

# frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter First Quarter 2004



## Share Your Insight at Komen.org

**K**omen.org has always been a trusted source of breast cancer and breast health information, but now it also features the world's first online polling center dedicated solely to breast cancer. In conjunction with World Cancer Day on February 4, the Komen Foundation launched *Share Your Insight*, an online polling campaign that encourages women and men around the globe to voice their opinions about critical breast cancer issues.

The Komen Foundation's newly redesigned Web site, [www.komen.org](http://www.komen.org), features monthly polls that will improve our understanding of issues that are important to key audiences, enabling the Foundation to better

serve its constituency in its mission to put an end to breast cancer. Help us spread the word about the Share Your Insight campaign by mailing the postcard we've included in this issue of *Frontline* to a friend.

"As a patient advocacy organization, what better way for the Komen Foundation to understand the needs of breast cancer patients and their families and represent their views on breast cancer issues than to ask them directly?" said Susan Braun, president and chief executive officer of the Komen Foundation. "Share Your Insight is a real-time forum that allows patients, their families and anyone involved in the fight against breast cancer to tell us what they think about issues relevant to them and to our mission."

Visit [www.komen.org](http://www.komen.org) to take the poll and have the option to join the Komen Foundation's polling panel. After taking the poll, visitors are able to view real-time results and e-mail friends about the poll. In addition, visitors can get information about the polling topic by linking to the pertinent areas of [komen.org](http://www.komen.org), specifically "About Breast Cancer," the educational section of the Web site.

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The revamped [komen.org](http://www.komen.org) allows each user to create a customized, interactive user experience and to find the specific information he or she needs. The site provides a user-friendly interface and advanced navigational tools allowing people to easily locate and access breast cancer information, including:

- Breast cancer and breast health education information, including the latest developments in breast cancer prevention, screening measures, available treatments and clinical trials and the only virtual breast self-exam instructional tool on the Web
- Local patient support resources for breast cancer survivors and their families
- Local opportunities to fight breast cancer in communities across the country
- Articles to provide context on current research, screening, treatment and patient care debates
- The latest breast cancer facts and statistics
- Discussion boards to link breast cancer patients and survivors
- One-click access to members of Congress, educating them about public policy issues related to breast cancer

An estimated 215,990 new invasive cases of breast cancer are expected to occur among women this year. While there have been major advances in educating women to date, there are still gaps in understanding, especially among special populations including minorities, young women and the gay and lesbian community. Online resources provide a thorough and non-threatening environment in which to obtain important health information 24 hours a day, seven days a week. Last year alone, [komen.org](http://www.komen.org) attracted nearly four million visitors around the globe. 🌐

# A World of Promise Lies Ahead

By LaSalle D. Leffall, Jr., M.D., Chair, Komen Foundation Board of Directors



LaSalle D. Leffall, Jr., M.D.

**F**or the past two years, the Komen Foundation has focused on “the promise.” The promise on which our organization was established — the promise first made by our founder, Nancy Brinker, to her sister, Susan Komen, to eradicate breast cancer as a life-threatening disease.

The power of that promise has sustained and motivated us as an organization for more than 20 years. Last year, we made it our goal to share the promise by reaching out even further into our communities, to legislators and policymakers, to the healthcare community, to our corporate partners and to the media. It truly does take the hard work of many people, acting in concert, to fight breast cancer.

This year, our focus is on the “world of promise” that lies ahead of us.

Indeed, we are on the threshold of a new world. A world of promise and hope. A world of discovery, advancement and opportunity. During the last few years, we have seen scientific progress that we could not have imagined just two decades ago.

We now have new knowledge of the molecular basis of cancer; the availability of new imaging tools, such as digital mammography, magnetic resonance imaging (MRI) and positron emission tomography (PET); new surgical and radiotherapy techniques that allow for more breast-conserving surgery and more highly targeted radiotherapy. We have welcomed the debut of new drugs, such as monoclonal antibodies, directed toward specific biological targets. We are confident that in the near future, women with early-stage operable cancer will have even more treatment options from which to choose.

The philosophy behind the treatment of cancer has shifted from application of the maximum tolerated therapy to the minimum effective treatment — a significant step toward improving the overall quality of life for cancer patients.

We are moving into an era that will allow us to devise molecular-based drugs that “know” how to select and specifically target cancer cells. Nanotechnology — or biotechnology on the tiniest of scales — will link with high-speed computer technology to sort billions of pieces of data needed to successfully create these target drugs. Developments like these signify that we are on the cusp of a dazzling new cancer-fighting frontier.

Similarly, the comprehensive study of cancer at a molecular level is yielding information that might unlock the mystery of why seemingly random forms of cancer occur. We all know people who “do everything right” — including eating a healthy diet, exercising, not smoking — but who are nonetheless diagnosed with breast or other forms of cancer. Genetic knowledge teamed with nanotechnologies could lead to ways to test for and turn off cancer before it establishes itself in the body. Also, in years to come, the completion of lengthy and extremely expensive research may tell us whether various compounds in our air, soil, water or food chain do, indeed, play a role in promoting cancer.

I’ve just given you a snapshot of what’s happening in the world of breast cancer research. It’s exciting and encouraging. And it simply would not be happening if not for our generous volunteers and supporters who dare to speak up, speak out, take a stand, look around, identify outstanding needs and find ways to fill them.

In addition to our work in the area of breast cancer research, we are a patient advocacy organization. The most important people we serve are breast cancer patients, their families and loved ones and anyone at risk for the disease. They are the reason we exist. We stand together to foster breast health, to educate people about cancer and to serve the many needs of those of us who are diagnosed with the disease. We’re all, through large or small degrees of separation, connected in this venture.

And to that end, the Komen Foundation sets its strategic direction and priorities based on the needs of people whose lives are touched by breast cancer. We listen. We serve. We look ahead to a future of promise while remaining mindful of the needs of breast cancer patients today. We fund qualified people who are not afraid to move forward with novel research ideas. We ask the hard questions about a disease that is proving to be a very tough adversary.

For these reasons, the Komen Foundation has become a knowledgeable and respected member of the cancer community. Because of the outreach of our Affiliate Network and the work of researchers we fund at leading institutions, we truly have our fingers on the pulse of patients and those at risk. Komen has earned a seat at the cancer leadership table and by sharing our unique insight with those who have the power to create enormous change we will improve the quality of cancer care for *all* Americans. 🌟

## New Educational Materials Now Available

### Questions to Ask the Doctor Available in Spanish



The *Questions to Ask the Doctor* series has been translated and culturally adapted for the Spanish-speaking audience, *Preguntas para el Médico sobre el Cáncer de Seno* (Item No. 806-319-SP). A convenient folder contains 14 two-sided cards on a variety of breast cancer topics from diagnosis and treatment options to lymphedema and support. Each card contains pertinent questions a patient may want to discuss with her doctor. Space is provided to jot down the answers to the questions. Both the

Spanish and English versions of the *Questions to Ask the Doctor* series can be ordered free of charge as a complete set (limit 25) or by individual topics (100 per lot, limit 1 lot per topic).

