumors.

Paclitaxel is, however, associated with side effects such as hair loss, muscle pain, low white blood cell counts and nerve pain. Two deaths in the study were attributed to paclitaxel.

With the FDA's approval of paclitaxel, women gain another choice in a growing list of chemotherapy drug options that are used to treat breast cancer. Paclitaxel is currently available. Women are encouraged to talk to their healthcare team about whether or not a doxorubicin-based chemotherapy regimen followed by paclitaxel is right for them. 

Does Hormone Replacement Therapy Increase Breast Cancer Risk?

During menopause, a woman's body significantly reduces the production of estrogen. This decrease in estrogen may cause hot flashes, bone loss, vaginal dryness and mood swings. To help lessen these side effects, physicians may prescribe hormone replacement therapy (HRT). Because HRT adds additional estrogen (and progesterone for women who have a uterus) to the body, many studies have looked for a possible link between HRT and breast cancer.

A recent study published in the January 26, 2000, issue of *The Journal of the American Medical Association* examined the association between women using estrogen and estrogen-progestin replacement therapy and breast cancer.

The study analyzed data from 46,355 postmenopausal women who had participated in the Breast Cancer Detection Demonstration Project (BCDDP), a nationwide breast cancer screening program conducted between 1973 and 1980. The data was obtained between 1980 and 1995 via follow-up telephone interviews and questionnaires. The study compared the risk of developing breast cancer among women taking no hormonal therapy, those taking estrogen-only therapy and those undergoing estrogen-progestin combination therapy.

The results show a slight breast cancer risk among women taking estrogen-only and estrogen-progestin combination therapies [Relative Risk (RR)=1.1; 95% Confidence Interval (CI): 1.0-1.3; RR=1.3; 95% CI: 1.0-1.6, respectively]. Increases in breast cancer risk were seen among recent users, defined as current use or past use within the previous four years. There was no increased risk among women who had stopped hormone use more than four years ago.

Increased duration of hormone therapy was associated with an increased risk of breast cancer. The risk of breast cancer increased one percent for each year of use among women taking estrogen only (95% CI=0.002-0.03). An 8 percent increased risk of breast cancer was found among women taking estrogen-progestin for each year of use (95% CI=0.02-0.16).

In particular, increases in risk associated with HRT were seen among lean women. When compared to women taking no hormonal therapy, lean women who were taking estrogen-progestin therapy had a 12 percent risk of developing breast cancer. Lean women taking estrogen only had a 3 percent increase compared to women taking no hormonal therapy. Women who had a body mass index (BMI) equal to or less than 24.4 were classified as lean.

This recent study demonstrates that it is extremely important to weigh the risks and benefits of HRT. Just as every woman is different, so are the factors that contribute to each individual's decision to use postmenopausal hormones and the type of hormone regimen utilized. Postmenopausal hormone use may decrease risk of coronary heart disease, osteoporosis and colon cancer. However, it may also increase the risk of breast cancer. 

JAMA 2000; 283: 485-491.

(Digital Mammography continued from cover)

International Grant Program in 1998, thanks in part to a generous donation from the Joseph Drown Foundation. Since the initiation of this grant category, the Komen Foundation has made several grants to researchers studying alternate methods of early detection and diagnosis of breast cancer, including digital mammography, magnetic resonance imaging (MRI) and ultrasound.

This new technology offers exciting possibilities for future use. Physicians may be able to enhance and improve the images using the computer. Also, future studies may determine whether injecting dyes into the breast or devising computer-generated images of breast tissue from different angles could detect tumors more easily. 

Rising Stars: Komen Affiliate Conference 2000

Over 600 Susan G. Komen Breast Cancer Foundation Affiliate volunteers, corporate partners, staff members and special guests attended the largest-ever Komen Affiliate Conference held the last weekend in February at the Westin Park Central in Dallas, Texas. The Conference featured a wide range of activities, including presentations from corporate partners, the Stargazer Gallery Expo, pictures with Komen Foundation Founding Chair Nancy Brinker, a Sunday morning survivor celebration and words of encouragement from Nancy Brinker and many other special guests.

The Saturday morning program included an interactive session led by Komen Foundation President and CEO Susan Braun. Guest speakers discussed various issues relating to breast health and breast cancer, including women's health and technology transfer, sentinel node biopsy, chemoprevention and genetics.

In addition, Nancy Brinker presented two Founder's Awards at the 2000 Conference. Dr. Susan Blumenthal, Assistant Surgeon General, Rear Admiral and Senior Science Advisor in the Department of Health and Human Services, was honored for her work in the field of women's health. The Komen Orange County Affiliate was singled out for its commitment to excellence in meeting the unmet breast health and breast cancer needs of its community.

Other special guests for the weekend included Francie Larriue Smith, National Honorary Chair of the Komen Race for the Cure® Series; actress Janine Turner; *The Bold and the Beautiful's* Bobbie Eakes; Stefanie Spielman, survivor and friend of the Komen Foundation; and NASA astronaut Catherine "Cady" Coleman.

