

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Spring 2005

Aromatase Inhibitors Prove More Beneficial than Tamoxifen in Clinical Trials

Results from three clinical trials indicate that anastrozole, an aromatase inhibitor (AI), has greater benefits than tamoxifen for hormone receptor-positive post-menopausal women with early breast cancer. The results were presented in December at the 27th Annual San Antonio Breast Cancer Symposium, a leading international scientific symposium focused on breast cancer.

Aromatase inhibitors (AIs) belong to a group of drugs classified as hormonal therapy. The group also includes the drug tamoxifen, the gold standard in recent years of adjuvant systemic therapy for reducing risk of recurrence and increasing survival for patients with early stage breast cancer. Systemic therapy is treatment given in addition to surgery and radiation to eliminate tumors that may have spread to other sites. In breast tumors that are positive for the estrogen receptor, the presence of estrogen can make the tumor grow. Tamoxifen blocks the estrogen receptor in breast tumors that are positive for this receptor. AIs, on the other hand, block the enzyme aromatase. This enzyme converts hormones in the body into estrogen.

In the three studies presented at the San Antonio Symposium, the benefits of anastrozole were considered significant. After an average of five years of follow-up, the ATAC (Anastrozole, Tamoxifen, Alone or in Combination) study continued to show significant benefits for breast cancer trial participants in the following areas for anastrozole compared to tamoxifen:

- Disease free survival was increased by 3.3 percent (absolute risk) with anastrozole;
- Time to recurrence was reduced by 3.7 percent (absolute risk) with anastrozole;
- Breast cancer in the opposite breast (contralateral breast cancer) was reduced by 42 percent (relative risk) with anastrozole;
- Time to distant recurrence: a borderline significant improvement was shown with anastrozole;
- There was no significant difference in the overall survival or time to breast cancer death between tamoxifen and anastrozole;
- For patients taking anastrozole, those who were node negative and those who had no prior chemotherapy had a longer time to relapse.

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Q&A with Angela Brodie, Ph.D.



Angela Brodie, Ph.D.
University of Maryland School of Medicine
Professor of Pharmacology & Experimental Therapeutics

Dr. Brodie, a past recipient of the Komen Foundation's Brinker Award for Scientific Distinction, is a leading researcher in the field of breast cancer treatment and the development of aromatase inhibitors.

Are aromatase inhibitors (AIs) more effective than tamoxifen? Does this hold true for different racial/ethnic populations?

Clinical trials completed to date indicate that aromatase inhibitors are significantly more effective than tamoxifen when treating hormone receptor-positive post-menopausal women with early breast cancer. Unfortunately, there is no data that supports this finding for all racial and ethnic groups. However, the issue is currently being addressed in clinical trials.

What are the side effects of AIs?

To date, the drugs have been well-tolerated in clinical trials. However, patients may be at increased risk for osteoporosis, as well as muscle and joint problems. In general, AIs do not have the same toxic effects as tamoxifen, with the risk for stroke and uterine cancer lessened considerably. In addition, while hot flashes can result due to decreased estrogen levels, they were lessened with AIs.

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The Spirit of Collaboration

By Susan Braun, Komen Foundation President and CEO



Susan Braun

In recent months, the entire world has borne witness to the commitment of so many individuals and institutions working together in a spirit of collaboration. The horrific earthquake and tsunami in Asia reminds us of our common humanity, our common ability to alleviate suffering — if we work together.

Only the combined commitment of private individuals, corporate donors, governments and international institutions — working together — could make possible the largest humanitarian relief effort in history. The scale and scope of the mission, and the urgency of the task, have underscored a critical truth: all the pledges of assistance, all the compassion in the world, all the good intentions mean nothing unless you can put your promises into action. In the case of the tsunami relief effort, this has meant coordinating complex fundraising and urgent relief efforts while avoiding or minimizing duplication, assessing and prioritizing the different needs of different communities, and getting the right help to the right people at the right time.

At the Komen Foundation, we too must never forget the urgency of our challenge to end breast cancer. The incidence rate of breast cancer is rising. This year, an estimated 211,000 women and men in the U.S. alone will be diagnosed with invasive breast cancer. More than 58,000 will be diagnosed with carcinoma in situ. That's nearly 270,000 new cases. And every year in our country, approximately 40,000 die. Around the world, a woman is diagnosed with breast cancer every 30 seconds, and someone dies from this disease every 90 seconds. Time is of the essence. Our race is a race against time.

With a disease as pervasive as breast cancer, we too must appreciate the complexity of the task before us. No one institution or individual will solve the breast cancer puzzle working alone. And we too must embrace the spirit of collaboration. A complex, multicausal disease like breast cancer demands a multifaceted approach. One avenue of inquiry is not enough. And so we are encouraged by the many paths being pursued today. Examples from several diversified areas include:

- The mapping of the human genome — although it has not uncovered “the” answer itself — is improving our understanding of the role of genetics and making possible targeted gene therapies. In addition, the National Institutes of Health is now embarking on haplotype and genetic mutation mapping.
- In the private sector, companies are doing research and bringing new drugs to market; new ways to make chemotherapy more tolerable; monoclonal antibodies and targeted therapy, new imaging modalities, new surgical equipment and new tools for radiation therapy.
- The Southern Community Cohort Study (SCCS) aims to understand and address racial, ethnic and regional disparities

in cancer incidence and mortality. It is historic because it is the largest population-based health study of African-Americans ever conducted. The SCCS is a collaborative effort of the Vanderbilt-Ingram Cancer Center, Meharry Medical College, both in Nashville, and International Epidemiology Institute, based in Rockville, MD.