### Topic sheets include:

- Si usted encuentra un bulto en su seno (806-452-SP)  
If You Find a Lump in Your Breast (806-452)
- Diagnóstico de cáncer de seno (806-453-SP)  
When Breast Cancer Is Diagnosed (806-453)
- Biopsia del seno (806-454-SP)  
About Breast Biopsy (806-454)
- Opciones de tratamiento (806-455-SP)  
About Treatment Choices (806-455)
- Antes de la cirugía de seno (806-456-SP)  
Before Breast Surgery (806-456)
- Después de la cirugía de cáncer de seno (806-457-SP)  
After Breast Surgery (806-457)
- Cirugía reconstructiva del seno (806-458-SP)  
About Reconstructive Breast Surgery (806-458)
- Quimioterapia del cáncer de seno (806-459-SP)  
About Breast Cancer Chemotherapy (806-459)

- Terapia de radiación (806-460-SP)  
About Radiation Therapy (806-460)
- La terapia hormonal (806-461-SP)  
About Hormone Therapy (806-461)
- Linfedema (hinchazón del brazo)(806-462-SP)  
About Lymphedema (806-462)
- Si uno de sus seres queridos tiene cáncer de seno (806-463-SP)  
If Someone You Love Has Breast Cancer (806-463)
- Mamografía (806-09100-SP)  
Mammography (806-09100)
- Los genes y el riesgo hereditario del cáncer de seno (806-09200-SP)  
Genes and Breast Cancer Risk (806-09200)



*Young Women Taking Care Tri-fold Brochures* (806-13146-EN and 806-13146-SP) are now available. These colorful, culturally sensitive 3½" x 8" brochures contain breast cancer awareness messages designed especially for young women. Diverse and attractive graphics and the personal stories of young breast cancer survivors make these materials ideal breast health education for young women. The brochure is available in both English and Spanish.

Additional materials for young women include *Young Women Taking Care Booklets* (806-01446-EN and 806-01446-SP) and *Young Women Taking Care Posters* (806-08446-EN and 806-08446-SP), each available in both English and Spanish. 📄

**Educational materials can be ordered  
by calling 1.877.SGK.SHOP or by  
visiting Marketplace at [www.komen.org](http://www.komen.org).**

## 2004 Breast Cancer 3-Day Schedule



The Komen Foundation has joined forces with the National Philanthropic Trust (NPT), an independent non-profit organization, for the *Breast Cancer 3-Day*. These life-changing events provide yet another way for individuals to work together with their families and friends to make a meaningful difference in the fight against breast cancer.

During three awe-inspiring days, participants in Breast Cancer 3-Day events cover 60 miles in this challenging but empowering experience.

The Komen Foundation receives 85 percent of the net proceeds from each event to support breast cancer research, education, screening and treatment. For more information visit [www.breastcancer3day.org](http://www.breastcancer3day.org). 📄



**Boston, MA**  
July 30-August 1

**New York, NY**  
August 6-8

**Washington, D.C.**  
August 13-15

**Detroit, MI**  
August 20-22

**Chicago, IL**  
August 27-29

**Minneapolis, MN**  
September 10-12

**San Diego, CA**  
October 1-3

**Los Angeles, CA**  
October 8-10

**San Francisco, CA**  
October 15-17

**Arizona**  
October 22-24

## Foundation Partners with Discovery Health

The Komen Foundation and nine of the nation's leading health organizations are coming together to celebrate and honor the best in medical achievement. This inaugural gala event, *Discovery Health Channel Medical Honors*, will be held on June 23 in the nation's capital to recognize the achievements of individual healthcare providers, institutions and clinical researchers who have made tremendous contributions to the field of medicine and in the lives of people around the world. The honors will be broadcast on June 24, 2004, on the Discovery Health Channel.

Mina J. Bissell, Ph.D., of California's Lawrence Berkley Laboratories and Walter Churchill Willett, M.D., Dr. P.H., of Harvard University were selected for this honor. The two were also named recipients of the Komen Foundation's Brinker Award for Scientific Distinction in December 2003.

Dr. Bissell was recognized for her groundbreaking work in cell matrix biology, and Dr. Willett, who is the author of a noteworthy book on the relationship between health and diet, was recognized for exhaustive epidemiological studies of links between dietary factors and health conditions, including breast cancer (see page 5 for a *Q&A with Dr. Willett*).



"For the first time, we are bringing together the leading health organizations to share the same stage with the common goal of honoring the best and brightest in the medical community," said Eileen O'Neill, Interim General Manager of Discovery Health Channel. "The Discovery Health Channel Medical Honors will shine a spotlight on the people responsible for the remarkable discoveries and unselfish contributions that improve the lives of others."

An advisory board composed of former high-ranking public health officials as well as leaders from academia and the medical community has assisted the Discovery Health Channel in reviewing the honors criteria and honoree selections established by the partner organizations to ensure consistency across all of the selections. Susan Braun, president and chief executive officer of the Komen Foundation, is a member of this advisory board.

The Komen Foundation is the only organization presenting honors in the field of breast cancer research at this event. In addition, the following organizations will be presenting honors: American Academy of Pediatrics; American Cancer Society; American Diabetes Association; American Heart Association; American Hospital Association; American Lung Association; Biotechnology Industry Association; Consumer Healthcare Products Association; Kaiser Family Foundation; and The Robert Wood Johnson Foundation. 

## Breast Cancer in the News...

### Does Use of Antibiotics Increase Breast Cancer Risk?



A study published in the February 18 issue of the *Journal of the American Medical Association* showed that increased, cumulative days of antibiotics use were associated with an increased risk in breast cancer incidence.

According to the Komen Foundation, this study should not alarm women. "Data like these can easily be taken out of context," said Cheryl Perkins, M.D., senior clinical advisor for the Komen Foundation. "Women should not be alarmed about their past or present use of antibiotics. This study has not proven that antibiotic use increases breast cancer risk. Whether there is an association remains to be answered in further studies."

According to the study investigators, the role of antibiotics in breast cancer risk is not clear. The use of antibiotics may actually be a clue to an underlying, and possibly chronic, process that is the actual cause of the increased risk that was observed.

According to Dr. Perkins, this study raises important questions for future research, such as the role of inflammation or the function of a weakened immune system in breast cancer risk. In addition, we need to better understand the role of other possible risk factors that were not measured in this study.

In the meantime, this study does reinforce the need to use all medications carefully and only when there is a clear need for them as prescribed by your health care professional.

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## Q&A with Walter Churchill Willett, M.D., Dr. P.H.



**D**r. Willett was recently honored by the Komen Foundation with a Brinker Award for Scientific Distinction for his study of the links between dietary factors and health conditions, including breast cancer. What follows is a series of questions and answers relating to his area of study.

### Q: Could you discuss your research findings?

**A:** To identify factors that are related to either increased or decreased risk of breast cancer, my colleagues and I have set up several long-term prospective studies. These include the Nurses' Health Study, which began in 1976 with over 121,000 women, and in 1989 we added another 116,000 women, also registered nurses, who were at that time mainly premenopausal. The initial rationale for launching these large studies was to evaluate the hypothesis that contraceptives were a major cause of breast cancer. The resulting data indicated quite clearly that past use of all contraceptives has virtually no impact on breast cancer risk, but that while women are actually using these preparations there is a 30-40 percent higher risk. If the use is before age 35, the background risk is extremely low so that a 30 or 40 percent increase above background is a small risk.

During the late 1970s, interest developed in the possibility that dietary factors may play a major role in breast cancer. The primary hypothesis was that a high percentage of calories from fat in the diet was the dominant factor and was responsible for the high risk of breast cancer in Western countries. For this reason we developed standardized methods for assessing dietary intake in these large cohort studies and we administered these questionnaires on a periodic basis, now every four years. This has provided the only long-term, large study with repeated assessments of diet over several decades. Our participants in these studies, all registered nurses, have been the heroes of this research because of their sustained commitment and high participation rates—still over 90 percent after more than 25 years.

