

frontline

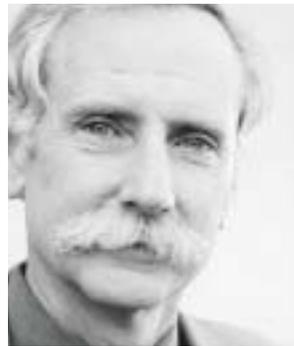
The Susan G. Komen Breast Cancer Foundation's Newsletter Fourth Quarter 2003

Scientists Honored with Komen Foundation's Brinker Award for Scientific Distinction

Two scientists were honored with the Komen Foundation's Brinker Award for Scientific Distinction at the 26th Annual San Antonio Breast Cancer Symposium in early December. Established by the Foundation in 1992, the award recognizes leading scientists for significant work that advances basic research concepts or clinical applications in the fields of breast cancer research, screening or treatment.

The 2003 Clinical Research Award was awarded to **Walter C. Willett, M.D., Dr. P.H.**, professor of epidemiology and nutrition and chairman of the department of nutrition at Harvard's School of Public Health and professor of medicine at Harvard Medical School. The 2003 Basic Science Award was awarded to **Mina J. Bissell, Ph.D.**, distinguished scientist, life sciences division, Lawrence Berkeley National Laboratory.

Each recipient received a \$10,000 cash prize and a crystal statuette from Tiffany & Co. The award began from a partnership between the Komen Foundation and Brinker International, one of the world's premier multi-operator restaurant companies.



Walter C. Willett, M.D., Dr. P.H.



Mina J. Bissell, Ph.D.

nurses completed biannual mailed questionnaires about known or suspected risks for cancer and cardiovascular disease. Dr. Willett is also principal investigator of the Nurses' Health Study II, a prospective cohort investigation established in 1989 with more than 116,000 younger female registered nurses. This study is also designed to examine the association between lifestyle and nutritional factors and the occurrence of breast cancer and other major illnesses.

In addition to his work with the Nurses' Health Studies I and II, in 1996 Dr. Willett initiated a parallel prospective study of diet in relation to cancer and cardiovascular disease among 52,000 men called the Health Professionals Follow-up Study. He has published more than 800 articles, primarily on lifestyle risk factors for heart disease and cancer, and wrote the textbook, *Nutritional Epidemiology*, 2nd Edition, published by Oxford University Press. His recent book for the general public, *Eat, Drink and Be Healthy: The Harvard Medical School Guide to Healthy Eating*, has appeared on most major best seller lists.

Mina J. Bissell, Ph.D., is a recognized leader in the field of cell and molecular biology. Dr. Bissell studies the environment that surrounds breast cells in order to better understand breast cancer. Because most tissues share the same genetic information, the question of why some tissues get cancer while others don't is a central question in her research.

She earned an A.B. with honors in chemistry from Radcliffe/Harvard College and a Ph.D. in bacterial genetics from Harvard University in 1969. She was a Milton Fellow at Harvard and an American Cancer Society Fellow in the department of molecular biology at the University of California-Berkeley.

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Walter C. Willett, M.D., Dr. P.H., studied food science at Michigan State University and graduated from the University of Michigan Medical School before obtaining a doctorate in public health from Harvard School of Public Health.

Dr. Willett has focused much of his work over the last 25 years on the development of methods, using both questionnaires and biochemical approaches, to study the effects of diet on the occurrence of major diseases. He first applied these methods in 1980 in the Nurses' Health Study I, a cohort of more than 121,000 female registered nurses 30-55 years of age. The

Collaboration is Key in Fighting Breast Cancer

By Susan Braun, Komen Foundation President and Chief Executive Officer



Susan Braun

As one of the nation's largest private funders of breast cancer education and outreach programs, the Komen Foundation is honored to partner with a number of highly respected nonprofit organizations and agencies. Together, we are true partners in the fight to eliminate breast cancer. By providing these organizations with funding, the Komen Foundation enables them to offer much-needed programs and services — such as mammography screening, education, support and treatment — that might otherwise not exist.

Below is just a sampling of some of the groups we collaborate with. We are proud of the life-saving work they are doing in their communities.

The Rose: Founded in 1986 in Houston, Texas, by Dorothy Weston-Gibbons and Dixie Melillo, M.D., the mission of The Rose is to reduce deaths from breast cancer by providing screening, diagnosis and access to treatment for women regardless of their ability to pay.

Since its beginnings, The Rose has depended upon community support from organizations like the Komen Foundation to fulfill its mission. This year, more than 30,000 women will receive services at The Rose (at one of two community-based sites in Houston). Services include mammography screening, diagnostics, ultrasounds, breast biopsies, bone density testing, support services, education and access to treatment.

An estimated 5,000 women will receive these services at no charge through *EMPOWER HER, The Rose Sponsorship Program for Low-Income Uninsured Women*. The program, which is funded largely by a grant from the Komen Houston Affiliate, provides breast cancer detection services to those who cannot afford the costs of these potentially life-saving procedures by addressing the financial, cultural, language and literacy barriers low-income uninsured women often face.

Hadassah: Hadassah, the Women's Zionist Organization of America, was founded in 1912 by Henrietta Szold, a Jewish scholar and activist. As one of the largest volunteer organizations and the largest women's organizations in the U.S., Hadassah sponsors a variety of education and health awareness programs and is an advocate for issues of importance to women and to the American Jewish community.

Hadassah is dedicated to a breast health initiative that works to educate persons of all ages. One of the initiative's primary focuses, however, is *Check it Out*, a free program designed to educate young women about breast cancer, its warning signs and proper breast care practices that can lead to early detection. Target audiences are located at high schools, churches, synagogues and service organizations.

Numerous Komen Affiliates throughout the United States fund Hadassah's *Check It Out* program at local high schools and colleges. The program encourages young women to get into the habit of performing monthly breast self-examinations so they can take responsibility for keeping themselves well. The students are also asked to take the information home and share it with family members so they too can practice healthy lifestyles. Check it Out programs are funded by Komen Affiliates in Columbus, Ohio; Atlanta, GA; Scranton, PA; Pittsburgh, PA; Sacramento, CA; and St. Louis, MO.

Y-ME: Y-ME National Breast Cancer Organization was founded in 1978 by two breast cancer patients, Ann Marcou and the late Mimi Kaplan. The mission of Y-ME is to ensure, through information, empowerment and peer support, that no one faces breast cancer alone.

There are 10 local Y-ME chapters in the United States, each echoing the mission and values of Y-ME in their role as a breast health and breast cancer resource in their communities. The Komen Foundation — through its Affiliate Network — provides funding for several of Y-ME's programs and services at the local level. For example, the Komen Chatanooga Affiliate funds two Y-ME programs in Tennessee, including, *Uniting for Breast Cancer Awareness*, a program that works to improve breast cancer awareness and increase the frequency of breast self-examination and screenings among minority women over the age of 35. A second program, called the *Healing Arts Therapy Program*, offers women an alternative support group through painting, music and creative writing.