Linda Kay Peterson, chairman of the Komen Foundation Board of Directors, closed the weekend with a warm thank-you and an invitation to next year's event, which will be held in February 2001. The theme of next year's conference is *Komen 2001 Expedition Cure — Journey Toward the Future*. 🍷

RISING STARS
The Komen Affiliate Conference 2000



NASA astronaut Cady Coleman presented the Komen Foundation with several yards of pink ribbon (the universal symbol for breast cancer awareness) that had accompanied her on a recent mission into space. Coleman took the ribbon with her in honor of a friend who is fighting breast cancer. Nancy Brinker accepted the ribbon on behalf of the Foundation.



Diana Rowden, past chairman of the Foundation's Board of Directors, was given the "Suzy's Angel" award Sunday morning. Rowden was recognized for her years of dedicated support of the Foundation and its fight against breast cancer. From the left are Nancy Brinker; Ellie Goodman, mother of Nancy Brinker and Susan Komen; Rowden; and Linda Kay Peterson.



During Sunday morning's breakfast event, breast cancer survivors were honored with special pink wraps and were asked to stand in recognition and celebration of their strength in fighting the disease. Breast cancer survivor Kathi Couch from the Komen Texarkana Affiliate is pictured.

Albertson's Donates \$500,000 to Komen Affiliates

Albertson's recently donated \$500,000 to several Komen Affiliates in California and Southern Nevada to help further the Foundation's mission to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The money was raised through the company's Lucky Rewards Card program.

"We know this issue is extraordinarily important both to our customers and the communities we serve," said Romeo Cefalo, president of Albertson's Southern California Region. "They demonstrated this by returning their Rewards Cards in response to our offer. On behalf of Albertson's, I'd like to thank every customer who participated in the effort to generate this donation." 🍷

What Does Your Community Need?

North Jersey sets example for developing, implementing community profile

One of the main functions of the Susan G. Komen Breast Cancer Foundation and its Affiliates is to fund non-duplicative, community-based breast health education and breast cancer screening and treatment projects for the medically underserved. To ensure that the individual needs of each community are being met and that efforts are not being duplicated, each Komen Affiliate performs a needs assessment of its service area.



Barbara Waters, education coordinator; Nancy Sumas, board member; Dr. Glissa Santoro, board member; and Deb Belfatto, executive director.

The Komen North Jersey Affiliate recently underwent the needs assessment process to create a comprehensive community profile. The Affiliate presented its findings at a February retreat of the Affiliate's Board of Directors. By creating the community profile, the North Jersey Affiliate was able to develop information regarding the breast health needs of residents in eight northern New Jersey counties.

The profile revealed positive findings, including the existence of a wide and comprehensive network of breast health services in the North Jersey area and favorable trends in early detection. North Jersey's community profile also revealed some of the barriers to obtaining breast health services, including transportation, costs, cultural issues and access to the existing network of facilities.

This data has been incorporated into the North Jersey Affiliate's action plans for 2000 and has helped in developing strategies to improve breast health outreach. It has also been used to establish funding priorities for education, grants and fund-raising.

North Jersey's medical advisory council, which is comprised of medical and health experts within the local area, presented the community profile and provided preliminary insight into how the data could be used effectively within the local community. Members of the medical advisory council provided further insight into what they are experiencing as practitioners in the field relative to the data reported in the community profile. 

Bay Area Affiliate Hosts Networking Conference

The Bay Area Affiliate of the Susan G. Komen Breast Cancer Foundation held a networking conference for 75 Bay Area breast cancer agencies in February. Approximately 100 people attended the free, daylong event that featured information about Komen Foundation grants and grant-writing techniques and afternoon breakout sessions on collaborating, other sources of funding and ways to sustain and evaluate a program.

The objective of the conference was to give local agencies the opportunity to become familiar with the Komen Foundation and the Komen grant-making process. It also provided opportunities for conference attendees to learn more about the programs and services of other agencies. The breakout

sessions featured a panel of agency representatives who were previous grant recipients of the Bay Area Affiliate.

Sally Coates, executive director of the Bay Area Affiliate, said the main theme of the conference was "enthusiasm for working together." The day received high marks on evaluation forms and respondents expressed interest in attending a similar conference in the near future.

Conferences like this one are an excellent tool for educating the community about the Komen Foundation, its mission and its grant-making procedures. If you are an Affiliate interested in hosting a similar conference in your area and would like more information about this event, please call Ariel Weintraub at 415.561.3377. 

Reflections on Pink

New Balance, a national sponsor of the Komen Race for the Cure® Series, will once again display a special Reflections on Pink canvas at Komen Race for the Cure® events in 2000. Made of pink fabric to symbolize breast cancer awareness, the Reflections panel allows all Race participants and supporters to honor loved ones who have been affected by breast cancer by writing, pinning or gluing special memories, photos or mementos onto the canvas. Look for the Reflections on Pink canvas at your local Komen Race for the Cure® event and make your own mark in the fight against breast cancer. 