### Q: What role do fats play in breast cancer risk? Are there certain fats that we should use? Avoid?

**A:** Our findings from the initial Nurses' Health Study have not supported any substantial role for the percentage of calories from fat in breast cancer risk. If anything, there was a slightly lower risk among women who consumed the highest percentage of calories from fat. This lack of relationship between dietary fat during midlife and breast cancer risk has been confirmed by many other large prospective studies. However, in the Nurses' Health Study II in which we assessed diet during the early premenopausal years, we have recently found that consumption of high amounts of animal fat is associated with risk of breast cancer. In contrast, there was no relationship between vegetable fat consumption and breast

cancer risk. This suggests that substances in animal fats other than fat per se are probably responsible for the higher risk. One possibility is that the hormones naturally produced by cows are contributing to the excess risk, which seemed particularly strong for dairy fat. Our finding with animal fat during young ages needs to be reproduced by other studies before we can be confident of this conclusion.

In making choices about fat in the diet, women should appropriately consider all major health outcomes, including cardiovascular disease and diabetes in particular, because of the importance of these conditions. In the Nurses' Health Study we have seen that the total percentage of calories from fat is not related to cardiovascular risk or risk of type 2 diabetes, but trans fats are positively related to risk. Saturated fats are related to a slightly higher risk of heart disease. In contrast unsaturated fats, such as those found in almost all liquid vegetable oils, are related to lower risk of coronary heart disease and type 2 diabetes. Thus, replacing trans and saturated fats with liquid vegetable oils wherever possible is one of the most important dietary changes that women can make.

### Q: What about other foods?

**A:** The most important nutritional relationship with breast cancer is that weight gain during midlife is a source of excess risk after menopause. Thus, excessive calories, whether they be from fat or carbohydrate sources, will increase risk of breast cancer. Contrary to earlier beliefs, higher intake of fruits and vegetables appears to have a minimal overall impact on breast cancer risk. Likewise, there has been very little relationship between consumption of dietary fiber and breast cancer risk.

The foods or beverages most clearly related to breast cancer risk have been alcoholic beverages, including beer, wine and liquor.

In a compilation of all large prospective studies, one drink per day corresponds to roughly a 10 percent increase in breast cancer, and two drinks per day correspond to approximately a 25 percent increase. Several recent studies, including the Nurses' Health Study, have found that women who consume at least the recommended daily allowance (RDA) of folic acid do not appear to increase their risk of

*(continued on page 6)*



*(Willett continued from page 5)*

breast cancer when they consume one to two drinks per day. The most reliable way of meeting RDA is to take a standard multiple vitamin.

**Q: Based on the very latest research, what are the three most important things our readers should know about diet and breast cancer risk?**

**A:** The most important aspect of diet is to avoid midlife weight gain. This requires almost everyone to be physically active and to give careful attention to excessive calories from all sources. Second, alcohol should be used at most in moderation, which is usually considered to be 1 drink/day on average per woman. If a woman does consume alcohol on a regular basis most days, taking a multiple vitamin with folic acid is sensible. Keeping animal fat intake low during the premenopausal years may have a beneficial effect for reducing breast cancer risk. Also, replacing animal fats with vegetable fats will substantially lower risk of cardiovascular disease, which is a good enough reason to make this substitution.

**Q: Can you put the past year's studies on exercise and physical activity into a better perspective — How do exercise and physical activity really fit into the risk for breast cancer?**

**A:** Literally dozens of studies have assessed the relationship between physical activity and breast cancer risk. Findings have been mixed and in many studies no relation has been found. Part of this confusion may relate to different associations between premenopausal and postmenopausal breast cancer. Overall, the available evidence suggests no important relationship between physical activity and risk of premenopausal breast cancer, which is understandably frustrating for the many young women who

exercise regularly with anticipation that this might reduce the risk of breast cancer. For postmenopausal breast cancer, regular physical activity does appear to have a small benefit. The small magnitude of benefit is probably one of the reasons why results have been inconsistent. Notably, moderate activity assessed by the same methods has been much more strongly related to reduced risk of cardiovascular disease, stroke and diabetes. Thus, there are many good reasons to build physical activity into daily life, and a modest benefit for breast cancer after menopause is likely to be among these benefits.

**Q: Do you have suggestions based on your research for reducing one's risk of breast cancer?**

**A:** The most important ways of minimizing breast cancer from currently available evidence are to avoid midlife weight gain and to minimize use of postmenopausal hormone replacement therapy (HRT). The increases in risk with postmenopausal hormone therapy are much stronger for combined estrogen plus progestin (e.g., Prempro) as compared to estrogen alone. Based on the Nurses' Health Study findings, we have estimated that breast cancer risk could be reduced by about one third if most women did not gain weight during midlife and avoided HRT.

**Q: What do you see as the most important change we could make to become healthier and reduce breast cancer risk?**

**A:** Of course, the most important step that women can make to optimize overall health is to avoid smoking. The second most important would be to maintain a healthy body weight by combination of regular physical activity and limiting excessive calories from all sources. The benefit for breast cancer is likely to be modest, but for overall health this will be a large benefit. 🌟

*(Breast Cancer in the News continued from page 4)*



**Study Doesn't Address Role of Parabens in Breast Cancer Risk**

In a study published in the January/February 2004 issue of the *Journal of Applied Toxicology*, British researcher Phillippa Darbre analyzed 20 samples of human breast tumor tissue and detected parabens (a type of preservative commonly found in cosmetics, deodorants, foods and pharmaceutical products) in these tissues. Her report did not discuss how this study's findings affect the risk for development of breast cancer or whether parabens are present in normal breast tissue in the same concentrations.

The Komen Foundation believes that, while these findings don't provide evidence of breast cancer risk, they add to our body of

knowledge about the environmental compounds present in our daily lives and lead us to ask new questions about the actual risk, safety and relevance for all women.

"This isn't the first time that foreign compounds have been found in breast tissue," said Cheryl Perkins, M.D., senior clinical advisor for the Komen Foundation. "While this study is important, we need more research to understand the role that these compounds play."

The Komen Foundation encourages women to take charge of their present and future health by leading a healthy lifestyle and staying informed about current health issues. In addition, women should follow the Foundation's recommended three-step approach to breast health:

- Monthly breast self-exams beginning by age 20;
- Clinical breast exams at least every three years beginning at age 20 and annually at age 40; and
- Annual mammography beginning at age 40. 🌟

## Komen Foundation Announces Annual Professor of Survivorship Awardees



Noreen M. Aziz, M.D.,  
Ph.D., M.P.H.



Kathy S. Albain, M.D.

The Komen Foundation has announced its 2003 Professors of Survivorship — an annual award granted to researchers and educators whose work furthers the understanding of the complex issues related to surviving breast cancer.

2003 awardees are Noreen M. Aziz, M.D., Ph.D., M.P.H., program director within the National Cancer Institute's Office of Survivorship, and Kathy S. Albain, M.D., of the Loyola University Medical Center's Cardinal Bernardin Cancer Center.

The awards were presented during the Komen Foundation's Annual Affiliate Conference in February, an event that brought together nearly 700 volunteers and patient advocates, including 150 breast cancer survivors.

In announcing the awardees, Komen Foundation Director of Grants Dwight Randle, Ph.D., said, "The Komen Professor of Survivorship Award is vitally important to the Foundation's comprehensive approach to breast cancer and to meeting the needs of breast cancer patients and their loved ones."