YWCA: The mission of the YWCA is to empower women and girls and to eliminate racism. The YWCA offers a wide range of services and programs, including the highly successful *ENCOREplus*® program, a system of health promotion through education, clinical service delivery and patient navigation and advocacy.

Using funding provided by Komen Affiliates throughout the country, this community-based program aids women in need of early detection education and breast and cervical cancer screening and support services. It also provides women under treatment and recovering from breast cancer with a unique, combined peer group support and exercise program. It's designed to eliminate inequalities in health care experienced by many women by removing barriers to access and promoting effective community-based outreach, education, referral to clinical services and support systems.

Each *ENCOREplus*® program is customized for the population and area it serves. Komen Affiliates fund some variation of the program in more than 40 communities across the U.S. 🌱

Letrozole Study Results Show Significant Reduction in Breast Cancer Recurrence

Data from a Canadian-led international clinical trial indicate that post-menopausal breast cancer survivors with estrogen receptor-positive forms of early breast cancer who took the drug letrozole after completing an initial five years of tamoxifen therapy significantly reduced their risk of cancer recurrence compared to women taking a placebo. The study results appeared in the October 9 online edition of the *New England Journal of Medicine* (NEJM).

The five-year double-blind study, which involved 5,187 women in the United States, Canada and Europe, was stopped, according to protocol, because data indicated that the women in the placebo arm of the study should begin benefiting from the use of letrozole as soon as possible.

Overall, letrozole reduced the risk of recurrence by 43 percent. After four years of participating in the trial, 13 percent of the women on the placebo, but only seven percent of those on letrozole, had a recurrence. This corresponds to an absolute difference of six percent. Deaths from breast cancer were also reduced. Seventeen women taking the placebo died of breast cancer compared to nine taking letrozole; however, this difference was not statistically significant.

“Letrozole offers new promise for thousands of breast cancer patients,” said Cheryl Perkins, M.D., senior clinical advisor for the Komen Foundation. “As a breast cancer survivor, I know first-hand the anxiety a patient experiences when she finishes her treatment. The fear of recurrence is something that’s always

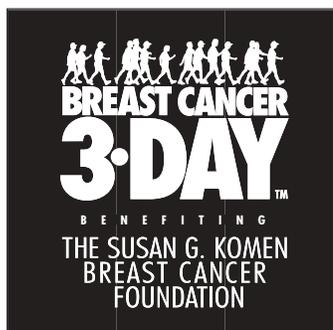
with you. Letrozole may afford added peace of mind to those women who are appropriate candidates for this treatment and elect to use it under a physician’s care.”

The recommended course of tamoxifen treatment for breast cancer patients is five years, after which time the drug stops being effective because some tumors become resistant to it. Letrozole works via a different biological mechanism than tamoxifen, which blocks the hormone estrogen. Letrozole and other aromatase inhibitors suppress the production of estrogen by the adrenal gland. Estrogen is thought to stimulate the development and growth of breast cancer.

According to study organizers, approximately 80,000 to 100,000 women in the United States alone are potential candidates for letrozole treatment. While the encouraging news about letrozole could alter current practices in cancer treatment, not all patients are candidates to take the drug, and questions about the drug’s long-term side effects and efficacy remain unanswered.

“While letrozole may represent an extension of the time to disease recurrence, additional study is needed to determine the long-term side effects, such as osteoporosis, that may result from estrogen depletion caused by the drug,” Dr. Perkins said. “In addition, more follow-up time is needed to determine whether there may be increased risk of cardiovascular events. Other important questions, such as the benefit to women who have been without tamoxifen treatment for more than three months, remain unanswered.”

2004 Breast Cancer 3-Day Schedule



A NATIONAL PHILANTHROPIC TRUST PROJECT

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.

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

Breast Cancer: The Year in Review

Several breast health and breast cancer issues made headlines in 2003, including breast self-examination, hormone replacement therapy and lifestyle factors. What follows is a recap of the issues and the Komen Foundation's recommendations.

The Headline: Breast Self-Examination (BSE)

As a result of the Shanghai Study, the validity of BSE was called into question. This study occurred in Shanghai, China, from 1989-2000 and involved 266,000 women. Half had in-depth breast self-exam training and half received no training. After 10 years of follow-up, the researchers found that the mortality from breast cancer was the same in both groups.

In May 2003, the American Cancer Society (ACS) updated its guidelines for breast self-examination (BSE), recommending that BSE is an option for women beginning at age 20.

Komen Recommendation: The Komen Foundation continues to support BSE as part of a three-step approach to breast health:

- Monthly BSE starting by age 20.
- Clinical breast examination by a healthcare provider at least every three years starting at age 20 and annually after age 40.
- Annual screening mammogram beginning at age 40. Women under age 40 with either a family history of breast cancer or other concerns about personal risk should consult with a healthcare provider about risk assessment and when to begin mammography.

The Headline: Hormone Replacement Therapy

Results from the Women's Health Initiative (WHI) appeared in several reports. The WHI began evaluating the use of hormone replacement therapy for disease prevention in post-menopausal women in 1997. It included 16,000 post-menopausal women ages 50-79 and was scheduled to conclude in 2005. One arm of the initiative ended prematurely in 2002 because the women on combined hormone replacement therapy (CHRT) — estrogen plus progestin — were noted to have an increase in the risk of heart disease and breast cancer. Since this initial report, quality-of-life issues were not found to be improved with CHRT use. There was no increase in cognitive function in women 65 years and older who used CHRT. However, an increase in dementia was reported. Short-term use was reported to be associated with more abnormal mammograms, invasive tumors that were larger at the time of diagnosis and at a later stage of diagnosis and an increase in the number of total and invasive breast cancers. A second arm of the study evaluating estrogen use in women who do not have a uterus is ongoing.

Komen Recommendation: Women are encouraged to become active participants with their healthcare providers in their menopause and breast health care. Women should discuss these new findings and review the potential risks and benefits with their healthcare provider when making decisions about the use of hormone therapy.

The Headline: Lifestyle Factors and Breast Cancer Risk

Correlations between healthy lifestyles and risk of breast cancer appear to be modest at best. As studies are conducted and data mature, the picture will become clearer. Studies published this year addressed breast cancer risks associated with obesity, diet and exercise.

Obesity: The American Cancer Society Cancer Prevention Study II looked at the influence of excess body weight on mortality from all cancers, using body mass index (BMI), a measure of obesity using one's weight in kilograms divided by height in meters squared. A BMI of 30 and over is considered obese. The study suggested that 90,000 cancer deaths in the United States could be avoided each year if a lifetime BMI of 25 or less were maintained. According to the findings of this study, increased body weight and increased death rates from all types of cancer — including breast cancer — were linked.

Diet: The Nurses' Health Study II examined fat intake by premenopausal women 26-46 years of age in 1991. Findings revealed an association between animal fat, especially from red meat and high-fat dairy foods, and increased breast cancer risk. Premenopausal women who had the highest fat intake had a 33 percent increased risk of invasive breast cancer.