Volunteer Voices: Linda Lindsey



Linda Lindsey

Most Tuesdays or Wednesdays, Susan G. Komen Breast Cancer Foundation volunteer Linda Lindsey can be found at her computer at the Foundation's headquarters in Dallas, Texas, managing the Komen Foundation's ever-expanding donor database.

Lindsey first became involved with the Foundation in 1986 after hearing Foundation Founding Chair Nancy Brinker give a speech at a Texas Young Presidents organization's tea. Moved by Suzy's story, Lindsey introduced herself to Brinker and asked if she needed any volunteer help. "Absolutely," said Brinker. Fourteen years later, Lindsey is still reporting for volunteer duty at Foundation headquarters once a week from 9 a.m. to 5 p.m. Although she knows her work load is unending, her only request is that you please inform the Foundation of your address change when you relocate!

Besides her volunteer work, Lindsey's other driving forces are her husband, Michael, and their shared passion for Harley-Davidson motorcycles. Whether Lindsey is in Dallas or on a motorcycle trip, she proudly wears a pink ribbon pin or denim shirt with a pink ribbon embroidered on it. She says the ribbon provides the opportunity to talk with others about breast cancer and the need for early detection. If given the chance, she will remind other women, including Komen staff members, to remember to get an annual mammogram. Lindsey says she is driven to speak out about breast cancer because she knows the fear women have of this disease.



"We must get out the message of early detection," Lindsey said. "Otherwise, the fear is greater if the diagnosis arrives too late."

Lindsey has participated in the Komen Dallas Race for the Cure® for as long as she can remember and even handles packet pickup for the staff at Komen international headquarters. She has also successfully recruited her husband for volunteer duty on the morning of the Komen Dallas Race for the Cure®.

"Linda is a wonderful friend to all here at international headquarters," said Lynn Dodson, associate manager of volunteer development. "We are proud to call her a Komen volunteer. Thank you, Linda, for your tireless energy and commitment to our mission. Your smile makes our day!" 🍷

Calico Corners Honors Employee Who Died of Breast Cancer



Ramis Blanco, left, a Calico Corners store manager, presents Tamra Bentsen, right, special projects manager for the Komen Foundation, with a donation check from cookbook sales for \$47,481.

Jill Sewell managed a Calico Corners store in Pasadena, Calif., for nine years. She died from breast cancer at the age of 46. As a tribute to Sewell and to

help in the fight against the disease which took her life, the employees of Calico Corners created *Calico Cooks!*, a 192-page cookbook that includes more than 250 recipes and decorating and entertaining ideas. Proceeds from the sale of the cookbook, which is available in most Calico Corners stores across the country, benefit the Susan G. Komen Breast Cancer Foundation. To date, \$47,481 has been raised to support breast cancer research, education, screening and treatment programs.

"Jill's life and untimely death strengthen our commitment to support breast cancer research and education," said Stuart Brooks, vice president of Calico Corners. "It's a disease that affects so many lives. Our company and our employees are dedicated to doing whatever we can to help those who are touched by breast cancer."

In addition to publishing *Calico Cooks!*, the company has sponsored the Komen Race for the Cure® in a number of cities and donates

fabrics and furnishings to breast cancer treatment centers in hospitals across the country. 🍷

Correction

The dates for the **Sixth Annual American Airlines Celebrity Golf Weekend** were misprinted in the winter edition of Frontline. The correct dates for the event are **Oct. 5-8, 2000, in Newport Beach, Calif.** Call 972.855.4346 for more information. 🍷

2000 Komen Race for the Cure® Series

The Susan G. Komen
Breast Cancer Foundation



Presented by JCPenney



NATIONAL HONORARY CHAIR: FRANCIS IARRUCCI SMITH

- 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.breastcancerinfo.com/.

DATE	SITE
Jan 29	W. Palm Beach, FL*
Feb 13	El Paso, TX*
Mar 11	Las Vegas, NV
Mar 25	Lafayette, LA
Apr 2	Tucson, AZ
Apr 8	Fort Worth, TX*
Apr 8	San Antonio, TX
Apr 15	Detroit, MI
Apr 15	Fayetteville, AR
Apr 15	Indianapolis, IN
Apr 15	Winston-Salem, NC
Apr 29	Daytona Beach, FL
May 13	Boise, ID
May 13	Jackson, MS
May 13	New Britain, CT*
May 13	Ottumwa, IA
May 13	Peoria, IL*
May 13	Richmond, VA
May 13	Sacramento, CA*
May 13	Salt Lake City, UT
May 13	Tyler, TX
May 14	Minneapolis, MN*
May 14	Philadelphia, PA
May 14	Pittsburgh, PA
May 20	Columbus, OH*
May 20	Helena, MT*
May 20	Syracuse, NY
May 21	Twin Tiers, NY
Jun 3	Madison, WI*
Jun 3	Plano, TX*
Jun 3	National (Wash., D.C.)
Jun 10	Davenport, IA*
Jun 10	Raleigh/Durham, NC*
Jun 17	St. Louis, MO
Jun 24	Decatur, IL*
Jul 1	Brainerd, MN
Jul 4	Greeley, CO*