- The National Institute of Environmental Health Sciences (NIEHS) and the National Cancer Institute (NCI) have jointly funded a seven-year research program that includes the development of four Breast Cancer and the Environment Research Centers. The centers work collaboratively through a team of scientists, advocates and clinicians to research the hypothesis that there are periods of vulnerability in the development of the mammary gland when exposures to environmental agents may influence breast cancer risk in adulthood.

As the largest private funding source for breast cancer research and outreach programs, the Komen Foundation continues to play a leading role in unlocking the secrets of breast cancer. Last year alone we awarded \$34 million in grants for promising research. All research efforts — whether funded by the Komen Foundation or others — approach breast cancer from a different angle. This means collaboratively we're attacking this disease from all sides.

As we do, we need to ensure that research is coordinated, not duplicated. That's why we're working with other leading cancer organizations to develop a Common Scientific Outline — a unified coding system that allows researchers to identify instantly what research is already being pursued and what opportunities exist for even greater collaboration. And this is just one step. If we are to reap the bounty of today's research, we need to call many to the table.

A Model of Collaboration

From our Affiliates at the grassroots to our partnerships at the national level, the Komen network is its own model of collaboration. We are more than 100 unique organizations, each independently incorporated, each with its own board of directors, banded together by a single mission — to end breast cancer.

And our collaborative strength is emphasized in the diversity of individual Affiliates. No two Affiliates are the same because no two communities are the same. At the Komen Foundation, we recognize that different communities require different approaches. An education or treatment program that meets the needs of one community may not fill the gaps in another. Each Komen Affiliate conducts a community needs assessment to determine what is not being done, and that becomes our target.

Instead of a single cookie-cutter approach that dictates what our Affiliates do and how they do it, our collaborations provide freedom to flourish...to become incubators of invention, creativity and resourcefulness.

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(Aromatase continued from front cover)



In the other two trials, the event-free survival at 28 months was better for patients who took tamoxifen for two years and then switched to anastrozole when compared to patients who took tamoxifen for five years. Overall survival was not significantly different.

Questions still remain, however, including: Should anastrozole be taken initially or after two years of

tamoxifen? How long should a woman take anastrozole? How does one AI compare to another? Ongoing clinical trials will address these questions.

Recommendations and Guidelines

The American Society of Clinical Oncology (ASCO) released a technology assessment on AIs in November 2004. The addition of AIs as an adjunctive therapy for post-menopausal women with estrogen receptor-positive breast cancer was recommended. This information was published in the *Journal of Clinical Oncology* in January 2005.

The third-generation AIs included in the ASCO technology assessment were anastrozole, letrozole and exemestane. Letrozole was given accelerated approval by the FDA in October for adjuvant treatment of early breast cancer in post-menopausal women who had been treated with tamoxifen for five years. Accelerated approval is given based on indications that a drug will be beneficial, even if the benefits haven't been seen clinically. More trials, information and follow-up studies are needed and are ongoing. Letrozole is a pill and it's taken daily for this application.

Based on its technology assessment, ASCO recommends the following guidelines for AI use in post-menopausal women with hormone receptor-positive breast cancer:

- AIs may be used initially instead of tamoxifen;
- AIs may be started after two to five years of tamoxifen;
- The best timing for starting AIs is not clear at this time;
- Once the AI is started, the use may be continued for two to five years. There is no information on the use of AIs for longer than five years, and this report advises that it should be continued beyond five years only in a clinical trial;
- There was no data to recommend taking tamoxifen after an AI;
- Women who develop an invasive ER-positive breast cancer on tamoxifen, who have a high risk of side effects or who can't take tamoxifen because they experienced severe side effects while taking it might consider an AI;

- Not known: Long-term toxicities and whether the different AIs can be used interchangeably.

The ASCO panel advised that adherence to the guidelines was voluntary and that medical decisions should be made based on individual circumstances.

AIs are not for everyone. Pre-menopausal women produce the majority of their estrogen in the ovaries and AIs are not effective in reducing these high levels of estrogen. In post-menopausal women, the majority of estrogen is produced by the action of aromatase on the hormones produced by the adrenal glands. AIs have been shown to block this enzyme by approximately 90 percent in post-menopausal women. Tamoxifen, therefore, continues to be the choice in hormonal therapies for pre-menopausal women with early or locally advanced ER-positive breast cancer.

Side Effects and Other Considerations

Tamoxifen can increase the risk of endometrial (uterine) cancer, deep venous thrombosis and pulmonary emboli, benign ovarian cysts, cataracts, hot flashes and vaginal discharge. Benefits include a decreased risk of cardiac disease and a decreased risk of osteoporosis.

AIs, when compared to tamoxifen, appear to decrease the risk of uterine cancer and blood clots, but may increase the risk of osteoporosis and fractures.

Other things to consider when discussing treatment options with your doctor:

- AIs cost more than tamoxifen;
- Because there is an increased risk for osteoporosis with AIs, patients should discuss overall bone health and how bone density will be monitored with their physicians. There are treatments available that can prevent or manage osteoporosis, so early interventions are important;
- No data exists on whether there are differences in performance for different racial and ethnic groups. Further study is needed in this area;
- The use of AIs in prevention for high-risk women and in the treatment of ductal carcinoma in situ (DCIS) was not addressed in the trials reported on in San Antonio.

Komen Foundation Recommendations

The Komen Foundation is encouraged by results that show additional benefits of AIs for post-menopausal women with hormone receptor-positive early breast cancer. It is important that patients be aware of the potential benefits of AIs as well as the risks. More information on the long-term use of anastrozole and other AIs will become available as trials mature. We encourage patients and their physicians to monitor future trial results and to continue to openly discuss which treatments may be best for each individual. 🌟

(Q&A continued from front cover)

What is the difference between the steroidal and non-steroidal AIs? Are the risks and benefits the same?