Exercise: The Women's Health Initiative was the source of more data that resulted in a report in the *Journal of the American Medical Association* in September 2003 (see page 8). The study of postmenopausal women ages 50-79 reported that increased physical activity was shown to reduce the risk of breast cancer by 18 percent or more. Brisk walking for 1.25-2.5 hours per week was enough to reduce the risk. Women with the lower BMI (less than 24.1) had the greatest risk reduction. Risk was even reduced in women who were taking menopausal hormone therapy.

Komen Recommendation: The Komen Foundation encourages women to take charge of and become active participants in their present and future health. That includes managing your diet, controlling your weight and engaging in some form of regular physical activity. 🏃‍♀️

Women's Health Initiative. National Heart, Lung, and Blood Institute, National Institutes of Health, Department of Health and Human Services, <http://www.nhlbi.nih.gov/whi/>, updated June 2003.

Jennifer Hays, Ph.D., et al. Effects of Estrogen plus Progestin on Health-Related Quality of Life; *The New England Journal of Medicine*, May 8, 2003, vol. 348, no. 19.

Stephen R. Rapp, Ph.D., et al. Effect of Estrogen Plus Progestin on Global Cognitive Function in Postmenopausal Women. The Women's Health Initiative Memory Study: A Randomized Controlled Trial; *Journal of the American Medical Association*, May 28, 2003, vol. 289, no. 20, pp. 2663-2672.

Rowan T. Chlebowski, M.D., Ph.D., et al. Influence of Estrogen Plus Progestin on Breast Cancer and Mammography in Healthy Postmenopausal Women; *Journal of the American Medical Association*, June 25, 2003, vol. 289, no. 24, pp. 3243-3253.

Eugenia E. Calle, Ph.D., Carmen Rodriguez, M.D., M.P.H., Kimberly Walter-Thurmond, B.A., and Michael H. Thun, M.D., *The New England Journal of Medicine*, vol. 348:1625-1638, April 24, 2003, no. 17.

Eunyoung Cho, et al., Premenopausal Fat Intake and Risk of Breast Cancer, *Journal of the National Cancer Institute*, vol. 95, no. 14, 1079-1085, July 16, 2003.

David B. Thomas, et al. Randomized Trial of Breast Self-Examination in Shanghai: Final Results, *Journal of the National Cancer Institute*, vol. 94, no. 19, 1445-1457, October 2, 2002.

Highlights from the 2003 San Antonio Breast Cancer Symposium

The San Antonio Breast Cancer Symposium (SABCS) began in 1978 as a one-day event involving doctors from a five-state area. By responding to the need for greater breast cancer education, the symposium has grown into a prominent international event recognized for disseminating the latest findings in breast cancer research. The symposium remains dedicated to addressing breast cancer concerns by providing a meaningful forum for the pursuit of the elimination of breast cancer. Below are a few of the highlights from the 2003 SABCS.

The Growing Data for Anastrozole (Arimidex®) in Early-Stage Breast Cancer

A number of studies using anastrozole in the treatment of early stage breast cancer were highlighted at the 26th annual SABCS. Anastrozole belongs to a class of drugs known as aromatase inhibitors. It is used to treat both the early stages and advanced stages of breast cancer in postmenopausal women with estrogen receptor-positive disease. Aromatase inhibitors work by cutting off the source of estrogen that the tumors need to survive by inhibiting the enzyme aromatase. Other aromatase inhibitors used in the treatment of breast cancer include letrozole and exemestane. For more information about the findings of the highlighted clinical trials involving anastrozole, please visit www.komen.org.

Study Tests the Benefit of a Multi-Gene Assay in Breast Cancer

The National Surgical Adjuvant Breast and Bowel Project (NSABP) announced that a unique breast cancer gene assay may have potential in determining the likelihood of a woman with breast cancer having a recurrence of the disease. Two studies were presented using multi-gene assay technology. Gene assay technology works through the identification of genes within a tumor. A cancer's behavior is determined by the expression of thousands of genes. By identifying specific genes associated with specific cancers, such as breast cancer, this information can be used to predict a cancer's behavior and the clinical consequence of such behavior.

In the NSABP B-20 and B-14 studies, the gene assay was tested in women who had received tamoxifen for the treatment of estrogen receptor-positive, lymph node-negative breast cancer. In a smaller study reported by investigators from the M.D. Anderson Cancer Center, the assay was applied to node-negative women. These women had not received adjuvant tamoxifen or chemotherapy. The studies quantified risk of breast cancer recurrence using a scoring method called a "Recurrence Score". Once the score was determined, the



patient was then categorized as having a low, intermediate or high risk for disease recurrence.

This new technology for determining risk of breast cancer and predicting prognosis may one day exceed that of current standard measures. Standard measures currently include the patient's age, tumor size and tumor grade. Study results were mixed. Multi-gene assay did accurately predict recurrence risk for women treated with tamoxifen but not for those women who had not received adjuvant therapy. Although the results of these studies were mixed, this technology may be the first step in the ability to accurately and precisely predict recurrence for women with breast cancer. In addition, it is the first time that such testing could be conducted using tumor tissue that is routinely obtained and stored for patients.

Analysis of Adjuvant Therapy Trials Shows Inferior Outcome for African American Women

Kathy Albain, M.D., of the Southwest Oncology Group (SWOG) of San Antonio, Texas, presented an analysis of the outcomes of African Americans enrolled in SWOG adjuvant therapy trials.

The outcome results from five clinical trials conducted by the SWOG in 6,676 women with early-stage breast cancer that had spread to the lymph nodes were combined and analyzed. Survival of African Americans was compared to that of all other races combined. Findings of the analysis showed that African Americans have worse survival even after taking into account extent of disease at diagnosis, socioeconomic status and differences in treatment including access to care.

These findings suggest that further studies examining differences in tumor characteristics at the molecular level for different races must be explored. The SWOG plans to investigate this possibility in future clinical trials of both breast and prostate cancer patients. 🌱

Newly Released Figures Underscore Importance of Early Detection

On October 2, 2003, the American Cancer Society (ACS) released its *Breast Cancer Facts & Figures 2003-2004*. The analysis shows that advancements in cancer treatment and early detection are having a positive impact on the overall mortality rate from breast cancer in the United States. More than 90 percent of reported breast cancers are now being detected at a localized or regional stage, for which five-year survival rates are 97 percent and 79 percent, respectively.

The report, which is issued by ACS every two years, also contains sobering news regarding the disparity in breast cancer mortality rates between African American women and white women.

Report Findings

Specifically, the report shows that while African American women and white women had approximately equal breast cancer mortality rates in the 1980s, 30 percent more African American women than white women are now dying of breast cancer. In addition, African American women show a higher incidence of breast cancer among young women. Overall, African American women are more likely to present with tumors that are large (five centimeters or larger) and disease that has spread. Compared to white women whose disease has spread, African American women have a significantly lower five-year survival rate.

"The ACS report underscores the importance of awareness and early detection in saving lives," said Susan Braun, president and chief executive officer of the Komen Foundation. "This message continues to remain at the heart of the Komen Foundation's breast cancer awareness and education programs. The widening disparity in breast cancer mortality rates between white and black women is unacceptable. It raises many questions and concerns about socio-economic factors, which are often at the root of limited access and poorer quality of care received."