Dr. Aziz was recognized for promoting efforts related to cancer survivorship and follow-up care as research priorities for the National Institutes of Health (NIH) in Bethesda, MD. Most recently, she coordinated a request for proposals for an initiative focusing on the concerns of long-term survivors. It netted more than 125 grant applications and was viewed as one of the most successful initiatives of its kind in NIH history. Dr. Aziz currently oversees more than 80 ongoing research studies. In addition, she organized two international conferences to establish guidelines for follow-up care for both pediatric and adult cancer survivors.

Dr. Albain is clinical director of the Breast Cancer Research Program, co-director of the multidisciplinary Breast Oncology Center and director of the Thoracic Oncology Program at Loyola's Cardinal Bernardin Cancer Center in Chicago. She is involved in national research and advisory activities related to breast cancer, cancer survivorship and special populations. She chairs the Committee on

Special Populations for the Southwest Oncology Group (SWOG). Under Dr. Albain's leadership, an active lay advocate program was formed, enabling breast cancer survivors to participate in the development and implementation of SWOG protocols. She was listed among the top breast cancer physicians in the United States by *Good Housekeeping* magazine in 1999 and *Redbook* magazine in 2001.

"The work of our awardees adds a wealth of valuable insight into the lives and unique concerns of breast cancer survivors," said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation. "Our Professor of Survivorship Award recognizes that the post-treatment journey of breast cancer patients takes place over largely uncharted territory. Cancer survivorship is fertile ground for careful, in-depth study."

The Professor of Survivorship Award was established by the Komen Foundation in 1999 and is granted each year to two individuals — one who works in research specific to breast cancer survivor issues and one whose survivor-related work takes place primarily in a clinical setting. Awardees are appointed Komen Professors of Survivorship for a one-year period, and each receives a \$20,000 honorarium to be used to advance their work.

Cheryl Perkins, M.D., the Komen Foundation's senior clinical advisor and a breast cancer survivor, said: "After completion of treatment, most breast cancer survivors' concerns tend to shift from immediate survival and recovery to broader psychosocial issues, such as overall quality of life, body image and self-esteem. In addition, intimacy issues, employment and insurability concerns, reproductive issues and questions about the long-term effects of cancer treatment are top of mind with breast cancer survivors."

Previous Komen Professor of Survivorship awardees have been recognized for efforts ranging from authoring popular books on survivorship issues to the establishment of Web sites and other informational resources for survivors and their families. The award has also helped advance academic research into the impact of treatment and psychosocial distress experienced after treatment completion; quality-of-life issues in minority communities; the impact of "chemo brain," a cognitive disorder sometimes associated with treatment; treatment side effects such as weight gain; and the potential benefits of dietary adjustments and well-designed exercise programs. 🌟

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



Mackynzie Slocum, Alexa Halliday, Clancy Magnuson and Amanda Brouillard. Mary Sibulsky in back

## Kids for the Cure® Contest Sparks Creativity

This year's Komen Coeur d'Alene Race for the Cure® included its first annual *Kids for the Cure*® event. The kid-sized course was one kilometer in length and designed especially for young people. To

commemorate the new event, the Race committee decided to enlist the help of area kids to design a special t-shirt. Last spring, students in grade schools in Indiana's Kootenai and Shoshone counties were asked to contribute designs for the shirts and organizers spent the summer judging the submissions.

First place went to Alexa Halliday, a second grader at Dalton Elementary. She received a \$100 savings bond, a large kit of art supplies and a Komen Race for the Cure® stuffed bear. Three additional entries were featured on Komen Coeur d'Alene Race for the Cure® note cards. These artists were Mackynzie Slocum, sixth grader, Amanda Brouillard, seventh grader, and Clancy Magnuson, seventh grader.



Komen Colorado Springs Affiliate members: Bard McMullen, board chair; Linda Boettcher, Race secretary; Mitzi Fideler, volunteer chair; Patty Borish, Race co-chair

## Komen Colorado Springs Affiliate Receives Award

The Komen Colorado Springs Affiliate recently received the Joel H. Webb Award for Excellence at the El Pomar Foundation Awards for Excellence. The El Pomar Foundation Awards for Excellence recognize outstanding non-

profit organizations throughout the state of Colorado. Along with recognition at the awards banquet, the Affiliate received a significant monetary award to apply toward its mission. The Komen Colorado Springs Affiliate was nominated by John Cook, whose secretary — a breast cancer survivor — organized an office team to participate in the Komen Colorado Springs Race for the Cure®. Cook's positive experience at the Race prompted him to further investigate the work of the Affiliate. As a member of the awards selection committee for El Pomar, he nominated the Colorado Springs Affiliate. Three Race committee members were invited to the banquet along with Affiliate President Bard McMullen, who accepted the award.



Mary Harrison, CPOP Gallery director; Stacey Lee, Miss Michigan-USA; Todd Erickson, assistant dean of the College for Creative Studies; Cecilia Cannon, Compuware

## Route Neighbors Join the Race

More than 100 people braved the cold at the Route Neighbors and Sponsors Kickoff Reception for the 13th annual Komen Detroit Race for the Cure®. For the fourth year, the Race will be held at the dual stadium venue that includes Comerica Park and Ford Field, the respective homes of the Detroit Tigers

and Detroit Lions. "Since we were planning on bringing 25,000 people into the front yards of these local businesses in downtown Detroit, we thought it would be a great idea to encourage our Route Neighbors to join us in promoting and preparing for the Race," said Mary Harrison, director of CPOP Gallery, which hosted the kick-off reception.

Route Neighbors show their support in many ways. At last year's Race, the local chapter of the Vietnam Veterans opened its restrooms for Race participants. A church lent its parking lot and a restaurant offered electricity for one of the 15 bands that performed along the Race route. Visual Image Exchange, a Web design company, created large letter signs spelling HOPE and CURE that volunteers held up to inspire participants.

## Unhooked Hawaii Struts for a Good Cause

Unhooked Hawaii is a one-of-a-kind bra show that features models in bras and bustiers strutting for a good cause. "It's something we wanted to do for a long time," said Julie Hassel, owner of Morgan Beret Fine Lingerie. "We want to raise breast cancer awareness in the community."

Second-year students in the Honolulu Community College fashion technology program were called upon to create unique, wearable art pieces to contribute to the cause. Feathers, lace, beads, copper, crystals, glass and even M&M's were used to embellish the bras and bustiers. Each piece had a story to tell. More than 30 established and emerging artists also donated artwork for the silent auction. The works were intended to spark conversation on an otherwise serious and often taboo topic. Many of the artists also have friends and relatives who are coping with breast cancer.

Funds raised by the Unhooked Hawaii event benefited the Komen Hawaii Affiliate.

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

(Affiliate News continued from page 8)



Lynne Abraham

## Lynne Abraham Honored Posthumously

Smith Barney held its annual Women's Health Issues Luncheon in celebration of the Komen New York City Race for the Cure® on Wednesday, September 10, 2003, at the Pierre Hotel in New York City. The highlight of the luncheon was the presentation of the Extraordinary Achievement Award — posthumously — to Komen Greater New York City Affiliate Founder and Past President Lynne D. Abraham. Past honorees have included Komen Foundation Founder Nancy Brinker; Donna Hanover, the former First Lady of the City of New York; and Nita Lowey, Congresswoman from New York. Jill Auerbach, Lynne's sister, accepted the award on behalf of the Abraham family. Komen Foundation President and CEO Susan Braun and Nancy Brinker made very special remarks remembering Lynne. Smith Barney Chairman and Chief Executive Officer Sallie L. Krawcheck hosted the luncheon of 450 guests.