DATE	SITE
Jul 15	Albuquerque, NM
Jul 15	Aspen, CO*
Jul 22	Fresno, CA
Jul 30	Manchester, VT*
Aug 13	Kansas City, MO
Aug 19	Cheyenne, WY
Sep 9	Monroe, LA
Sep 10	Boston, MA
Sep 10	Cincinnati, OH*
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	Chattanooga, TN
Sep 30	Grand Rapids, MI*
Sep 30	Lexington, KY
Sep 30	Oklahoma City, OK*
Sep 30	Wichita, KS
Oct 1	Coeur d'Alene, ID
Oct 1	Denver, CO*
Oct 1	Omaha, NE
Oct 7	Albany, NY*
Oct 7	Amarillo, TX

DATE	SITE
Oct 7	Baton Rouge, LA
Oct 7	Birmingham, AL
Oct 7	Charlotte, NC*
Oct 7	Houston, TX*
Oct 7	Knoxville, TN*
Oct 7	Macon, GA
Oct 7	New Orleans, LA
Oct 8	Baltimore, MD*
Oct 8	Phoenix, AZ
Oct 14	Des Moines, IA
Oct 14	Jacksonville, FL*
Oct 14	Lenoir, NC
Oct 14	Little Rock, AR*
Oct 14	Miami, FL
Oct 14	Terre Haute, IN
Oct 14	Wichita Falls, TX
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	Virginia Beach, VA
Oct 22	Milwaukee, WI
Oct 22	Temecula Valley, CA
Oct 28	Charleston, SC
Oct 28	Tupelo, MS*
Oct 29	Los Angeles, CA
Oct 29	Princeton, NJ*
Nov 5	Austin, TX
Nov 5	Nashville, TN*
Nov 5	San Diego, CA*

Oprah Joins Komen Milwaukee Race for the Cure®

Oprah Winfrey participated in the Susan G. Komen Breast Cancer Foundation Milwaukee Race for the Cure® on October 24, 1999 to help promote breast health awareness. Portions of the event were featured on "Oprah Goes Online" on the Oxygen Network, a new cable television network for women.



Kick Is Good! Boise Cascade Donates \$35,000



Boise Cascade's David Goudge, left, presents a check for \$25,000 to the Komen Foundation. While on the field, Goudge announced that he would increase Boise's donation to \$35,000.

While most people were out spending money on New Year's Eve 1999, Donald Weaver was busy making some for both himself and the Susan G. Komen Breast Cancer Foundation. Before the start of the Sanford Independence Bowl in Shreveport, La., Weaver successfully kicked a field goal worth \$60,000. Boise Cascade Office Products sponsored the contest and rewarded Weaver — a native of Freemont, NY — with a check for \$25,000. Boise also donated a total of \$35,000 to the Komen Foundation to help in its fight against breast cancer.

Originally, the grand prize package was to equal \$50,000. However, at the check presentation ceremony, David Goudge, vice president of marketing for Boise, decided to spontaneously up the ante. He informed the crowd that if they cheered loudly enough, he would add an additional \$10,000 to the Komen Foundation's originally promised \$25,000.



Donald Weaver celebrates his money-winning kick.

"It just seemed like the right thing to do," Goudge said. "Knowing that this money was going to a worthy cause, coupled with the energetic influence of the crowd, inspired me. My only hope is that it helped to draw even more attention to the Komen Foundation's initiatives." 🍷

Nearly 400 Jazzercise for the Cure™

Nearly 400 Jazzercisers from throughout the state of Georgia participated in the Second Annual Falcons Jazzercise for the Cure™ Halftime Challenge. Proceeds from the event, held during halftime of the Atlanta Falcons-San Francisco 49ers game, totaled more than \$127,000 and benefited the Greater Atlanta Affiliate of the Susan G. Komen Breast Cancer Foundation. The game was held at the Georgia Dome. The National Football League is also a national sponsor of the Komen Race for the Cure® Series.

Each of the 400 participants raised at least \$150 in pledges, with the average pledge equaling \$300.

"We are very proud of those statistics," said Joan Baldwin, district manager for Jazzercise. "We have always been dedicated to giving back to the community that supports us, and I think that sets us apart from other fitness groups." 🍷



Pictured from the left are Jerry Rhea, president of the Atlanta Falcons Youth Foundation; Elaine Koenig, president of the Komen Greater Atlanta Affiliate; Joan Baldwin, Jazzercise district manager; Dorothy Know, chair of the Atlanta Falcons Youth Foundation; and Carol Breeding, director of community relations for the Atlanta Falcons.

Uncle Ben's Is Celebrating a Passion for Life™

Uncle Ben's, a division of Mars, Inc., and a new partner of the Susan G. Komen Breast Cancer Foundation, is taking its Celebrating a Passion for Life™ campaign to the streets of America. Look for the Uncle Ben's Bus, a 45-foot kitchen on wheels, to make an appearance in your neighborhood soon in support of the Komen Foundation and its fight against breast cancer.