Braun also said that early detection and prompt, appropriate treatment are key to improved survival. For women living in poverty and outside the reach of quality medical care, detection and diagnosis of breast cancer often come later, when the disease is more advanced and less treatable.

"The report calls to the Komen Foundation and other advocacy and health organizations to maintain an intense focus on medically underserved populations within our society," Braun said.

The text of the entire ACS report is available at www.cancer.org/statistics. 

Educational Materials

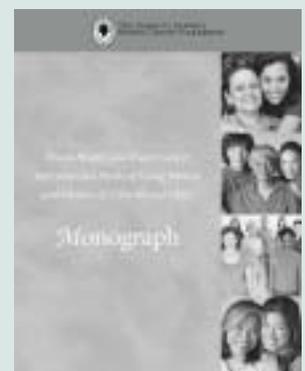


Young Women Taking Care (Item No. 806-01446-EN) is the title of a new booklet written especially for young women. The booklet has also been translated into Spanish, *Estamos Cuidando Nuestras Vidas* (Item No. 806-01446-SP). The booklets include awareness messages about breast cancer, the three-step approach to breast health and a pull-out Breast Self-Exam (BSE) card. The 8½" x 5½" booklets contain colorful, diverse and attractive graphics as well as personal stories of young breast cancer survivors. These are great resources for breast health education for young women and are written at a fifth-grade reading level.

Young Women Taking Care Posters (Item No. 806-08446-EN and Item No. 806-08446-SP) are two colorful new posters for young women. The poster is available in Spanish and English, features a diverse group of young women and includes an awareness message for breast cancer and the three steps to breast health.

Monograph: Women's Informational Needs Assessment (Item No. 806-08500) is a 43-page report describing the process, design and findings of a nationwide assessment of women's needs for breast health and breast cancer information. The study included both women who had never had breast cancer and breast cancer survivors. Young women (20-39) and women of color (40+) were surveyed in focus group settings or in telephone interviews. In addition, healthcare providers were surveyed for their insight into the information needs of the women they serve.

Results included themes for the delivery of information, content for education materials and preferences for sources of breast health and breast cancer information. This is a good resource for grantees or community groups who are developing educational materials for these specific audiences. It can be ordered by calling 1.877.SGK.SHOP. The monograph is also available in a downloadable PDF file at www.komen.org. Look for it in the Education section under Resources.



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OUR RESEARCHERS: DEDICATED TO THE PROMISE

More than 20 years ago, Nancy Brinker promised her dying sister, Suzy, that she would do everything possible to put an end to breast cancer. Nancy could not do the job alone, though — she needed the help of others who were committed to eradicating breast cancer as a life-threatening disease. *Our Researchers: Dedicated to the Promise* is a regular feature that spotlights the work of one of the Komen Foundation's key partners in the fight against breast cancer — the researcher.



Margaret E. Huflejt, Ph.D.
Sidney Kimmel Cancer Center
San Diego, California

The Research: Dr. Huflejt studies specific biological changes that are implicated in the development of breast cancer. Through the analysis of human breast tissue, she has uncovered a protein

called galectin-1, a tumor-promoting protein that is found in greater numbers in cells of breast cancer patients than in those of patients who do not have breast cancer. Dr. Huflejt proposes that galectin-1 works by blocking the action of immune cells, the body's natural defense against disease. Dr. Huflejt and her team are testing synthetic sugar-like compounds that effectively block galectin activity and inhibit tumor growth and metastasis. The overabundance of galectin-1 in breast biopsies may allow doctors to predict a breast cancer patient's response to various types of therapies. Measurements of galectin may someday serve as an early warning sign for risk of developing breast cancer. Dr. Huflejt's current focus is on developing a non-toxic treatment that will promote the body's own immune system to suppress cancer.

The Galectin Family: Galectins are a family of multi-functional, sugar-binding proteins that, when formed in abundance, may play a role in the development of breast cancer. Some galectins help cancers to grow by building

resistance to the body's natural ability to kill cancerous cells; others facilitate metastasis, or the spread of cancer. Some galectins act as immune system suppressors, while others promote the formation of tumor blood vessels, which help them to grow. The roles of each galectin family member can change, depending on whether they are attached to the surface of the cell or are located within the cell. Most normal healthy breast tissues express extremely low amounts of galectins. In fact, very little galectin is needed to sustain functions of healthy tissues. An overabundance of galectin-1 may be an indicator of a problem.

Battle Plans: The ultimate goal of this research is to introduce non-toxic galectin inhibitors as anti-breast cancer therapy. Depending on the type of breast cancer, these compounds would carry out their work alone, or in combination with other therapies. To develop appropriate treatment strategies, researchers need to know more about what happens in cancerous and pre-cancerous cells and tissues. Valeri V. Mossine, Ph.D., a collaborating researcher at the University of Missouri in Columbia, has developed a library of simple, synthetic sugar-based galectin blockers called lactulose amines that are very promising potential drugs. By attaching to galectins, these compounds inactivate them. Dr. Huflejt has tested several lactulose amines of potential clinical value in pre-clinical trials. Some of these compounds slowed tumor growth, with no evidence of toxicity. Others, when combined with other types of immunotherapies, showed evidence of complete tumor eradication. Clinical trials involving humans could take place in as little as two years. 🌱

(Educational Materials continued from page 6)

A New Look!

Conceptos Básicos Sobre la Salud del Seno (Breast Health Basics) (Item No. 806-302-SP) is a colorful 8" x 11"

Spanish language flyer targeting young women. It has been redesigned to include new messages, graphics and layout. It still covers important information on general breast cancer facts and statistics, risk factors and breast health. Designed for a younger audience, this education piece is great for education and outreach among Hispanic/Latina women. This piece is also available in English (Item No. 806-302.)



These materials can be purchased by calling 1.877.SGK.SHOP or by visiting our Web site at www.komen.org. 🌱

(Brinker Awards continued from front cover)

Dr. Bissell joined the Lawrence Berkeley National Laboratory as a staff biochemist in 1972. She became a senior scientist in 1977 and director of cell and molecular biology in 1988. She was appointed director of the life sciences division in 1992 and was recently named a distinguished scientist and senior advisor to the laboratory director on biology.

Dr. Bissell has authored more than 200 publications and has received numerous awards and citations. She received the 1996 Ernest Orlando Lawrence Award and Medal and was elected to the Institute of Medicine of the National Academy of Sciences in 1997. In 1998, she received the Mellon Award from the University of Pittsburgh and was the 1999 recipient of the Eli Lilly/Clowes Award of the American Association for Cancer Research. In 2001, she received both an honorary doctorate from the Pierre & Marie Curie University in Paris and the "Innovator Award" of the U.S. Army breast cancer program. In 2002 she was elected to the American Academy of Arts and Sciences. 🌱

Lee National Denim Day® Raises Millions of Dollars to Fight Breast Cancer



Susan Braun, Christina Applegate and Kathy Collins

For the eighth year in a row, Lee Jeans, with the help of more than 24,000 companies nationwide, is expected to raise \$7 million for the fight against breast cancer. One hundred percent of all donations go directly to the

Komen Foundation to support breast cancer research, education, screening and treatment programs.