There is not much data yet on this topic, but, the main difference between steroidal and non-steroidal AIs is their chemical structure — they bind slightly differently to the enzyme. However, both types appear to be equally effective on cancer. This is especially good news for when/if a patient becomes resistant to one form of AI, she can change to the other form.

Discuss the osteoporosis risk.

Due to its ability to lower estrogen levels, studies indicate that AIs do affect bone density. Therefore, the longer a patient is treated with AIs, the greater her risk for developing osteoporosis. Most post-menopausal women are at risk for osteoporosis regardless of whether they take AIs, so there are already ways to monitor and manage this risk. Patients should discuss these methods with their healthcare provider.

Do AIs cost more than tamoxifen?

Yes, because they are new drugs, at this time AIs like anastrozole do cost more than tamoxifen.

Are AIs used in patients who are not postmenopausal?

Because estrogen is produced primarily by the ovaries in premenopausal women, AIs would seem to have little effect as AIs block the enzyme aromatase which converts hormones in the body into estrogen. In postmenopausal women, the majority of estrogen is produced by the action of aromatase on the hormones produced by the adrenal glands. Therefore, AIs work better in post-menopausal women. However, a combination of AIs and drugs that suppress estrogen in the ovaries could prove beneficial — however, we are only beginning to do clinical trials in this area.

If I am currently on tamoxifen, can I switch to AIs?

If you are at risk for a stroke, it might be safer for you to switch to an AI; however, it is not yet definitive that patients should switch. And, as with any treatment, you should discuss your options with your physician.

If I have a problem with the AIs, can I go back to tamoxifen?

There seems to be no real danger; however, there is no data on this yet.

How long should I take AIs?

This is a good question. And the answer is: we don't know at the present time. More study is needed and some questions need to be answered. 📌

Korean BSE Card Available



The Education Department is pleased to announce the availability of a new Breast Self-Examination (BSE) Card in Korean (Item No. 806-301-KR).

This 4½" x 10" full-color, waterproof BSE card illustrates and describes the steps of breast self-examination in Korean. It includes the warning signs of breast cancer and the Komen Foundation's recommendations for breast cancer screening. The card features monthly punch-out holes as a friendly reminder to perform BSE every month.

Other Asian language BSE cards are available in Chinese (Item No. 806-301-

CH) and Vietnamese (Item No. 806-301-VI). All of these cards are available in packages of 25. They can be ordered online in the Marketplace section of our Web site at www.komen.org, by calling 1.877.SGK.SHOP or by faxing to 1.877.581.7037. 📌

2005 Breast Cancer Statistics

In January 2005, new breast cancer statistics for the United States were released. According to the National Cancer Institute, breast cancer is the most common cancer among women, except for certain skin cancers. This year, about 211,240 women in the United States will be diagnosed with invasive breast cancer. This is a slightly lower number than projected in 2004, when 215,990 women were expected to be diagnosed. In addition to invasive breast cancer, 58,490 new cases of in situ breast cancer will be diagnosed in 2005.

A woman's chance of developing breast cancer increases with age. In the United States, a woman has about a one in seven lifetime risk of developing breast cancer.

About 40,410 women will die from the disease this year. Breast cancer is the second leading cause of cancer death in women, after lung cancer. A woman's chance of dying from breast cancer is about 1 in 33 or 3 percent. However, it is encouraging that breast cancer death rates continue to decline. This decline is probably the result of earlier detection and improved treatment.

Breast cancer also occurs in men. An estimated 1,690 men will be diagnosed with breast cancer and 460 men will die from it in 2005. There are more than two million breast cancer survivors alive today in the United States. 📌

2004 Professors of Survivorship Named

The Komen Foundation recently announced its 2004 Professors of Survivorship, an annual award granted to researchers and educators whose work furthers understanding of the complex issues related to surviving breast cancer.

This year's awardees are **Charles L. Loprinzi, M.D.**, a medical oncologist at the Mayo Clinic in Rochester, Minnesota, and **Rosalind Kleban, Ph.D.**, senior clinical supervisor at Memorial Sloan-Kettering Cancer Center in New York. The awardees will be formally recognized in June at the Foundation's Eighth Annual Mission Conference in Washington, D.C.

"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 what has, until recently, been uncharted territory. Cancer survivorship is an area that merits careful, in-depth study and widespread sharing of information."



Charles L. Loprinzi, M.D.

Dr. Loprinzi's work in the field of breast cancer survivorship focuses on symptom control issues and improving the communication of important information between patients and their physicians. Dr. Loprinzi is best recognized for his research regarding hot flash management in breast cancer survivors, dating back to the late 1980s. These studies led to publications in *The New England Journal of Medicine*, *The Lancet* and the *Journal of Clinical Oncology*. He has also spearheaded efforts to improve communication with newly diagnosed breast cancer patients regarding the potential benefits of different adjuvant systemic therapies.

Because of Dr. Loprinzi's expertise with regard to communication issues and breast cancer, in 1999 he was selected to be the founding editor for the *Journal of Clinical Oncology's* special section, entitled "The Art of Oncology: When the Tumor is Not the

Target." This popular section of the *Journal of Clinical Oncology* focuses on communication issues, particularly symptom control issues and end-of-life issues. Dr. Loprinzi was honored with the Komen Foundation's Brinker Award for Scientific Distinction in 2003.



Rosalind Kleban, Ph.D.