The Uncle Ben's Bus will visit corporate offices and health clubs in approximately 39 cities across the United States through December 2000. Anyone who visits the bus while on tour will be able to sample Uncle Ben's® Brand Rice Bowl and Uncle Ben's® Brand Noodle Bowl products. In addition, all visitors will receive a specially marked coupon redeemable at a local retail location for rice and noodle bowl purchases. For each coupon redeemed, Uncle Ben's will donate 25 cents to the Komen Foundation.

The program not only helps raise funds in support of breast cancer research, education, screening and treatment programs, but also raises awareness of the importance of early detection in the fight against breast cancer. Look for more details about the program on Uncle Ben's Website, www.unclebens.com/. 🍷

Portrait Artist Lends a Helping Brush Stroke in the Fight Against Breast Cancer

Janie Emery, a two-time breast cancer survivor, will donate 20 percent of the commissions from her oil portrait paintings to the Susan G. Komen Breast Cancer Foundation throughout the year 2000.

"I want to do as much as possible to ensure that my two daughters, niece and millions of other women can avoid paying the high toll exacted by breast cancer," Emery says.

Janie discovered her own breast cancer at age 43 after being told by a doctor that she would never have to worry about the disease if she breast-fed her children. From that point forward, Janie realized the importance of making sure she had accurate information. She also vowed to personally make an impact in the fight against the disease.

Throughout her second battle with the disease at age 53 and the breast cancer diagnosis of her younger sister, Emery has remained committed to the fight. In addition to donating a percentage of her portrait commissions, Emery volunteers with the Baton Rouge, La., Affiliate of the Komen Foundation. She also recently finished two special portraits — one of Susan G. Komen and another of Nancy Brinker, sister of Susan Komen

and founder of the Komen Foundation. The portraits will hang at Foundation Headquarters.



At the portrait unveiling were artist Janie Emery; Komen Foundation Founding Chair Nancy Brinker; Ellie Goodman, mother of Susan G. Komen and Nancy Brinker; and Holly Emery, Janie's daughter.

Emery's paintings can be found in more than 300 collections with patrons including generals, legislators, justices, executives, physicians, private collectors and leaders in art and philanthropic foundations. She is a member of the American Society of Portrait Artists, the Portrait Society of America and a charter member of the Portrait Institute, New York. Many of her clients' portraits are documented and archived in the library of the Smithsonian Institution, Washington, D.C.

For more information about Emery's work, please call 214.754.0811, or visit her Website, www.janieemery.com/. 📞

LPGA to Host 16 Golf Clinics in 2000



The first in a 16-city series of Ladies Professional Golf Association (LPGA) Golf Clinics for Women to benefit the Susan G. Komen Breast Cancer Foundation was held March 27 at the Calabasas Country Club in Los Angeles. These one-day golf clinics offer

businesswomen the opportunity to improve their golf swings and learn how to better utilize the golf course to cultivate business relationships.

The official national charity of the LPGA is the Komen Foundation. It is hoped that the LPGA Golf Clinics for Women will raise \$75,000 to help in the fight against breast cancer.

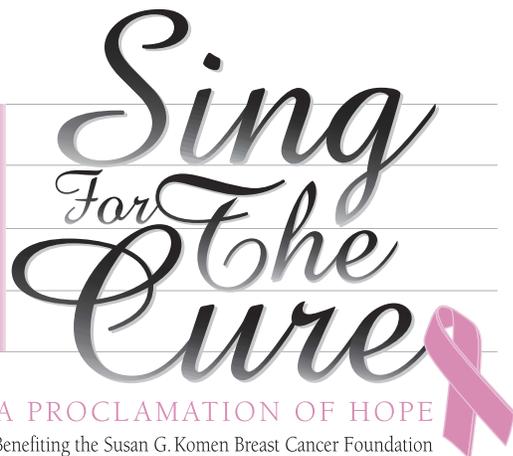
The clinics are structured for golfers of all levels. The full day of golf includes personalized instruction on all aspects of the game, an exhibition by the LPGA touring professionals, an on-course playing lesson, club demos and complimentary gift bag. The luncheons feature prominent keynote speakers and

an interview with the featured tour professional. The day concludes with a networking reception.