Michael McAvinue, general manager, and Janet Cesario, marketing director, The Mall at Short Hills; Deborah Axelrod, M.D., North Jersey Affiliate Board; Dino Matos McGreevey; Deb Belfatto, North Jersey Affiliate executive director; Edie Leibman, Style for the Cure® chair; and Andrea Karsian, North Jersey Affiliate president

## Style for the Cure® Raises Funds and Awareness

Dino Matos McGreevey, First Lady of New Jersey, was the guest of honor at the official opening of the North Jersey Affiliate's *Style for the Cure®* initiative, a weeklong education and fundraising event held at The Mall at Short Hills. Highlights of the week included mammograms offered at

Nordstrom's by The Breast Center at the St. Barnabas Ambulatory Care Center; a healthy cuisine presentation at Neiman Marcus by Chef Michel Nischan (a featured guest on the *Oprah Winfrey Show*); and a teen fashion show and health program with guest speaker Andrea Marks, M.D., a specialist in adolescent medicine and co-author of *Healthy Teens, Body and Soul*.

## North Jersey, Philadelphia Host Pink Tie Balls®

The North Jersey Affiliate's *Pink Tie Ball®* was hosted by Neiman Marcus at The Mall at Short Hills. The event drew more than 1,000 guests who were entertained by Motown legend Smokey Robinson and his 25-piece orchestra. Master of Ceremonies was Jack Ford of the new CBS-TV

morning show, *Living it up with Ali and Jack*. Held on all three levels of Neiman Marcus, the Ball included a live and silent auction, dancing on the second level to party band Styyle and on the third level to a disc jockey featuring hits from the 1960s, 70s and 80s.



Pink Tie Ball Co-chairs Tamsen Fadal of CBS 3 and Diane L. Hockstein, Esquire, president of the Komen Philadelphia Affiliate board of directors

The Komen Philadelphia Affiliate rolled out the pink carpet for its Pink Tie Ball® and auction at the Ritz-Carlton Philadelphia. CBS 3 anchor Pat Ciarrocchi served as the Mistress of Ceremonies for the event. Other features included music and dancing by Big Ric Orchestra, plus live and silent auctions of more than

100 items. Pennsylvania Governor Edward Rendell presented the Friend in the Fight Award to Alan Milbauer, vice president, public affairs, for AstraZeneca, who accepted the award on behalf of the company.



Luz Ortiz-Osburn of the St. Francis Foundation, a 2004 grant recipient, and Komen Milwaukee Affiliate President Mike Mahoney

## Milwaukee Affiliate Hosts First Annual Pink Is Powerful Event

Nearly 100 supporters attended the inaugural celebration of the Komen Milwaukee Affiliate's *Pink Is Powerful* event on January 15. The 2004 grant recipients were announced

at the event and sponsors and volunteers were recognized. Grantee booths and displays allowed sponsors and volunteers to learn more about the programs their efforts helped fund. The evening ended by kicking off the 2004 Komen Milwaukee Race for the Cure® with volunteer sign-up.

## Golf Tournament Honors Collin County Woman

The Komen Collin County Affiliate in North Texas has found unique success in its annual golf tournament. In 2001, the tournament was adopted by the DeVito Keyser family in the name of Amy DeVito Keyser who lost her battle with breast cancer in July 2001 at the age of 36. To honor Amy's life, her husband, family and friends took a very active role in planning and supporting the tournament.

(continued on page 11)

## CAPITOL HILL UPDATE

### Congress Approves Omnibus Spending Bill with Key Breast Cancer Provisions

In January, Congress passed and President George W. Bush signed the Consolidated Appropriations Act of 2004 (HR 2673). The \$820 billion omnibus spending package contains several key provisions related to breast cancer research and screening:

- Funding for cancer research and early detection programs, including a \$10 million increase for the National Breast and Cervical Cancer Early Detection Program (NBCCEDP);
- Reauthorization of the Breast Cancer Research Stamp (BCRS) for an additional two years; and
- Funding of \$500,000 for an Institute of Medicine study to evaluate the results of the Mammography Quality Standards Act (MQSA), including access to and quality of mammography screening.

**Research and Early Detection:** Congress appropriated \$209.7 million for NBCCEDP, a program that provides breast and cervical cancer screening, outreach and case management services for low-income women with little or no health insurance. Through this life-saving program, nearly 17,000 cases of breast cancer have been diagnosed. Additionally, the bill provides \$27.8 billion for the National Institutes of Health (NIH), \$4.7 billion for the National Cancer Institute (NCI) and \$191.6 million for the National Center on Minority Health and Health Disparities (NCMHD).

NBCCEDP funding and reauthorization are important issues for Komen Champions for the Cure™, the Komen Foundation's grassroots public policy program. Last fall and again in March 2004, Komen Affiliates convened for a breast cancer summit on Capitol Hill and held meetings with their members of Congress to discuss the Komen Foundation's public policy priorities and request funding for both NBCCEDP and NIH. Additionally, Komen Champions had letters to the editor published in local newspapers and hosted site visits with members of Congress to highlight the success of screening programs funded by NBCCEDP and the Komen Foundation.

Komen eChampions have also demonstrated support for NBCCEDP reauthorization and funding. Since September 2003, more than 15,000 people used the Komen Foundation's [www.ActNowEndBreastCancer.org](http://www.ActNowEndBreastCancer.org) Web site to take action, resulting in more than 45,000 letters to Congress in favor of NBCCEDP reauthorization and funding, as well as more than 25,000 tell-a-friend messages.



### Breast Cancer Research Stamp

**(BCRS):** The BCRS, which had expired on December 31, 2003, was reauthorized through 2005. The BCRS is among the most successful commemorative stamps of all time. Since it became available in July 1998, Americans across the country have purchased nearly half a billion stamps, generating more than \$34.5 million for

breast cancer research. The stamps sell for 45 cents each, with eight cents per stamp benefiting research programs at NIH and the Department of Defense Breast Cancer Research Program. The Komen Foundation commends Senator Dianne Feinstein for successfully championing the reauthorization of the BCRS.

Last fall, Komen Champions for the Cure™ and eChampions mobilized to support the BCRS. Almost 3,800 people took action on the [www.ActNowEndBreastCancer.org](http://www.ActNowEndBreastCancer.org) Web site, generating nearly 7,600 letters to Congress. Senator Feinstein's office credits the Komen Affiliates and eChampions for their contribution to the reauthorization effort.

**Mammography Study:** Congress also allocated \$500,000 for a study by the Institute of Medicine on access to and quality of mammography screenings. In April 2003, the Komen Foundation testified before the U.S. Senate Committee on Health, Education, Labor and Pensions regarding improving mammography standards. As part of its testimony, the Foundation emphasized the need for such a study to better understand the results of Mammography Quality Standards Act and how to improve it. In addition, the Foundation called for better data collection and noted how crucial it is to ensure that all populations have access to quality mammography screening.

### President Bush Calls for an Increase in Funding for Early Detection Programs

In President Bush's 2005 budget, released in early February, the President highlighted NBCCEDP as a priority and called for a \$10 million increase in funding, which amounts to a 4.7 percent increase over the 2004 appropriation. The NBCCEDP increase is especially favorable in light of a 2.6 percent increase (relatively small compared with past year increases of six to seven percent) for the NIH and an 8.8 percent decrease for the Centers for Disease Control and Prevention (CDC). The Komen Foundation met with White House officials about NBCCEDP and other breast cancer issues, and Komen Champions for the Cure™ sent letters to the White House advocating for an increase in the NBCCEDP budget.