Dr. Kleban is regarded as a leader in legitimizing and prioritizing the role of the counselor and social worker in the arena of multi-disciplinary breast cancer care. She serves as a lifeline for women whose lives have been torn apart by breast cancer. Dr. Kleban is a pioneer in support services for survivors, and she continues to add to the knowledge base for and about survivors. In her 20 years in the field as an educator and clinician, she has seen changes, adapted to changes, communicated changes and created changes that build competency among health professionals and the ways in which they interact with breast cancer survivors.

Dr. Kleban's contributions include enhancing the sensitivity of physicians and other healthcare providers to key survivor issues through her participation in case conferences and presentations to professionals; training successive cohorts of social workers who specialize in oncology; creating and leading support groups for disparate populations affected by breast cancer — young women, metastatic patients, partners of patients and survivors of treatment; teaching thousands of women how to cope with the trauma of breast cancer and how to live full, meaningful lives despite the bewildering uncertainties many survivors face.

About the Award

Established by the Komen Foundation in 1999, the Komen Professor of Survivorship Award is presented annually 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. Each awardee receives a \$20,000 honorarium to be used to advance their work. 🌟

(The Spirit of Collaboration continued from page 2)

This spirit of collaboration also defines our work with others. We recognize that no one organization has a corner on the market of creativity. So we have a long tradition of partnering with leading cancer centers, universities and community groups. One great example is our work with the YWCA in support of its EncorePlus cancer program, which has promoted breast and cervical cancer screening, especially for underserved women, and in the process saved countless lives across the nation. All of our partnerships challenge us, not only to collaborate, but to innovate and move forward with creativity, imagination and resolve.

What the poet Maya Angelou has said about history might well be said of our fight against breast cancer: "Despite its wrenching pain, [it] cannot be un-lived...but if faced with courage, need not be lived again."

Our challenge — realizing a world where no one "lives again" with breast cancer — calls for our courage. We must be courageous enough to seek out new opportunities to serve. And we must seek new and creative ways to raise funds and recruit more people to the cause. And we must be courageous enough to seek out new knowledge and resolve the great unknowns of breast cancer research. 🌟

PARTNERS IN THE PROMISE



Ford Credit Honors Survivors with Victory Lap

Ford Credit recently honored breast cancer survivors at the Kansas Speedway prior to the Banquet 400 NASCAR Nextel Cup race. Winners of the Ford Credit Breast Cancer Survivor Victory Lap Essay Contest received two tickets and hospitality passes to the race and the opportunity to participate in a pre-race Victory Lap around the track. Fans gave



a spine-tingling standing ovation as 23 breast cancer survivors in Ford F-150s adorned with pink ribbons made their way around the track in a parade lap celebration.

Race Fans for a Cure[®], a charitable initiative comprised of Ford Credit, the Komen Foundation and Dale and Kelley Jarrett, has raised more than \$1 million for the fight against breast cancer since the partnership began.



Eighth BMW Ultimate Drive Raises \$1 Million

The *BMW Ultimate Drive* completed its eighth year in Naperville, Illinois, on October 13, 2004. Two fleets of approximately 20 vehicles visited 230 BMW centers across the country from March through October 2004. Bill Jacobs BMW hosted the finale event where more than 600 people came together to drive more than 14,000 miles to help raise money to support the cause. In addition, BMW of North America presented the Komen Foundation with a check for \$1 million for the eighth consecutive year.

As the program enters its ninth year, event participation continues to grow stronger and stronger. The Ultimate Drive has reached a record high for participation with more than 242 BMW centers registered in 2005. The program kicked off March 10, 2005, in New Orleans, Louisiana, at the New Orleans Museum of Art. Please visit www.bmwusa.com/theultimatedrive to find out when The Ultimate Drive will be visiting a town near you!



Destination Lean Cuisine[®]



Two of the Komen Foundation's National Toll-Free Breast Care Helpline volunteers were recently treated by Lean Cuisine[®] to a "Wellness Escape" weekend at Miraval in Southern Arizona. Jill Bee and Joan Kerr won the trips through a drawing held at the Helpline's annual volunteer appreciation dinner. As part of its *Destination Lean Cuisine[®] Sweepstakes*, Lean Cuisine[®] donated the trips to these well-deserving volunteers (and their guests) who spend

time each week answering questions about breast health and breast cancer on the 1.800 I'M AWARE[®] Helpline.

At the heart of the Destination Lean Cuisine[®] weekend is the company's belief that living a healthy life goes beyond following a healthy diet. It calls for a commitment to wellness for body, mind and soul. Activities for the weekend were designed to relax the mind, rejuvenate the body and renew the spirit. "It was just what I needed," said Bee.



Komen Foundation President and CEO Susan Braun, Payless President and CEO Steven Douglass and Komen Foundation Cause Marketing Manager Caroline Wall

Payless Donates Nearly \$600,000

In October, Payless ShoeSource paired up with the Komen Foundation in honor of National Breast Cancer Awareness Month. Through its *Taking Steps to Fight Breast Cancer* initiative, Payless sold limited-edition pink ribbon brooches featuring a dangling shoe charm to raise

money and awareness for a disease that has touched the lives of thousands of Payless customers and associates. At only \$2 a brooch, this program delivered an affordable way for just about anybody to support the fight against breast cancer. Payless donated 100 percent of the net profits from brooch sales to the Komen Foundation (\$1 per brooch). This resulted in a \$570,000 donation to the Foundation and the fight against breast cancer.

"We're ecstatic about the success of the first-ever Taking Steps program," said Shanna Schiavon, Payless ShoeSource's director of cause programs. "We at Payless are so thankful to everyone who contributed to this effort and are thrilled to make such a significant contribution to the Komen Foundation. We look forward to working together to fight this devastating disease."