Lee National Denim Day® is the world's largest single-day fundraiser for breast cancer. On October 10, companies allowed employees to wear jeans to work in exchange for an individual \$5 donation to the Komen Foundation. Since its inception in 1996, Lee National Denim Day® has raised more than \$36 million to support the Komen Foundation's fight against breast cancer.

At a special celebration at the Lee headquarters in Merriam, KS, Gordon Harton, president of Lee Jeans, and Kathy Collins, vice president of marketing, presented a check for \$7 million (representing anticipated proceeds from this year) to Susan Braun, president and chief executive officer of the Komen Foundation.

"We are continually inspired by the stories we receive each year from those who have battled, are battling and hope to prevent battling breast cancer," said Collins. "This program means so much to so many people nationwide and Lee Jeans will continue the Lee National Denim Day program until a cure for breast cancer is found."

Braun accepted the check on behalf of the Komen Foundation. "Every year Lee National Denim Day is such an inspiration to us as individuals across the country joined together to help fight breast cancer. Funds from this program are wisely spent each year on much needed research and local outreach programs that share the common goals of finding a cure for breast cancer and helping those facing breast cancer today," she said.

Actress Christina Applegate, Lee National Denim Day® spokesperson and star of recent movies including *View From the Top* and the *Sweetest Thing*, took part in the special celebration and check presentation at Lee. Applegate spoke in honor of her mother, Nancy Priddy, who was diagnosed with breast cancer when Christina was seven years old. 📌

CAPITOL HILL UPDATE

Komen Affiliates Head to the Hill

On September 9, Komen Affiliates participating in the *Komen Champions for the Cure™* grassroots policy program converged in Washington, D.C., for a breast cancer summit on Capitol Hill hosted by the Komen Foundation. Affiliates from across the country walked the halls of Congress to meet with their senators and representatives to educate them about issues important to the Komen Foundation and its many constituents and to ask for increased public investment in breast health and breast cancer care. Komen Affiliate representatives provided insight to members of Congress and their staff about breast cancer issues in their local communities and shared examples of what local Komen Affiliates are doing to make a difference back home.

The breast cancer summit also included a panel dinner discussion at which Affiliates were briefed on prevailing healthcare policy issues, such as cancer research funding and Medicare reimbursement for cancer care. Panelists included Rhonda Richards, Democratic Staff Director, Senate Health, Education, Labor and Pensions Subcommittee on Aging for Senator Barbara Mikulski; Lori Rowley, Chief of Staff for Congressman Ralph Regula, Chairman of the House Labor, Health and Human

Services Appropriations Subcommittee; Anne Phelps, former Special Assistant to President George W. Bush for Domestic Health Policy; and Kevin Brady, Deputy Director, Division of Cancer Prevention and Control, Centers for Disease Control and Prevention. After the informative panel presentations, Komen Affiliates had the opportunity to pose questions to the panelists about specific issues important in their local communities.

The Komen Champions for the Cure™ Affiliates forged many important relationships with policymakers during the two-day breast cancer summit in our nation's capital and returned to their local communities with a renewed sense of purpose and commitment to bringing an end to breast cancer.

To learn more about how you can help make important changes in breast health and breast cancer public policy, please visit www.ActNowEndBreastCancer.org. 📌

PARTNERS IN THE PROMISE



Jenny Enochson of Keebler, actress Susan Lucci and Jennifer Halpin of the Komen Foundation at the 2003 Daytime Emmys

Wheatables Launches New Initiative

The Komen Foundation and Wheatables crackers have launched a new outreach and fundraising campaign called *Talk About Breast Cancer — It's a Conversation Worth Having* to support the fight against breast cancer. The campaign was developed in response to a national survey recently

conducted by Wheatables crackers and the Komen Foundation that showed nearly two-thirds of women surveyed never or rarely talk about mammograms and breast self-exams with loved ones or friends. And this is despite half reporting having been personally touched by the disease.

To help get the dialog started, the Komen Foundation has included conversation starters — ways women can encourage and remind others to practice regular breast health activities — on its Web site at www.komen.org. Wheatables crackers features the same information on its packaging too, and has also agreed to donate \$5 to the Komen Foundation for every five official pink ribbons clipped from its box tops and sent in by customers. Pink ribbons can also be clipped from packages of other Keebler and Kellogg brands participating in the “Ribbons for Life” promotion, including Fudge Shoppe Clusters, Vienna Fingers, Pecan Sandies, Nutri-Grain Cereal Bars and Special K Bars.

Through the program, they hope to raise up to \$250,000 to support the Komen Foundation's breast cancer research and community outreach programs. Wheatables crackers will also be participating in select local Komen Race for the Cure® events, with booth activities and giveaways that help women “get the conversation going.” Wheatables crackers is also running a national magazine advertising campaign to encourage consumer participation in the campaign.

Recently, the campaign also included a breast cancer “conversation starter kit” in celebrity gift bags at the 2003 Daytime Emmy Awards event in New York City. Celebrities like Susan Lucci, Donny Osmond and Sharon Osbourne enjoyed the goodie bags. Each shared their own personal story about how they had been touched by the disease.

25 Yoplait Champions Honored

On September 23, Yoplait, the Komen Foundation and *SELF* magazine honored the 25 Yoplait Champions — 25 ordinary women and men doing extraordinary things in their local communities to support the fight against breast cancer. The 25 Yoplait Champions were selected after a nationwide nomination process designed to highlight the “power of the individual” in the breast cancer cause.

“The stories of these Champions are truly inspiring. Their experiences serve as proof that individuals can make a significant difference in fighting breast cancer,” said Camille Gibson, vice president of Yoplait. “It’s an honor to collaborate with the Komen Foundation and *SELF* magazine on this program as Yoplait continues to look for ways to extend its support of this important cause.”



The 25 Yoplait Champions are:

Kim Carlos, Kansas City, MO	Lindsay Nohr, New York, NY
Georgia Ellis, Wichita, KS	Judy Pickett, Cameron Park, CA
Cindy Geoghegan, Wilton, CT	Beth Sabo, West Haven, CT
Mara Ginsberg, Delmar, NY	Mimi San Pedro, Little Rock, AR
Mark Goldstein, Randolph, NJ	Susan Shinagawa, San Diego, CA
Jay Grogan, Dallas, TX	Rochelle Shoretz, Teaneck, NJ
Sherrill Jackson, St. Louis, MO	Val Skinner, Bay Head, NJ
Margaret Kelly, Greenwood Village, CO	Debra Smalley, Lakeside, AZ
The Kilimanjaro Climbers, Birmingham, AL	Margaret Stothart, Matthews, NC
Don Klimkiewicz, Chesapeake, VA	Vicki Tosher, Englewood, CO
Capri Lober, Kansas City, MO	Joy West, Greenville, SC
Linda Lovato-Montoya, Albuquerque, NM	Matty Willis, Little Rock, AR
Julie McQueen, Holly Springs, NC	

To commemorate this honor, Yoplait will donate \$1,000 to each Champion's charity of choice that focuses on the breast cancer cause. In addition, the 25 Yoplait Champions received a glass trophy during a special ceremony held at *SELF* magazine's headquarters in the Condé Nast building in Times Square. Hotel accommodations for all the Champions were provided by Yoplait and airline travel to New York was provided by American Airlines. For more information regarding the Yoplait 25 Champions, visit www.yoplaitusa.com.