Please call 1.800.262.PUTT for registration information. 📞

2000 Schedule

Los Angeles, CA	Mar 27	Calabasas Country Club
Dallas, TX	Apr 3	Gleneagles Country Club
St. Louis, MO	Apr 10	Forest Hill Country Club
Silver Spring, MD	Apr 24	Argyle Country Club
Atlanta, GA	May 1	Crooked Creek Golf Club
Minneapolis, MN	May 22	Minikahda Country Club
Chicago, IL	May 30	White Eagle Country Club
Denver, CO	Jun 19	Meridian Golf Club
Boston, MA	Jun 27	Georgetown Golf Club
Boston, MA	Jul 10	Spring Valley Country Club
Cleveland, OH	Jul 24	Hawthorne Valley Country Club
Brighton, MI	Jul 31	Oak Pointe Country Club
Jamesburg, NJ	Aug 8	Forsgate Country Club
White Plains, NY	Aug 14	Elmwood Country Club
Menlo Park, CA	Aug 21	Sharon Heights Country Club
Providence, RI	Sep 18	Kirkbrae Country Club



**Sing
For
The
Cure**

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

Sunday, June 11, 2000

Morton H. Meyerson Symphony Center

Dallas, Texas

Please join us for an evening of celebration and joy as the Turtle Creek Chorale and The Women's Chorus of Dallas, along with the Pier One Metropolitan Symphony, perform the Gala World Premiere of *Sing for the Cure™* benefiting the Susan G. Komen Breast Cancer Foundation. Singing from the works of 10 American composers and librettist Pamela Martin, the performance will be made even more magical with narration by guest Dr. Maya Angelou. This musical work chronicles the journey through breast cancer and the resulting hope in victory over the disease.

Following the Gala World Premiere of *Sing for the Cure™*, guests are invited to enjoy a fabulous post-concert fete of food and drink from some of Dallas' finest restaurants. This is a once-in-a-lifetime event to help find a cure for breast cancer once and for all.



Please call 214.219.1818 for tickets.

Get in the Pink™ Is June 4-11 in Dallas

Pharmaceutical company Aventis Oncology donated \$100,000 to the Susan G. Komen Breast Cancer Foundation in February at the kickoff of *Get in the Pink™*, a program whereby dozens of the Dallas-Fort Worth area's most spectacular buildings will be bathed in pink lights. The weeklong event, scheduled for June 4-11, is a way for the community to show its support for breast cancer survivors and their families and friends. *Get in the Pink™* will also serve as a kickoff for the world premiere of *Sing for the Cure™*, which will make its debut in Dallas on June 11 at the Morton H. Meyerson Symphony Center. 🌸



Linda Kay Peterson accepts a check from Aventis employees on behalf of the Komen Foundation.

New Name, New Focus, New Location: Komen Mission/Grants Conference 2000

The Susan G. Komen Breast Cancer Foundation's International Grant Conference is changing its name, its focus and its location in 2000. The conference will still highlight the international grants funded by the Foundation, but the event, now being called the Komen Mission/Grants Conference, will include several new components in 2000. Grants funded by Komen Affiliates will be featured more prominently and new topics such as the fundamentals of research, the role of community needs assessment and the past, present and future of Komen's research program will be addressed.

The conference will focus on presenting all research in lay language with Affiliate representatives, volunteers and advocates as the primary audience.

The primary objectives of the conference are to highlight:

- International research and Affiliate grants
- How research can be translated to the local level
- The Komen Foundation's unique niche in breast cancer research and grant making

Mark your calendars for September 17, 18 and 19. The two-and-a-half-day event is scheduled to take place at the Ronald Reagan Conference Center in Washington, D.C. Look for more details soon. 🌸

Contributing for a Cure

There are numerous ways to contribute to the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer. Monetary donations or gifts of stock provide funding for important research that will one day lead to a cure for breast cancer. Such gifts also help fund non-duplicative, community-based breast health education and breast cancer screening and treatment programs for the medically underserved.

What follows are opportunities for giving in support of the Komen Foundation and its mission to eradicate breast cancer as a life-threatening disease. Together we will find a cure.



Memorial and Honor Gifts

The Komen Foundation offers memorial and honor giving opportunities for those who wish to make a gift in memory of a friend or loved one, or to honor someone special in their lives. The memorial/honor program allows you to remember a loved one's life, celebrate a special occasion — a birthday, anniversary or wedding — or even recognize the courage of a friend or relative who is fighting breast cancer.

When a memorial or honor gift is received, the Foundation promptly sends a personalized tribute card to the person or family indicated, notifying them of the thoughtful donation. The amount of the donation is not revealed in the acknowledgment. Every gift is tax-deductible and the donor also receives an acknowledgment for his or her donation.

Making a memorial or honor gift is easy. To make a gift by credit card, please call 1.800.I'M AWARE (1.800.462.9273), or visit the Foundation's award-winning Website, www.breastcancerinfo.com/. When making a gift by check, please mail it to: P.O. Box 650309, Dallas, Texas 75265-0309. Please remember to include the name of the person being honored or memorialized and the name and address of the person to whom the tribute card should be sent.

Gifts of Stock

Giving a gift of publicly traded stock which 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. In addition, you may 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.

The value of a gift of publicly held stock is calculated by averaging the high and low sale price of the stock on the date of your gift. Because of this averaging, the value of your gift may be slightly different from the actual sale price.

Stock that has decreased in market value still makes a beneficial gift to the Foundation. It may be to your advantage to first sell the stock, then donate the proceeds to the Komen Foundation. You may be able to declare the loss and claim a deduction for the value of the amount you contribute.