Lowe's: Plant for the Cure[®]

Just in time for Mother's Day, Lowe's Companies, Inc., invites customers to *Plant for the Cure[®]* to help raise funds for the Komen Foundation and the fight against breast cancer. Through *Plant for the Cure[®]*, Lowe's will donate 10 percent of the retail sales price of all 8" Pink Ribbon potted geraniums to the Komen Foundation. These plants will be available at Lowe's stores nationwide from mid-April through the end of May. "Every customer who walks through our doors could know someone who is or has been affected by breast cancer," said Mike Gettler, merchandising vice president of lawn and garden. "Our goal is to support the fight against breast cancer while honoring those who are waging the battle against this disease."

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PARTNERS IN THE PROMISE

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Bowl for the Cure® Celebrates Fifth Anniversary

This year marks the fifth anniversary of *Bowl for the Cure*®, a year-round fund-raising and breast cancer awareness initiative with the Women's International Bowling Congress and the Komen Foundation. In February each year, a Kick Off Challenge event between the Dallas and Milwaukee communities marks the beginning of the year's Bowl for the Cure® efforts in local communities throughout the United States.

Bowl for the Cure® has raised more than \$3 million since its inception during the 2000-01 bowling season. WIBC bowlers organize local events such as tournaments, raffles and "penny-per-pin" pledges on league nights. Proceeds from the Kick-Off Challenge and other community events are donated to local Komen Affiliates.

Anyone can participate in a local Bowl for the Cure® event — bowling skills are not required! To learn more about Bowl for the Cure® and the Kick-Off Challenge or to view local events scheduled in your area, visit bowlfortheure.com.



Rally For A Cure® Marks 10 Years

This year marks the 10th year of *Rally For A Cure*® presented by *Golf For Women* magazine, the nation's largest grassroots women's golf program dedicated to raising breast cancer awareness. Founded in 1996, Rally's mission has been to emphasize the importance of early detection in the successful treatment of breast cancer and to support the research and outreach goals of the Komen Foundation. Since its inception, nearly one million golfers have taken to the nation's fairways to participate in a Rally For A Cure® event.

In its first year of operation, 356 clubs participated in the Rally program. Last year, some 3,000 clubs — in all 50 states, Puerto Rico, the U.S. Virgin Islands, as well as Bermuda, Canada, Mexico and Saudi Arabia — registered to host a Rally For A Cure® event. In 2004, the Komen Foundation received nearly \$4 million from the Rally program, largely through the hard work and fundraising activities of volunteer Rally Ambassadors, their committees and countless individuals. Since 1996, the Foundation has received nearly \$16 million. Rally's motto for 2005 is *Celebrating 10 Years of Touching Lives*. For more information, call 800.327.6811 or visit www.rallyforacure.com.

DSW Steps Up

DSW joined forces with the Ladies Professional Golf Association (LPGA) to raise \$100,000 during 2004 for the Komen Foundation in support of breast cancer research and community outreach programs.

From March through October 2004, DSW donated 10 percent of the value of every DSW gift card purchased in one of their stores, with a minimum/maximum donation of \$100,000. Promotional support included signage in DSW stores, information on www.DSWshoe.com and 30-second television spots featuring DSW-sponsored LPGA touring players Betsy King, Jill McGill, Michele Redman, Marisa Baena, Pamela Kerrigan and Kristal Parker-Manzo. The TV spots aired during telecasts of LPGA tour events.

Pier 1 Imports Lights the Way

For the ninth consecutive year, Pier 1 Imports is lighting the way in the fight against breast cancer through the sale of its commemorative Komen Candle. Pier 1 will now introduce a new Komen Candle design each August, with quantities available in stores through the following spring. Pier 1 will donate 25 percent of the purchase price (less tax) from sales of the \$14 candle to the Komen Foundation to support breast cancer research and breast health and breast cancer educational programs and resources for women, men and their families.



The 2004 Komen Candle sold out in most Pier 1 stores by the end of October 2004. In order to accommodate customer demand, Pier 1 reordered the 2004 candle and it arrived in stores in March 2005. Pier 1 will introduce the 2005 Komen Candle in August. It will be available in stores through spring 2006.

Beginning in mid-April 2005, Pier 1 will sell a Komen Jewelry Box. The silk and hand-beaded pink jewelry box retails for \$30 with 25 percent of the retail sales price benefiting the Komen Foundation.



We're always cooking.™

Boston Market® Coupon Books Benefit Foundation

During the months of May and June, participating Boston Market® restaurants throughout the nation will sell Boston Market® coupon books for \$1. For every coupon book sold, Boston Market will donate 100 percent of the proceeds to the Komen Foundation to help fund research and outreach programs. In exchange, customers receive 12 popular Boston Market® coupons that can be redeemed through April 30, 2006. 🍗

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



Sisters for the Cure™ — Linking Sisters Together™

On Saturday, December 4, 2004, more than 1,000 individuals attended the inaugural *Sisters for the Cure™ — Linking Sisters Together™* breast health

education event hosted by the Philadelphia Affiliate. The event was designed to educate, empower and inspire participants to take control of their breast health and work to reduce the disparities in breast cancer diagnosis and morbidity.

The Honorable Lynne Abraham, district attorney of Philadelphia, provided opening remarks and René Syler, host of *The Early Show* on CBS, provided the keynote address. Syler spoke from her heart about her memories of both her mother's and father's battle with breast cancer and her own experiences with facing a potential breast cancer diagnosis.

The event also included a panel discussion with national experts in breast cancer treatment and support. In addition, Philadelphia Councilwoman Blondell Reynolds Brown was given the Sisters for the Cure™ — Linking Sisters Together™ Community Service Award for her dedication to the betterment and well-being of her community. All participants received a voucher with information about where to receive a free mammogram at the event's close.