For the third year Yoplait is the National Series Presenting Sponsor of the Komen Race for the Cure®. In addition to supporting the Komen Race for the Cure®, Yoplait sponsors the highly successful *Save Lids to Save Lives*® program, which takes place throughout September and October each year. For each pink lid mailed in by consumers, Yoplait donates 10 cents to the Komen Foundation (up to \$1.2 million).

(continued on page 10)

PARTNERS IN THE PROMISE

(continued from page 9)



Get Tied to the Cause with Ford

Ford Division, a major supporter in the fight against breast cancer, has teamed with Lilly Pulitzer to design the 2003 Ford breast cancer awareness silk scarf to help raise money to support the Komen Foundation's mission to put an end to the disease. To date, scarf sales have

more than doubled those of last year.

"We've been pleasantly surprised by the overwhelming demand for the scarves," said Steve Lyons, Ford Division president.

"We are excited to see public support grow each year, and more importantly, to see breast cancer survival rates continually improve."



Ford's limited-edition silk scarf is a playful design of pink and green, incorporating a Lilly Pulitzer flower and butterfly pattern as well as the pink ribbon, the universal symbol for breast cancer awareness. It is the third scarf in Ford's *Get Tied to the Cause* campaign. The 12" x 56" scarves are on sale for \$30 at Bloomingdale's and at Lilly Pulitzer® Signature Stores while supplies last. They can also be ordered at komen.org. All net proceeds from the sales benefit the Komen Foundation.

Ford's campaign, called "Get Tied to the Cause," involves a host of celebrities, including Oscar winner Helen Hunt, actor Peter Krause and tennis champion Serena Williams, who appear in a series of magazine advertisements to raise awareness of the disease and its reach. Other celebrities appearing in the ads include Sarah Michelle Gellar, Rosario Dawson, Regina King, Marg Helgenberger, Natalia Livingston and Leslie Charleson. Each celebrity has a personal story to tell about his or her experience involving breast cancer, and those stories are reflected in the ads. The ads feature each celebrity using the scarf in creative ways: as a belt, a handkerchief, a head wrap or even as a scarf.

In addition to the scarf, Lilly Pulitzer created a uniquely designed bandanna that Ford is distributing at Komen Race for the Cure® events nationwide. Ford is a National Series Sponsor of the Komen Race for the Cure®. Approximately 500,000 bandannas are being distributed free throughout the year.



Blair Corporation Is 2003 Virtual Race Sponsor

A partnership with Blair Corporation this year has helped the Komen Foundation in its efforts to reach out to new communities to allow people to participate in the fight against breast cancer online, anytime.

As the 2003 Komen Virtual Race for the Cure® sponsor, Blair Corporation, a national multi-channel direct marketer of apparel and home products, has given \$100,000 and invited millions through its catalogs and Web site to join in the fight against breast cancer.

A dedicated Web site at www.komenvirtualrace.org welcomes supporters to create or join a Komen Virtual Race Team and make a difference with a donation to help the team reach its fundraising goal. The interactive Web site encourages people to also share their photos and stories of triumph to help others gain strength and courage. Blair Corporation is supporting a company team and, through its own promotional offerings, is encouraging online visitors to join its customers and associates in this important fundraising effort.

This is the second year Blair Corporation has partnered with the Komen Foundation through an online awareness and fundraising campaign. Last year, Blair's interactive campaign linked visitors to educational information at www.komen.org and, with the company's pledge to donate \$1 per online customer order placed at its Web sites Blair.com and CrossingPointe.com in October 2002, raised \$75,000 for the breast cancer fight.

"We are pleased to support the Komen Foundation's efforts in increasing education of the importance of early detection and supporting advancements in breast cancer research, screening and treatment," said John Zawacki, Blair Corporation's president and CEO. "We believe the breast cancer cause is very meaningful to our customers and also resonates well with who we are as a company." 🍌

Coming in 2004!

The Komen Foundation is pleased to announce that in early 2004 you will have the opportunity to receive our new **e-Newsletter**. All you need is an e-mail address! To sign up to receive the free e-Newsletter, visit www.komen.org and click on "Subscribe" at the top of the page. 🍌

Volunteer Voices Helpline Volunteers

When the Komen Foundation was established in 1982 all phone calls were handled by Foundation staff — including calls from people in need of breast care information and assistance. By 1989 it had become apparent that there was a need for a national Helpline to accommodate the increased number of phone calls. In October of that year, 1.800 I'M AWARE® was launched from a major medical center's telemarketing department and all calls were handled by their representatives. In April 1992, the Helpline transferred to Foundation Headquarters, where it was staffed by trained volunteers personally touched by breast cancer.

Today, the Helpline is manned by volunteers who go through an extensive screening and training process that includes an orientation to the Foundation, nine hours of classroom training, a period of auditing phone calls and ongoing continuing education. The time each volunteer dedicates to the Helpline is invaluable — each of the women on the Helpline help answer the more than 20,000 calls from women and men across the country on a yearly basis. Calls come from the newly diagnosed and those who are concerned about the men and women in their lives who are facing breast cancer. What these and countless others receive is the warm, compassionate voice of our dedicated volunteers. Please take some time to read about a few of our dedicated Helpline volunteers.



Ferne Painter

Ferne Painter, a 10-year survivor, remembers when she found out she needed to have a biopsy in 1993.

She was extremely anxious and nervous. She didn't want anyone to know about her anxieties, especially her immediate family. When Ferne came across the 1.800 I'M AWARE® Helpline number, she called immediately and talked with a volunteer who she says became her guardian angel. After her initial call she called back several more times, always reassured by the helpful information she received. Ferne became a Helpline volunteer more than nine years ago because she wanted to provide support for others facing similar situations. "I have met some really wonderful people and have come to truly love them."



Joan Kerr

Joan Kerr was diagnosed with breast cancer in 1991 and has been a Helpline volunteer for 12 years. She

found out about the opportunity to volunteer on the Helpline through her breast cancer support group. Joan has touched so many lives through the Helpline. In fact, some callers call Joan to check in every once in a while to tell her how they're doing. Joan recalls a specific time when she counseled a woman who was contemplating suicide after her diagnosis. The woman did not take her own life and still checks in

1.800 I'M AWARE®

with Joan every now and again. She credits Joan with saving her life! "Knowing that I have helped at least one person satisfies me more than anything and that is why I keep volunteering every week!"



Mila Ramos

Mila Ramos

first began volunteering with the Helpline almost three years ago

when her youngest son literally found the Komen Foundation for her. One year after her diagnosis and treatment for breast cancer, Mila was having a difficult time talking about her diagnosis. Her son began looking for a place for her to interact with other survivors and came across the Komen Foundation. "I think this is what my Mom would want," he said. After her first meeting at the Komen Foundation, Mila knew she had found her niche. Today she will tell you that the Helpline is her therapy. She found her strength and now continues to pass it along to the women and men who call the Helpline.