If you would like to give a gift of stock to the Komen Foundation, please contact Noreen Houston at 972.855.1651. 📞

Komen Hosts Live Webcast to Commemorate International Expansion

The Komen Foundation hosted a live Webcast through its Website, www.breastcancerinfo.com, in February in connection with the Foundation's international expansion efforts. The event took place during the Fifth Annual Multidisciplinary Symposium on Breast Cancer in Rome, Italy, and featured expert panelists from the field of breast cancer who discussed the role of advocates in raising breast cancer awareness and in supporting research worldwide.

Komen Foundation President and CEO Susan Braun led the panel discussion. In addition to advocacy, the panel addressed the political, cultural and medical issues that play an important role in how breast cancer is discussed and how patients are treated in countries outside of the U.S.

More than 25,000 people participated in the Webcast, which was an interactive session. All those who were logged onto www.breastcancerinfo.com during the presentation were invited to ask questions of the panel. To view a transcript of the Webcast, please visit the Komen Foundation Website at www.breastcancerinfo.com/.

Panelists

Riccardo Masetti, M.D., assistant professor, Catholic University, Rome, Italy, general secretary of the 5th Annual Multidisciplinary Symposium on Breast Cancer and director of the newly formed Komen Italian Affiliate

(continued on page 15)

Foundation Announces 2000 African American National Advisory Committee



The 2000 African American National Advisory Committee convened in March.

Foundation to establish partnerships with organizations to address issues related to breast cancer in the African American community. The AANAC also recommends and identifies model programs the Foundation can support and provides technical assistance to existing and new community programs funded by the Foundation.

The AANAC is comprised of a national panel of experts and thought leaders from the African American community. The 2000 AANAC includes seven new members and nine who served in 1999, bringing the committee total to 16.

Members of the 2000 AANAC include: Mary Louise Adams, Ph.D., R.N., C.S., F.N.P., assistant professor of Clinical Nursing, The University of Texas at Austin; Margo-Aminah Harden, M.P.H., C.H.E.S., consultant with Optimum Group; LaVerne Baker, founder and president of SisterTeach Council; Dee M. Baldwin, Ph.D., R.N., executive director of the newly created Office of Women's Health for the State of Georgia; A. Jewel Banks, M.Ed., community services coordinator for the University of Texas School of Nursing-sponsored African American Breast Cancer Outreach Project; Patricia Dawson, M.D., Ph.D., general surgeon; Nadine L. Eads, M.S.N., F.N.P., C.S., Washington Hospital Center; Karen Eubanks Jackson, national president and founder of Sisters Network, Inc.; Marian Johnson-Thompson, Ph.D., director of education and biomedical research development, National Institute of Environmental Health Sciences; Sandra Millon Underwood, Ph.D., R.N., F.A.A.N., professor at the University of Wisconsin, Milwaukee; Selma J. Morris, M.Ed., medical director of the Office of Sponsored Programs, Grady Memorial Hospital; Elizabeth A. Patterson, M.D., radiologist specializing in breast imaging; Noma L. Roberson, Ph.D., president and CEO of Roberson Consulting International; Phyllis J. Seward, 30-year breast cancer survivor and educator; Bonnie Wheatley, director, Breast Cancer Early Detection Program, Alameda County Medical Center; and Mattye J. Willis, deputy director, The Witness Project, University of Arkansas for Medical Sciences. 📌

Although researchers have made great strides in the diagnosis and treatment of breast cancer and a growing number of women are surviving the disease, African Americans continue to have the highest breast cancer mortality rates of any ethnic group despite lower incidence rates. As a result of these statistics, in October 1998, the Susan G. Komen Breast Cancer Foundation launched a landmark breast cancer awareness and education project targeting African American women, called the African American Women's Initiative.

The Komen Foundation's commitment to the African American community has remained strong through the establishment and continued support of its African American National Advisory Committee. The AANAC was established in 1999 to work with the Komen

Education Materials

Videos



Komen Breast Health Basics: A Personal Guide to Breast Health is a nine-minute comprehensive

video that provides an overview of mammography, clinical breast exam and breast self-examination (BSE).



A Guide to Performing Breast Self-Examination is a six-minute video that provides

instructions to enhance the understanding of BSE.

The videos are available for \$5.00 each. To place an order, please call 1.877.SGK.SHOP. 📌

Thank You, Strasburger & Price

The staff, volunteers and partners of the Susan G. Komen Breast Cancer Foundation would like to thank Strasburger & Price for all of the pro bono legal expertise they generously donate to the Foundation. 📌

**STRASBURGER
& PRICE, L.L.P.**

New Breast Health Advisory Council Selected

The Susan G. Komen Breast Cancer Foundation has assembled a group of experts from various disciplines to form the new Breast Health Advisory Council. The Advisory Council will advise the Foundation on the state of breast health and breast cancer and examine possible strategies for the Foundation to pursue. In addition, the Breast Health Advisory Council will act as a resource to Foundation staff members when specific issues arise. The Advisory Council is comprised of medical experts, advocates and other professionals involved in breast health.