Florida Newspaper Dons Denim

Jane Thorrrington works in advertising at the *Ft. Myers Florida News-Press*. She contacted the Komen

Southwest Florida Affiliate about participating in Lee National Denim Day® last fall. Her co-worker, Elly Memoli, had just gone through breast cancer treatment and in the process had inspired Jane and her co-workers to learn more about the disease. By visiting www.komen.org, Jane found information about Lee National Denim Day® and the Komen Southwest Florida Affiliate.

The entire advertising department — which has 100 employees — turned Lee National Denim Day® into a weeklong event. They decorated their offices pink, hung a “survivor/in memory of” clothesline, sold pink roses, had a bake sale and sold pink teddy bears, pencils and ribbons to benefit the Komen Southwest Florida Affiliate. The ad staff even developed a special advertising supplement and donated a percentage of advertising revenues to the Affiliate.



Style for the Cure® ribbon cutting: Komen North Jersey Executive Director Deb Belfatto, Komen North Jersey Board of Directors President Lisa Burke, PNC Advisors Regional Director Claire Stevens, Komen Foundation Founder Nancy Brinker, Style Chairs Maria Fernanda Smith and Ingrid Innes, the Mall at Short Hills Marketing Director Janet Cesario, Tiffany & Co., Vice President Roberta Morton and the Mall at Short Hills General Manager Michael McAvinue

North Jersey Has Busy Fall

The Komen North Jersey Affiliate had a busy fall of activities and events, including *Style for the Cure®*, a photo essay exhibit, a *Tie-a-Ribbon™* campaign and the eighth annual *Pink Tie Ball®*.

Style for the Cure® — a weeklong education, awareness and fundraising event — was held at the Mall at Short Hills September

27-October 3. Included was *Journeys of Courage*, the Affiliate's photo essay exhibit of 21 women and one man diagnosed with breast cancer. The Affiliate blanketed its nine-county service area with pink ribbons during the month of October. The Tie-a-Ribbon™ initiative has been so successful that it was adopted by the State of New Jersey as the state's breast cancer awareness campaign. The Affiliate provided the state with 10,000 eight-foot-long, hot pink ribbons and hang tags carrying the life-saving message of early detection, to tie around trees in cities and towns throughout New Jersey.

The culmination of the Affiliate's fall agenda was its signature fundraiser, the Pink Tie Ball®, held November 13. Fourteen hundred guests enjoyed an evening of dinner, dancing and auctions. Mistress of ceremonies was René Syler, anchor of *The Early Show* on CBS. This year's ball included a special “auction,” the proceeds from which provided seed money for the creation of a Patient Treatment Assistance Fund to help uninsured women with the financial gaps in treatment not covered by standard federal and state health assistance programs.

(continued on page 9)

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

(continued from page 8)



Boy Scouts assemble education materials for Pink Sunday.

Upstate South Carolina Launches Pink Sunday

The Komen Upstate South Carolina Affiliate held *Pink Sunday* on October 10, 2004. The effort was launched to help address the high breast cancer mortality rate among women living in the Affiliate's service area. More than 200 churches responded after reading articles about Pink Sunday in eight newspapers

throughout the Upstate area. The Upstate Affiliate provided more than 30,000 breast health information packets to participating churches totaling 150,000 individual pieces of education material.

Each participating church coordinated the events by encouraging participants to wear pink, celebrating survivors with pink carnations and special ceremonies, honoring those who have lost their battle with the disease, creating "Walls of Hope" with the names of survivors, conducting candlelight prayer sessions and hosting receptions after the service with pink lemonade and cake. The Affiliate provided the congregations with key breast cancer facts that were read during the services and printed in the church bulletins. ♡

Foundation Honored as 2005 Outstanding Foundation



The Komen Foundation was recently honored by the Association of Fundraising Professionals (AFP) as the 2005 Outstanding Foundation for its comprehensive approach to breast cancer issues, including its tremendous communications, public education and fundraising activities.

"Being named the 2005 Outstanding Foundation by the AFP is humbling and challenging as it reminds us at the Komen Foundation how far we've come in the fight and how many are willing to go the next distance with us to end breast cancer as a life-threatening disease," said Susan

Braun, president and CEO of the Komen Foundation. "The Komen Foundation is accepting the award in recognition of the countless volunteers and staff who have raised necessary funds, educated their communities, braved new ideas and partnerships — done everything possible — to truly embrace Nancy's promise to her sister and made it their own personal mission to see an end to breast cancer."

The AFP represents more than 26,000 members in 171 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The Association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession. ♡



2005 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 walk 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. The remaining 15 percent benefits the NPT Breast Cancer Fund to provide a permanent endowment for breast cancer initiatives. For more information, visit www.breastcancer3day.org. ♡

Dallas (June 10-12)

Chicago (Sept 16-18)

Kansas City (June 17-19)

Philadelphia (Sept 23-25)

Twin Cities (June 24-26)

Atlanta (Sept 30-Oct 2)

Boston (July 8-10)

Tampa Bay (Oct 7-9)

Michigan (July 15-17)

San Diego (Oct 14-16)

Seattle (July 22-24)

Phoenix (Oct 21-23)

CAPITOL HILL UPDATE



Fiscal Year 2005 Appropriations

In December, Congress finalized the fiscal year 2005 appropriations, including funding for cancer research and screening programs. The National Breast and Cervical Cancer Early Detection Program (NBCCEDP) will receive \$218.7 million, an increase of \$9 million. The NBCCEDP is a priority for

Komen Champions for the Cure™, a grassroots program designed to educate Congress, the President and other policymakers about breast cancer through community involvement. In 2004, Komen Champions worked tirelessly to advocate for reauthorization of the program and increased funding.