Pat Hamer

As one of the original volunteers on the Helpline, **Pat Hamer** has devoted almost 11 years to the callers on 1.800

I'M AWARE®. As a survivor with a very extensive family history of breast cancer, she enjoys talking to people and offering emotional and practical support.

Pat recalls a very emotional phone call from several years ago with a young woman who had just been newly diagnosed. After spending almost three hours on the phone with the woman, Pat still thinks of her to this day. She wonders about her and the many others that she speaks to on a weekly basis. She wonders how their treatment has progressed or how a loved one is coping with the diagnosis. It is the people who care that keep her coming back.



Jill Bee

It was almost six years ago that **Jill Bee** began volunteering on the Helpline. Jill had been a longtime

volunteer on the national level and saw an opportunity to be of help and directly impact those touched by breast cancer. Having lost her mother to breast cancer at the age of fifteen, Jill recognized the importance of the Helpline and felt it was a natural transition from her previous volunteer work with the Foundation. Jill is a unique Helpline volunteer because, although she is not a survivor, she can empathize with the callers and offer much needed support. She says she gets to laugh and cry with the callers, but prefers the laughter. Being able to navigate people through breast cancer, whether it is a new diagnosis or someone coping with the final stages of the disease, keeps her passion for the Helpline strong. 🌱

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



Feature act Just June; headlining comedian Mark Klein and The Comedy Zone owner Brian Heffron

Laugh for the Cure™

The Komen Charlotte Affiliate proudly presented its third *Laugh for the Cure™* on August 26, 2003. The grassroots event, sponsored by Grant Thornton and hosted by The Comedy Zone, was founded by a group of volunteers in Charlotte in July of 2002

and has quickly become one of the city's most anticipated charity events. The evening included a business vendor expo, silent and live auctions and a comedy show featuring Just June and headlining Mark Klein.



Joe Maloof, Shawn Allen, Bobby Jackson and Donna Sanderson

Night in Sacramento Filled with Surprises

It was a night full of surprises as the Sacramento Monarchs, Sacramento Kings and the Komen Sacramento Affiliate teamed up to raise awareness about breast health and breast cancer. More than 120 breast cancer survivors

participated in a Sacramento Monarchs pre-game reception hosted by Sutter Home Winery and attended by Sacramento Monarch Edna Campbell and Sacramento King Bobby Jackson. Survivors took the court at halftime and received high-fives from all of the home and visiting team players.

During a second half time-out, Sutter Home Winery presented a check to Komen Sacramento Affiliate Executive Director Donna Sanderson, representing a 50-cent donation for every ticket sold. Then, in a surprising move, Bobby Jackson appeared and offered to match the amount. The crowd showed their approval with rafter-lifting cheers. Before everyone could leave the floor, Joe Maloof, co-owner of Maloof Sports and Entertainment, stepped onto the court and also offered to match the donation. The audience went wild. Once in the tunnel, Donna, still stunned from the earlier events, was again surprised and delighted as she was presented with another generous check from Sacramento King Chris Webber in support of Bobby Jackson and in memory of Bobby's mom who died this past year of cancer.

Race Inspires New Pink 'Do

The Komen Northeast Louisiana Race for the Cure® took place on Saturday, September 13 and was a big success, thanks to Affiliate President Doris Fandal who promised to



Jeana Chastain, Mary Morris and Doris Fandal

leave the Race site with pink hair if more than 3,000 individuals entered the Race. Having met that goal, she invited two survivor beauticians, Jeana Chastain from McMinnville, OR, and Mary Morris from Borger, Texas, onstage during the survivor ceremony and allowed them to spray her hair pink.

Pink in the Rink

As part of its sponsorship of the Komen Houston Race for the Cure®, Polar Ice Galleria painted the Race date and a *Be a Friend for Life* graphic (featuring a giant pink ribbon) underneath the ice at the Houston Galleria. In the four weeks leading up to the Race, thousands of Galleria shoppers viewed the design, helping increase this year's Race participation to 25,000 people.



Karen Harper, Komen Des Moines Affiliate president; Laura Erzen, Komen Quad Cities Affiliate representative; Josette Daum, Komen Des Moines Affiliate board member; and Governor Tom Vilsack

Iowa Approves New License Plate

Iowa Governor Tom Vilsack recently signed a bill to authorize a new breast cancer license plate. The license plate will cost \$35 and all proceeds will go to screenings and mammograms for the underserved of Iowa. The Iowa license plate features a pink ribbon to help increase breast cancer awareness and remind drivers to get screened. Josette Daum, a board member of the Komen Des Moines Affiliate, helped lead the charge in driving this bill through the Iowa Congress.



Lynn Redgrave

New York City Salutes Survivors

To kick off this year's Komen New York City Race for the Cure®, Ann Taylor hosted its eighth annual *Salute to Survivors* on Thursday, September 4 at the Ann Taylor flagship store located at Madison Avenue and 60th Street in New York City.

Over 450 guests, mostly breast cancer survivors, attended the Salute to Survivors event. The fashion show included 12 stunning survivor models sporting Ann Taylor Loft and Ann

(continued on page 15)

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

(New York continued from page 12)

Taylor fashions. In a poignant ceremony, each survivor had their survivor story read as they descended the spiral staircase in the center of the multi-level flagship store.

Actress and survivor Lynn Redgrave was the keynote speaker of the evening. Former First Lady of the City of New York Donna Hanover, CNN American Morning anchor Soledad O'Brien and NBC4's Jane Hanson also attended.

Indianapolis Affiliate Receives Award

On Wednesday, October 1, 2003, the Komen Indianapolis Affiliate was pleased to kick off National Breast Cancer Awareness Month by accepting the award for "Best Organization Working to Increase Breast Cancer Awareness" given by the Indiana Breast Cancer Alliance (IBCA) during the *Illumination 2003* event held at the Indianapolis Artsgarden. Stephanie Mannon, executive director of the Indianapolis Affiliate, accepted the award and gave credit to all Affiliate volunteers working tirelessly toward the Komen Foundation's mission of eradicating breast cancer as a life-threatening disease. Mannon also linked the Affiliate's ability to raise awareness to Komen grantee organizations, such as the Little Red Door Cancer Agency, an IBCA member. All survivors in attendance were also recognized for their courageous battles with breast cancer.



Lisa Westbrook Plunkett, Cokie Roberts and Patricia Denechaud

New Orleans at Canal Place.

Cokie Roberts, author, National Public Radio senior analyst, political analyst and breast cancer survivor, was the guest speaker, sharing relevant tidbits from her books and discussing the forward movement of women's health initiatives.

New Orleans Honors Survivors

The Komen New Orleans Affiliate celebrated the women who have battled breast cancer at its annual Salute to Survivors luncheon, held Wednesday, September 3 in the Grand Ballroom of the Wyndham

"Change has come because of women's power and women's voices making a difference," she said. Referencing her best-selling book, *We are Our Mothers' Daughters*, Roberts paid tribute to her own mother, former Ambassador and Congresswoman Lindy Boggs, who also attended the luncheon. Roberts' words echoed those of Alan Stolier, M.D., medical director of surgical oncology at the New Orleans Cancer Institute Baptist Campus, who described medical advances in breast cancer treatment in the last 25 years as "lightning-like," due in large part to the empowerment of women.