*(continued on page 11)*

## CAPITOL HILL UPDATE

*(Capitol Hill continued from page 10)*



### Senate Passed Bill Reauthorizing the Mammography Quality Standards Act (MQSA)

**O**n February 2, 2004, the Senate passed S. 1879, the Mammography Quality Standards Reauthorization Act of 2003, with bipartisan support led by Senators Barbara Mikulski and John Ensign, among other co-sponsors.

Before MQSA was enacted in 1992, an uneven and conflicting patchwork of standards for mammography jeopardized the technology and its efficacy. There were no national quality standards for personnel or equipment. Image quality of mammograms and patient exposure to radiation levels varied widely, and equipment quality was poor. Physicians and technologists lacked adequate training, and inspections were lacking. MQSA improved the situation greatly. Today, mammography, while not perfect, is the gold standard for breast cancer screening. MQSA established federal safety and quality assurance standards for mammography facilities, personnel (including doctors who interpret mammograms), equipment and operating procedures. Patients now directly receive information about test results so they can take appropriate next steps.

The Senate-passed bill includes provisions regarding facility certification and extends the Act's authority for two years.

This time period will allow the Institute of Medicine and the General Accounting Office to complete separate studies and report back to Congress on several important issues related to MQSA, including ways to improve quality assurance and physicians' ability to read mammograms, as well as ways to enhance recruitment and retention of skilled mammography professionals. As part of the omnibus spending package for 2004, Congress allocated \$500,000 for these studies. The Komen Foundation commends Senator Mikulski for her longstanding commitment to breast cancer and thanks her for her efforts to include provisions for the study. The bill now moves to the House of Representatives.

### Food and Drug Administration Declines to Lift Ban on Silicone Breast Implants

**I**n January, the Food and Drug Administration (FDA) deferred its decision on whether to allow silicone breast implants back on the market, notwithstanding the recommendation of an FDA expert panel in October 2003 to approve the application of California company, Inamed. The FDA cited the need for more information about the implants' long-term failure rates. The FDA also issued revised guidelines for manufacturers applying for FDA approval for breast implant devices. The new guidelines expand the requirements for data on mechanical testing and the causes of ruptures.

The FDA's decision does not preclude the use of silicone breast implants in clinical trials for women recovering from breast cancer surgery. Approximately 20 percent of patients with breast implants receive them because of a breast cancer diagnosis or other medical need. 📌

*(Affiliate News continued from page 9)*

The tournament took place on October 6, 2003, at Stonebridge Ranch Country Club in McKinney, Texas. Over 230 people participated, most with connections to Amy or her family. Most players were men, which may be surprising to some. "Playing golf is just one way for men to give to this cause," said Ted Keyser. "Breast cancer does not affect just women, it affects the many husbands, sons, fathers and brothers who are touched by the disease." Ted is passionate about the cause and finding a cure.

The tournament netted five times the amount raised since the family took on the role of planning the tournament. The planning committee is already thinking about the next golf tournament with the goal of making it the area's largest. 📌

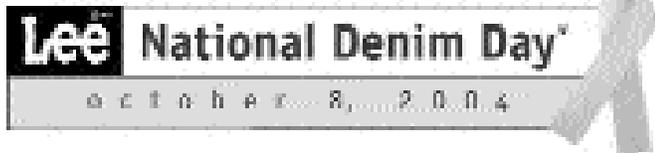
## Komen Champions for the Cure™



**K**omen Champions for the Cure™ is a grassroots public policy program that is designed to educate Congress, the President, policymakers, Komen Affiliates and the public about what they can do to make a difference in breast cancer policy.

Join us in the fight against breast cancer by logging on to [www.ActNowEndBreastCancer.org](http://www.ActNowEndBreastCancer.org), where you can become a Komen eChampion, send an e-mail to members of Congress and learn more about our public policy priorities and positions on breast cancer legislation. 📌

# PARTNERS IN THE PROMISE



## Mark Your Calendars for Lee National Denim Day® 2004

On October 8, 2004, Lee Jeans will host *Lee National Denim Day*®, the world's largest single-day fundraiser for the fight against breast cancer. For the ninth year, companies across the country will allow employees to wear jeans to work in exchange for an individual \$5 donation to the Komen Foundation. One hundred percent of all donations will go directly to the Komen Foundation to support breast cancer research, education, screening and treatment programs.

To date, the 2003 Lee National Denim Day® has reached the \$7.2 million mark. Stay tuned for final figures.

## Republic of Tea: Sip for the Cure™

The Republic of Tea will continue its support of the Komen Foundation through the addition of four distinctively "pink" tea varieties to its *Sip for the Cure*™ program, including: Pink Grapefruit Decaf, Pink Rose, Pink Lady® Apple and Pink Lemonade. These four new teas join Pink Grapefruit to create the Sip for the Cure™ Green Tea Collection. As of January 5, 2004, the company has donated more than \$220,000 to the Komen Foundation. Sip for the Cure™ products are available nationwide at natural and specialty food stores, at [www.republicoftea.com](http://www.republicoftea.com), by catalog or by calling 1.800.298.4TEA (4832).



## Home Interiors and Gifts, Inc.

During October 2003, Home Interiors and its *A Pocketful of Hope*™ Charities offered a limited edition *Decorating Lives...with Hope* caramel apple candle. For each one sold, a contribution of 50

cents was made to the Komen Foundation. The grand total donated from the October program was more than \$300,000. For additional information, please visit [www.homeinteriors.com](http://www.homeinteriors.com).



## P&G Commits to Make Change

Procter & Gamble (P&G) is teaming up with the Komen Foundation through *Give Change to Make Change*, a national education and fundraising program.

During May 2004, shoppers at participating retailers will be able to "round-up" purchases to the nearest dollar, or make a flat donation to the Komen Foundation. Either way, 100 percent of the contribution will go to the Komen Foundation with participating Komen Affiliates receiving 75 percent of the funds raised within their service area.

Shoppers may then choose one of four free breast health postcards from the display unit to mail to a loved one. On the right side of the postcard is a tear-off portion for consumers to retain to stay connected to the program when they send the postcard on. Both the postcard and the tear-off portion direct consumers to the Komen Foundation's Web site, [www.komen.org](http://www.komen.org), and toll-free Helpline, 1.800 I'M AWARE®.



## Loews Cineplex: Spotlight on the Cure™

For the third year, Loews Cineplex Entertainment

supported the fight against breast cancer throughout the month of October (National Breast Cancer Awareness Month) through its *Spotlight on the Cure*™ program. As part of the initiative, Loews created and featured breast health and breast cancer awareness slides at theaters nationwide and made a 25 cent donation up to \$45,000 for every paid attendance to a Loews theater. Other program elements included a \$1 donation to the Komen Foundation for every "Pink Ribbon" package sold through the Loews Web site, and a 50 cent donation for every "Pink Ribbon" concessions package sold.

Additionally, a select group of theaters set up a putting green area where patrons could donate a \$1 to putt against an LPGA teaching professional. To conclude its efforts, Loews conducted an online, celebrity-designed, popcorn bucket auction with 100 percent of the net proceeds going to the Komen Foundation. Participating celebrities included Al Roker, Rudy Giuliani, Geena Davis, Susan Sarandon, Katie Couric, Christina Applegate, Annika Sorenstam, Courtney Cox, Matt Lauer and Peggy Fleming. Loews' total contribution to the fight against breast cancer that month was \$61,196. ♣

## Correction

In an article about Helpline volunteers in the fourth quarter 2003 issue of *Frontline*, we mistakenly reported that the 1.800 I'M AWARE® Helpline received 20,000 calls last year. In actuality, Helpline staff and volunteers received more than 53,000 calls in 2003. ♣

# Foundation Honors Affiliates, Volunteers and Partners at Annual Conference

The 2004 Komen Affiliate Conference, *A World of Promise*, was held in Denver, Colorado, February 6-8, 2004. The conference offered an excellent opportunity to recognize our network of Komen Affiliates, volunteers and the community members and organizations that support the mission of the Foundation to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The following award winners were recognized at the conference.