In addition to the NBCCEDP, Komen Champions advocated for biomedical research funding. The National Institutes of Health (NIH) will receive \$28.6 billion, an increase of \$800 million; the National Cancer Institute (NCI) will receive \$4.865 billion, an increase of \$129.5 million; and the National Center for Minority Health and Health Disparities (NCMHD) will receive \$197.78 million, an increase of \$6.3 million. All of these funding levels are subject to an across-the-board reduction of 0.83 percent.

In this difficult year for appropriations, the Komen Foundation is grateful for an increase in funding for breast cancer screening, education and outreach for low-income, uninsured and underinsured women.

Affiliates in Action: Austin

The Komen Austin Affiliate is working to raise awareness about breast cancer screening programs funded by the Affiliate and the NBCCEDP. Affiliate representative Rebecca Birch worked with breast cancer survivor Lisa King to develop an op-ed piece that was published in the *Austin American-Statesman*. In the piece, King described her experience as an uninsured woman being diagnosed with breast cancer and called for greater funding for the NBCCEDP.

In November, the Austin Affiliate hosted Representative John Carter (R-TX) for a site visit at the Community Women's Wellness Center in Austin. The center receives funds from both the NBCCEDP and the Austin Affiliate. Representative Carter met with clinic staff, two local survivors treated at the clinic and the Austin Affiliate's Advocacy Team Chair Rebecca Birch.

Representative Carter toured the clinic and held a productive roundtable discussion with attendees. The group discussed a variety of breast cancer issues, including early detection. Critically, Representative Carter agreed to support

reauthorization of NBCCEDP. He also discussed his other work in Congress, including his review of Medicare drugs and recently enacted Medicare legislation, and he expressed his strong support for the search for a cure for cancer.



Upstate South Carolina Affiliate President Mary Lynn Faunda Donovan, with *The Greenville News* articles that describe the problem of breast cancer in the state

Affiliates in Action: Upstate South Carolina

The Komen Upstate South Carolina Affiliate has effectively focused the attention of the media and policymakers in its state on the devastating impact of breast cancer on women in South Carolina, particularly African American women. Breast cancer mortality rates for

African American women in South Carolina are exorbitant compared to national rates and they have risen over the last 20 years. This contrasts with a steady overall decline in mortality rates in the United States over the past 10 years.

Last fall, Affiliate President Mary Lynn Faunda Donovan met with the editorial board of *The Greenville News* to review the results of the Affiliate's community profile. The facts were so astounding that *The News* did an extensive series of articles and editorials. The articles are available online at www.greenvilleonline.com/news/specialreport/breastcancer.

The media coverage presented an extraordinary opportunity for the Affiliate to get involved in Komen Champions for the Cure™. The Affiliate has become actively involved in the following advocacy activities:

- Drafting detailed policy recommendations and a position paper;
- Collaborating with the Lowcountry (Charleston) Affiliate to send a joint letter with policy recommendations to all state legislators and to place follow-up phone calls;
- Participating in the South Carolina Cancer Alliance, Policy & Advocacy Task Force and chairing the Medicaid Subcommittee;
- Making a presentation about the Affiliate's policy recommendations to the Greenville delegation of state legislators;
- Recruiting new eChampions and engaging them to send letters to their state legislators.

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CAPITOL HILL UPDATE

(continued from page 10)

The Affiliate's efforts are making a difference. In January, Governor Mark Sanford released his budget proposal for 2005 and requested \$1 million for the Best Chance Network, South Carolina's breast and cervical cancer screening program. Currently, the program does not receive any state funds to supplement the funding from the federal government. The governor's budget also proposed expanding the age eligibility for the program, which currently only covers women ages 47 to 64. Representatives of the governor's office attribute the series of articles in *The Greenville News* for raising awareness about the issue.

The day after Governor Sanford released his budget proposal, both the Komen Upstate and Lowcountry Affiliates sent an alert to eChampions, who asked legislators to support the governor's request. In response to the more than 500 letters generated by eChampions, the Speaker of the House and other legislators have expressed their support of the efforts to increase funding for breast cancer screening. The Affiliates are continuing to work to educate state legislators about the importance of screening and treatment programs and the need to enact the governor's budget proposal. ♡

Tumor Scores Used to Predict Recurrence Risk, Best Treatment Options

At the December 2004 San Antonio Breast Cancer Symposium, researchers reported results from a study that used a tumor scoring system to predict the likelihood of distant recurrence of breast cancer and the potential benefit from treatment with tamoxifen or chemotherapy.

In the study, 21 genes from tumor samples were analyzed and given a recurrence score from zero to 100 to estimate an individual's risk for recurrence. A score of less than 18 put a patient at a low risk for recurrence. A score of 18-30 conveyed an intermediate risk, and a score of 30 or more put a patient at a high risk for breast cancer recurrence.

The recurrence score was reported also to predict a response to tamoxifen or to chemotherapy. The test used the low, intermediate and high risk scoring system to determine those patients who would respond best to tamoxifen or chemotherapy. The goal of the test is be able to individualize treatment options based upon these outcomes. This helps patients avoid treatment options that are less effective or not effective, as well as avoid the toxicities seen with chemotherapy for patients who won't benefit from this option.

The Komen Foundation recognizes the potential of this decision-making tool in helping to further individualize breast

cancer treatment options. However, there are several areas that need further evaluation, including:

- Aromatase inhibitors (AIs) may soon be more widely used than tamoxifen. It isn't clear from these studies if the same predictions made for tamoxifen will hold true for AIs (see related story on cover);
- It is not clear from these studies if the recurrence score can be used with the various chemotherapies that continue to be added as treatment options;
- The cost of this test may prove to be a barrier to some who choose to use it in the decision process;
- There is overlap in the intermediate risk group, with both tamoxifen and chemotherapy showing benefits. More refinement of tests such as this may one day identify the patients in this group who will respond best to a given therapy. For this group, the usefulness of the recurrence score is currently unclear;
- More validation of the predictive reliability of this test and more studies in various ethnic populations will help scientists better understand the best use of the information derived with this test.