Members of the Komen Breast Health Advisory Council include:

Melissa Bondy, Ph.D., *University of Texas M.D. Anderson Cancer Center*

Moon S. Chen, Jr., Ph.D., M.P.H., *Ohio State University School of Public Health Div. of Health Behavior & Health Promotion*

Nancy E. Davidson, M.D., *Johns Hopkins Oncology Center*

Patricia Ganz, M.D., *UCLA Johnson Comprehensive Cancer Center Div. of Cancer Prevention and Control Research*

Judy Garber, M.D., *Dana-Farber Cancer Institute*

Gabriel Hortobágyi, M.D., F.A.C.P., *University of Texas M.D. Anderson Cancer Center*

Nola M. Hylton, Ph.D., *University of California-San Francisco*

Carol MacLeod, Ph.D., *University of California-San Diego*

Thomas Mayo, *Southern Methodist University School of Law*

Amelie Ramirez, Ph.D., *Baylor College of Medicine*

Diana Rowden, *immediate past chair, Komen Foundation Board of Directors*

Victoria Seewaldt, M.D., *Duke University Medical Center*

Andrew Seidman, M.D., *Memorial Sloan-Kettering Cancer Center*

Sandra Underwood, Ph.D., R.N., F.A.A.N., *University of Wisconsin-Milwaukee School of Nursing*

Jeffrey White, M.D., *National Cancer Institute Office of Cancer Complementary & Alternative Medicine*

Steve Wyatt, D.D.S., M.P.H., *University of Kentucky*

(Webcast Panelists continued from page 15)

Patricia A. Ganz, M.D., *director, Division of Cancer Prevention and Control, Johnson Comprehensive Cancer Center, University of California, Los Angeles, and current Komen professor of survivorship*

Leslie Ford, M.D., *associate director for Clinical Research, National Cancer Institute*

David Page, M.D., *professor and director of Anatomic Pathology, Vanderbilt University, and 1999 recipient of the Komen Award for Scientific Distinction*

Benjamin Anderson, M.D., *medical director, BioClinical Breast Care Program, associate professor of surgery, University of Washington, and board member of the World Society of Breast Health*

Diana Rowden, *breast cancer survivor, leading patient advocate and immediate past chair of the Komen Foundation Board of Directors*

Komen St. Louis Race for the Cure® Receives Award

Congratulations to the Komen St. Louis Affiliate for receiving the 1999 Sold on St. Louis Award for its inaugural Komen Race for the Cure®. Other recipients of the 1999 award included Jackie Joyner-Kersey for individual achievement and the St. Louis Rams for special achievement.



1999 Komen St. Louis Race for the Cure®.

The Sold on St. Louis Awards were established in 1988 by the St. Louis Association of Realtors. The award was created as a way for realtors to contribute to the community by honoring those individuals and organizations who have brought national attention to St. Louis and who have contributed to the city's economic growth.

The 1999 inaugural Komen St. Louis Race for the Cure® raised over \$310,000 for breast cancer research, education, screening and treatment programs. More than 10,000 individuals participated, breaking the city of St. Louis' record for the largest foot race in the metropolitan area and a Komen Foundation record for the largest inaugural Race in the Foundation's history.

Ford Donates Windstar



The South Florida Affiliate of the Susan G. Komen Breast Cancer Foundation recently received a specially outfitted 2000 Ford

Windstar from Ford Division, a national sponsor of the Komen Race for the Cure® Series. The Windstar will be used to provide logistical support for upcoming Komen Race for the Cure® events throughout Florida. Komen Foundation Founding Chair Nancy Brinker was on hand for the special dedication ceremony.



The Susan G. Komen
Breast Cancer Foundation

International Headquarters
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Dallas, Texas 75244
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The Susan G. Komen
Breast Cancer Foundation

Komen National Race for the Cure®

The world's largest 5K run/walk will return to the streets of Washington, D.C. on Saturday, June 3, 2000, with the 11th Annual Susan G. Komen Breast Cancer Foundation National Race for the Cure®. Since its founding, the Komen National Race for the Cure® has grown from 7,000 in 1990 to 66,000 in 1999. Vice President Al Gore and his wife, Tipper, will serve as honorary chairs of the 2000 National Race.

This year, an anticipated 7,500 breast cancer survivors will attend the National Race — a figure that exceeds the total number of participants in the inaugural National Race 11 years ago. Each breast cancer survivor who registers for the Race automatically becomes a member of Team Hope, the largest team ever assembled at the largest 5K foot race in the world.

Of the net proceeds from this event, \$1 million will remain in Maryland, Washington, D.C., and Virginia to support local research, education, screening and treatment programs. The remaining dollars will help fund the Komen Foundation's International Grant Program.

For more information about the 2000 Komen National Race for the Cure® or how to become a member of Team Hope, visit www.natl-race-for-the-cure.org, or call 703.848.8884. ♣



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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