Linda Kay Peterson

## Founder's Award

The *Founder's Award* is presented to an Affiliate, individual or corporation that is deemed to have advanced the mission of the Komen Foundation by the standards of its Founder, Nancy Goodman Brinker. This year, the Founder's Award was presented to **Linda Kay Peterson**, former Chair of the Komen Foundation Board of Directors.



Jill Kougl, Komen Dallas County Affiliate



Elizabeth James, Seattle Hotel Association

## Jill Ireland Award for Voluntarism

The *Jill Ireland Award for Voluntarism* honors the memory of actress Jill Ireland, who died of breast cancer in 1990 at the age of 54. Her optimism and determination throughout her fight became such an

inspiration to others that she was awarded the Medal of Courage by President Ronald Reagan. Jill Ireland Award recipients are honored for the work they do on behalf of the Komen Foundation and its mission. This year, the award was presented to both an individual and a corporation. **Jill Kougl, Komen Dallas County Affiliate**, was presented the individual award and the **Seattle Hotel Association** was honored in the corporate category.



Komen Philadelphia Affiliate President Diane Hockstein, CBS 3 Director Joanne Calabria, Komen Board Chair LaSalle D. Leffall, Jr., M.D., CBS 3 Anchor Pat Ciarocchi, Komen Foundation Founder Nancy Brinker and Komen Philadelphia Affiliate Executive Director Elaine Grobman

## Komen Local Television Media Award

The *Local Television Media Award* recognizes the outstanding contributions of a local television entity to the Komen Foundation and its mission in collaboration with a local Komen Affiliate during a one-year period. This year **CBS 3, KYW TV** was presented with this award in

honor of its collaboration with the **Komen Philadelphia Affiliate**.



Patti O'Brien, M.D., Komen Vermont-New Hampshire Affiliate



Bruce Baumann, Evansville Courier and Press

## Community Service Award

An individual and a corporation were honored with the *Komen Community Service Award* in recognition of their efforts to promote breast health awareness and the importance of early detection in their

communities. **Patti O'Brien, M.D.**, a volunteer with the **Komen Vermont and New Hampshire Affiliate**, was honored in the individual category and the **Evansville Courier and Press** was honored in the corporate category for the contributions made in the Greater Evansville Community.



Komen Oregon and Southwest Washington Affiliate: Affiliate Vice President Sia Lindstrom and Affiliate President Tina Foster



Komen Houston Affiliate President Laura Nowicki

## Komen Affiliate Award

The ninth annual *Komen Affiliate Award* was presented to two Komen Affiliates that have significantly advanced the Foundation's mission. The award

recognizes the most creative and innovative mission-related programs within a designated service area. This year the **Komen Houston Affiliate** and the **Komen Oregon and Southwest Washington Affiliate** were honored with this award.

## Komen Outstanding Volunteer Awards

The *Komen Outstanding Volunteer Awards* were established in 1998 to recognize the volunteer work accomplished by individual volunteers and groups of volunteers within Komen Affiliates nationwide. As a grassroots organization, it is important to remember that the work of the Komen Foundation could not be accomplished without the tremendous support from the Komen Affiliate Network.

These awards recognize volunteers in four distinct categories: new, individual, group and lifetime. **Faye Jones, Komen Hawaii Affiliate**, was honored in the New Volunteer category; **Amy Treadway, Komen Arkansas Affiliate**, was honored in the Individual Volunteer category; the **Diversity Outreach Advisory Committee, Komen Denver Metropolitan Affiliate**, and **Delta Theta Chi — Kansas Beta Chapter, Komen Mid-Kansas Affiliate**, were both presented awards in the Group Volunteer category; and **Wayne Young, Komen Southwest Michigan Affiliate** was honored in the Lifetime Volunteer category. 📌

# 2004 Komen Race for the Cure® Series



For the most up-to-date information on the 2004 Komen Race for the Cure® Series, call **1.888.603.RACE** or visit [www.komen.org](http://www.komen.org).

## International Races

May 16 Rome, Italy  
Frankfurt, Germany\*

\*Date to be determined.

Date	Site	Date	Site	Date	Site
Jan 31	West Palm Beach, FL	Jun 12	Hartford, CT	Oct 2	Chicago, IL
Feb 22	El Paso, TX	Jun 12	Raleigh-Durham, NC	Oct 2	Houston, TX
Mar 6	Baton Rouge, LA	Jun 12	St. Louis, MO	Oct 2	Lubbock, TX
Mar 20	Lafayette, LA	Jun 13	Albuquerque, NM	Oct 2	Tampa Bay, FL
Mar 27	San Antonio, TX	Jun 26	Decatur, IL	Oct 3	Denver, CO
Apr 3	Jackson, MS	Jul 3	Brainerd, MN	Oct 3	New Orleans, LA
Apr 3	Waco, TX	Jul 4	Greeley, CO	Oct 3	Omaha, NE
Apr 10	Ft. Worth, TX	Jul 17	Aspen, CO	Oct 3	Reno, NV
Apr 18	Tucson, AZ	Jul 25	Manchester, VT	Oct 9	Des Moines, IA
Apr 24	Cincinnati, OH	Aug 8	Colorado Springs, CO	Oct 9	Knoxville, TN
Apr 24	Fayetteville, AR	Aug 8	Kansas City, MO	Oct 9	Little Rock, AR
Apr 24	Indianapolis, IN	Aug 28	Cheyenne, WY	Oct 9	Louisville, KY
Apr 25	Lansing, MI	Sep 11	Lexington, KY	Oct 9	Orlando, FL
May 1	Charleston, WV	Sep 11	Monroe, LA	Oct 9	Wichita Falls, TX
May 1	Las Vegas, NV	Sep 11	Scranton, PA	Oct 10	Phoenix, AZ
May 8	Atlanta, GA	Sep 12	Boston, MA	Oct 16	Dallas, TX
May 8	Boise, ID	Sep 12	New York City, NY	Oct 16	Hickory, NC
May 8	Ottumwa, IA	Sep 18	Shreveport, LA	Oct 16	Miami, FL
May 8	Peoria, IL	Sep 18	Tulsa, OK	Oct 16	Oklahoma City, OK
May 8	Richmond, VA	Sep 19	Bangor, ME	Oct 16	Terre Haute, IN
May 8	Sacramento, CA	Sep 19	Evansville, IN	Oct 16	Texarkana, TX
May 8	Salt Lake City, UT	Sep 19	Milwaukee, WI	Oct 17	Princeton, NJ
May 8	Syracuse, NY	Sep 19	Portland, OR	Oct 17	Temecula Valley, CA
May 8	Tyler, TX	Sep 19	Toledo, OH	Oct 23	Charleston, SC
May 8	Winston-Salem, NC	Sep 25	Amarillo, TX	Oct 23	Fresno, CA
May 9	Minneapolis, MN	Sep 25	Grand Rapids, MI	Oct 23	Jacksonville, FL
May 9	Philadelphia, PA	Sep 25	Greenville, SC	Oct 23	Macon, GA
May 9	Pittsburgh, PA	Sep 25	Wichita, KS	Oct 23	Memphis, TN
May 15	Columbus, OH	Sep 26	Chattanooga, TN	Oct 23	Thibodaux, LA
May 15	Helena, MT	Sep 26	Coeur d'Alene, ID	Oct 23	Tupelo, MS
May 16	Elmira, NY	Sep 26	Orange County, CA	Oct 24	Honolulu, HI
Jun 5	Detroit, MI	Sep 26	San Francisco, CA	Nov 7	Austin, TX
Jun 5	Madison, WI	Oct	Cleveland, OH*	Nov 7	Nashville, TN
Jun 5	Plano, TX	Oct	Virginia Beach, VA*	Nov 7	San Diego, CA
Jun 5	Washington, D.C.	Oct 2	Albany, NY	Feb 27, 2005	Los Angeles, CA
Jun 6	Seattle, WA	Oct 2	Baltimore, MD	May 21, 2005	Kalamazoo, MI
Jun 12	Buffalo, NY	Oct 2	Birmingham, AL		
Jun 12	Davenport, IA	Oct 2	Charlotte, NC		

Dates subject to change.