State Senator Diana E. Bajoie, also a breast cancer survivor, shared her story and asked other survivors to stand as the members of the Louise S. McGehee Ensemble passed out congratulatory roses and a copy of Barbara Delinsky's book, *Uplift*, to each woman.



Thomas J. Moyer, Susan E. Brown and Helen Brown, Susan's mother

Columbus Volunteer Receives Community Service Award

For her dedication and service to the Komen Columbus Affiliate, attorney and 1971 graduate of The Ohio State University Moritz College of Law, Susan E. Brown, received

the Moritz College's 2003 Community Service Award during a ceremony on Wednesday, August 13 at the Ohio State Faculty Club. The presentation, which was made by the Honorable Thomas J. Moyer, chief justice of the Supreme Court of Ohio, was part of a reception for incoming law students.

The Community Service Award is given annually to the law graduate who has volunteered significant and sustained time and expertise to assist a local, state, national or international humanitarian organization.

For nearly 10 years, Brown has been involved with the Komen Columbus Affiliate, including serving as board president from 2000-2002. At the end of her tenure, she was awarded a Komen Cameo Award, given in recognition of her outstanding leadership. ☘

Thank You!



The Komen Foundation would like to recognize attorney Molly Richard and the Dallas-based law firm of Thompson & Knight for the hundreds of hours of pro bono legal services they annually provide the Foundation. ☘

2004 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



Presented by 

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCE LARRIEU SMITH

For the most up-to-date information on the 2004 Komen Race for the Cure® Series, contact our automated hotline at **1.888.603.RACE** or visit www.komen.org.

International Races

May 16 Rome, Italy
Sep Frankfurt, Germany

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

Dates subject to change.

Johnson & Johnson Making a Difference Together

Johnson & Johnson
FAMILY OF CONSUMER COMPANIES

This fall, the Johnson & Johnson Family of Consumer Companies once again launched an aggressive multi-media awareness campaign to support the fight against breast cancer by encouraging women to practice good breast health habits. The theme of this year's campaign, *Making a Difference Together*, was designed to encourage men, women, family and friends to join the fight against breast cancer.

This year, the Johnson & Johnson Family of Consumer Companies partnered with ABC Daytime television to create three public service announcements featuring stars from ABC's *General Hospital* with breast health tips and an offer for a FREE breast self-exam card provided by Johnson & Johnson

Consumer Products. Other means of spreading the word included a nationwide Sunday newspaper insert reaching over 45 million people, in-store displays as well as a Web site www.justforwomen.net with links to Komen Race for the Cure® dates/locations and an offer to have a FREE breast self-exam card mailed to a friend.

This is Johnson & Johnson's fifth year of commitment to the Komen Foundation as a National Series Sponsor of the Komen Race for the Cure®. Each year employees support Komen Race for the Cure® events across the country and have been recognized for the largest employee team participation in the Komen Race in Princeton, NJ. 🌱

Marketplace

Show your support for the fight against breast cancer with our unique line of pink ribbon merchandise. Fifty to 80 percent of the purchase price of all products sold by the Komen Foundation will benefit the Foundation and the fight against breast cancer. To see more items, visit the Komen Marketplace at www.komen.org.



Pink Ribbon Mug
\$16.50



Pink Ribbon Socks
\$6.00



Lilly Pulitzer Pink Ribbon Scarf
\$30.00



Pink Ribbon Charm Watch
\$55.00



Small Rhinestone Pin
\$5.00



Hope Cardigan
\$68.00

Purchaser Information (Please print clearly or type.)

Name: _____
 Company: _____
 Address (no P.O. boxes): _____
 City: _____ State: _____ Zip: _____
 Daytime Phone: _____
 E-mail: _____

Pricing Form

Product	Size	Quantity	Item Price	Total
Pink Ribbon Mug			\$ 16.50	
Pink Ribbon Socks			\$ 6.00	
Small Rhinestone Pin			\$ 5.00	
Lilly Pulitzer Pink Ribbon Scarf			\$ 30.00	
Pink Ribbon Charm Watch			\$ 55.00	
Hope Cardigan SM, MD, LG, XL, 2X			\$ 68.00	
Total Product Cost				
Add Shipping & Handling*				
Add Sales Tax**				
Total				

Payment Options

• **Check enclosed payable to:** The Susan G. Komen Breast Cancer Foundation

• **Charge to:** American Express Visa MasterCard Discover

Card number: _____ Exp. date: _____

Name on credit card: _____

Signature: _____

Placing Your Order

• **Online:** www.komen.org

• **Mail:** The Susan G. Komen Breast Cancer Foundation

• **Tel:** 1.877.SGK.SHOP

P.O. Box 932361, Atlanta, GA 31193-2361

• **Fax:** 1.877.581.7037

• **Questions?** Please call 1.877.SGK.SHOP

Shipping and Handling* (Based on Total Product Cost)

\$1-\$100 = \$7.50 | \$101-\$250 = 10.0% | \$251-\$500 = 8.0% | \$501-\$1,000 = 7.0% | Over \$1,000 = 6.0% | USA only

Sales Tax**

AL 8.5%	FL 7%	KS 7.3%	MI 6%	NM 5.8125%	TN 9.25%	WI 5.6%
AR 7.6%	GA 7%	KY 6%	MN 7%	NY 8.5%	TX 8.25%	WV 6%
CA 8.25%	HI 4%	LA 4%	MS 7%	OH 6.5%	UT 6.25%	WY 6%
CO 6.7%	ID 6%	MA 5%	NC 7%	OK 8.37%	VA 4.5%	
CT 6%	IL 8.75%	MD 5%	NE 7%	PA 6%	VT 6%	
DC 5.75%	IN 6%	ME 5%	NJ 6%	RI 7%	WA 8.3%	

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 acknowledgment of this gift 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

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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
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Komen Foundation Launches ActNowEndBreastCancer.org

The Komen Foundation recently launched an innovative public policy Web site, *ActNowEndBreastCancer.org*, which will enable thousands of concerned Americans to join the fight against breast cancer. This virtual advocacy forum offers every American the opportunity to influence the federal government on crucial breast health and breast cancer care public policy issues.

“As a leading patient advocacy organization, the Komen Foundation is offering ActNowEndBreastCancer.org as an innovative tool to empower Americans who want to learn about public policy that affects breast cancer research, prevention and access to treatment and have their say on how the nation should invest and formulate policy in these areas,” said Diane Balma, director of public policy for the Komen Foundation.

To date, Komen e-Champions have generated more than 60,000 letters to members of Congress about important breast health and breast cancer care issues through the new site. To learn more about how you can become a Komen e-Champion, please visit www.ActNowEndBreastCancer.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

FounderNancy Brinker
Chair, Komen Foundation Board of DirectorsLaSalle D. Leffall, Jr., M.D.
President and Chief Executive OfficerSusan Braun
EditorMaureen O'Donnell