## Quilted Northern Ultra® Joins the Race



Quilted Northern Ultra® is the newest National Series Sponsor of the Komen Race for the Cure® Series. Through its sponsorship, corporate partners like Quilted Northern Ultra® help the Komen Foundation fund outreach programs to help women and their families facing breast cancer today while investing in research that will one day lead to a cure.

In addition to its sponsorship of Race Day activities, Quilted Northern Ultra® will support the fight against breast cancer year-round with breast cancer awareness programs for its employees and customers. Planned efforts also include promoting the Komen Foundation's Web site, [www.komen.org](http://www.komen.org), on select product packaging.

"A key to our success at the Komen Foundation is that we collaborate with a variety of organizations to provide creative

ways for people to make a difference in the fight against breast cancer," said Cindy Schneible, the Komen Foundation's vice president of cause-related marketing and sponsorship. "Partners like Quilted Northern Ultra are crucial to the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease and we look forward to working with Quilted Northern Ultra in our efforts."

Quilted Northern Ultra® joins National Series Presenting Sponsor Yoplait, and other National Series Sponsors American Airlines, Ford Division, Johnson & Johnson, the Kellogg Company, New Balance Athletic Shoe and Silk Soymilk. In addition, RE/MAX and Zeta Tau Alpha Fraternity co-sponsor the National Breast Cancer Survivor Recognition Program at Komen Race events, celebrating breast cancer survivorship and honoring those who have lost their battles with the disease. ♡

## Komen National Race for the Cure® Is June 5

**B**e a part of something BIG on Saturday, June 5, 2004, when the Komen National Race for the Cure® takes to the streets of Washington, D.C. A minimum of \$1 million from the net proceeds of the Komen National Race is guaranteed to stay in the Washington, D.C., community to fund education, screening and treatment projects. The remainder directly supports the Komen Foundation's Award and Research Grant Program. Visit [www.nationalraceforthecure.org](http://www.nationalraceforthecure.org) for more information. 

## You and Yoplait: Saving Lids to Save Lives



**T**hank you! Because of your efforts, 12 million pink lids were returned through Yoplait's *Save Lids to Save Lives* program in 2003. Including a guaranteed donation of \$830,000, Yoplait donated a total of \$2 million to the Komen Foundation to support breast cancer research, education, screening and treatment programs in 2003. Stay tuned for details about the 2004 Save Lids to Save Lives program. 

## Susie Parrish Wins 2003 LPGA Komen Award Presented by Yoplait



Ty M. Votaw, LPGA commissioner, and Susie Parrish

**T**he Ladies Professional Golf Association (LPGA) recently honored Susie Parrish of *Rally for a Cure®* with the 2003 LPGA Komen Award Presented by Yoplait. She joined four other notable women at the LPGA's annual awards ceremony on February 15 at LPGA headquarters.

Parrish was recognized for her contributions in raising funds and awareness for the fight against breast cancer. Parrish, a two-time breast cancer survivor, coordinates a pro-am at the Waterfront Golf Club in Moneta, Va., that has raised more than \$80,000 for the Komen Foundation. An ambassador for *Rally for a Cure®* since 1996, Parrish founded the pro-am seven years ago. She is only the second individual to receive the prestigious award, joining LPGA Tour veteran Val Skinner, who won in 1999.

The LPGA Komen Award Presented by Yoplait is given to the person or organization that sets an example for others by making an outstanding contribution through personal or professional efforts via the game of golf to generate national and local support for breast cancer research and education programs to eradicate the disease. The Komen Foundation has been the official national charity of the LPGA since 1992. 

## Your Donation Can Help Us Eradicate Breast Cancer

The simple act of writing a check or placing a donation on your credit card could quite literally save someone's life. Any contribution (large or small) helps us continue our quest in the fight against breast cancer.

Please accept my contribution to the Susan G. Komen Breast Cancer Foundation to support the Foundation's breast cancer research, education, screening and treatment programs.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail: \_\_\_\_\_

Amount of contribution: \$ \_\_\_\_\_

Check enclosed Charge to:  American Express  Visa  MasterCard  Discover

Card number: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_

Signature: \_\_\_\_\_

If this donation is a tribute, please complete one of the following:

In honor of: \_\_\_\_\_ (name)

In memory of: \_\_\_\_\_ (name)

Please send the tribute card to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please remember the Susan G. Komen Breast Cancer Foundation in your will and United Way, federal employee and local employee campaigns.

Increase your donation with employer matching funds.

Many employers will match your personal donation. Check with your company for more information on matching gift programs. Employer matching gifts may also be available to you if you are the spouse of an employee, a retired employee or the spouse/widow/widower of a retiree.

I have included the Komen Foundation in my will.

I would like information on making a gift to the Komen Foundation through my estate plan.

Mail this form and your donation to:

The Susan G. Komen Breast Cancer Foundation  
P.O. Box 650309  
Dallas, Texas 75265-0309

Or, you may also place your donation on a credit card by using the secured server on our Web site at [www.komen.org](http://www.komen.org) or by calling our National Toll-Free Helpline at **1.800 I'M AWARE®** (1.800.462.9273).



The Susan G. Komen  
Breast Cancer Foundation

Headquarters  
5005 LBJ Freeway, Suite 250  
Dallas, Texas 75244  
Tel: 972.855.1600 Fax: 972.855.1605  
www.komen.org  
1.800 I'M AWARE®

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

Save the Date

# 2004 Komen Mission Conference

The Komen Foundation's Mission Conference, *Pathways to a Promise*, is June 27-29, 2004, at the Sheraton New York Hotel and Towers in New York City. The seventh annual conference will showcase the latest breast cancer research, education, screening and treatment projects supported by the Komen Foundation's Award and Research Grant Program and the Komen Affiliate Network. Content will include:

- Keynote presentations by leading experts focusing on headlines from the past year and the scientific frontiers of proteomics and genomics.
- Educational sessions focusing on the challenges in the fight against breast cancer, including the complicated relationship between healthy lifestyles and breast cancer.
- Presentations from researchers and clinicians on the causes of breast cancer and the body of evidence supporting what is known and what is theorized.
- Poster and abstract presentations by Komen grantees highlighting their cutting-edge breast cancer research and grassroots programs targeting local breast cancer education, screening, treatment and support services.

For more information and to register, visit [www.komen.org](http://www.komen.org).

## The POWER of a Promise

The Susan G. Komen Breast Cancer Foundation was founded on a promise made between two sisters — Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing the Komen Foundation in 1982 in Suzy's memory. More than 20 years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and meritorious awards and supporting education, screening and treatment projects in communities around the world.

### frontline newsletter

Founder .....	Nancy Brinker
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