The limitations and benefits of using any new test should be clearly understood. As a new diagnostic tool, it should be used in the context of the patient's individual situation and with other proven diagnostic and screening approaches. ♡



2004 Lee National Denim Day® Collects \$8.5 Million

Since Lee National Denim Day® was founded in 1996, more than \$52 million has been raised for the Komen Foundation in support of breast cancer research, education, screening and treatment. The 2004 Lee National Denim Day® campaign — the ninth year for the largest single-day fundraiser for breast cancer research and outreach — was a huge success. On this day, more than 27,500 companies participated and more than \$8.5 million was collected! The 10th annual Lee National Denim Day® will be held October 7, 2005. Make plans to participate by visiting www.denimday.com. ♡

Foundation Honors Supporters in February

The 2005 Komen Affiliate Conference, *A Promise in Action*, was held in February in Dallas. The conference offered an excellent opportunity to recognize our network of Komen Affiliates, volunteers, 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 Pura

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



Jobe Concrete: (back row, from left) Willie Lopez, Marvin Kantola, Leo Escobar, Veronica Rosario and Becky Lucero; (front row, from left) Becky Chavez, Alma DelaRiva and Irene Epperson

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.

Linda Pura, Komen Los Angeles County Affiliate, was presented the individual award and **Jobe Concrete Products, Inc.**, was honored in the corporate category for its work with the **Komen El Paso Affiliate**.



Anchors Steve Eagar and Heather Hays, Medical Reporter John Hammarley, anchor Clarice Tinsley, sports anchor Mike Doocy and anchor Megan Henderson.

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, **KDFW Fox 4** was presented with the award in honor of its collaboration with the **Komen Dallas County Affiliate**.



Bob, Deana, Nancy and John Sumas

Komen Community Service Award

The *Komen Community Service Award* recognizes individual and corporate efforts to promote breast health awareness and the importance of early detection in their communities. Members of the



Susan Schwartzkopf Deane, market development vice president, *The Greenville News*

Sumas Family — including Nancy, John, Deana and Bob Sumas and Linda Blatt — were recognized in the individual category for their work with the **Komen North Jersey Affiliate**. *The Greenville News* was honored in the corporate category for its contributions to the **Komen Upstate South Carolina** community.



Komen Puget Sound Affiliate: Susan Sargent, Jan Clawson, Komen Foundation President and CEO Susan Braun, C.J. Taylor, Gail Lapasin, Lisa Dawson and Debbie Stein

Komen Affiliate Award

The *10th Annual Komen Affiliate Award* was presented to two Komen Affiliates that have significantly advanced the Foundation's mission. This award recognizes the most creative and innovative mission-related programs within a designated service area. This year, the **Komen Puget Sound Affiliate** and the **Komen Upstate South Carolina Affiliate** were honored.



Komen Upstate South Carolina Affiliate: (standing, from left) Juana Slade, Sandy Miller, Jenny Lothamer, Anastasia Howard, John Pettett, Angel Lowe, Leo Smith; (seated, from left) Debbie Thompson and Affiliate President Mary Lynn Faunda Donovan.

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 the Komen Affiliate Network. As a grassroots organization, it is important to remember that the work of the Komen Foundation is made possible through the tremendous support of the Komen Affiliate Network.



Jane Callahan



Laurie Mezzalingua

Volunteers are recognized in four distinct categories: new, individual, group and lifetime. **Jane Callahan, Komen Indianapolis Affiliate**, was honored in the new volunteer category; **Laurie Mezzalingua, Komen Central New York Affiliate**, and **Sharon Schlesinger, Komen Los Angeles County Affiliate**, were both honored in the individual volunteer category;



Sharon Schlesinger



Anne Glover

(continued on page 13)

New Advisory Council Members Named

The Komen Foundation is pleased to announce the new members invited to serve the African American National Advisory Council (AANAC), the National Hispanic/Latina Advisory Council (NHLAC) and the Asian American/Pacific Islander National Advisory Council (AAPINAC). The advisory councils provide guidance and direction to the Komen Foundation and advocate education and support to reduce the disparities in morbidity and mortality of breast cancer among specific populations.

African American National Advisory Council (AANAC)

- Sherrill M. Jackson, M.H.S., R.N., Assistant Director of Medical Affairs, Grace Hill Neighborhood Health Center, St. Louis, MO
- Marva Mizell Price, Dr.PH., F.N.P., F.A.A., Assistant Professor, Duke University School of Nursing, Durham, NC
- Cassandra E. Simons, Ph.D., M.S.W., Assistant Professor, School of Social Work, University of Alabama, Tuscaloosa, AL

Continuing AANAC Members

- Janice Phillips, Ph.D., R.N., F.A.A.N., Program Director, National Institute of Nursing Research, NIH, Columbia, MD (Chair)
- Shirley Bordelon, Senior Health Insurance Analyst, Centers for Medicare & Medicaid Services, Livermore, CA
- Janice Allen Chilton, Dr.PH., Faculty, UT M.D. Anderson, Houston, TX
- Romnee Clark, M.D., Sr. Clinical Research Physician, Eli Lilly and Co., Indianapolis, IN

- Helen Davis, R.N., B.S.N., Senior Research Nurse, UT Southwestern Medical School, Dallas, TX
- Bettye L. Green, R.N., Saint Joseph Regional Medical Center, South Bend, IN
- M. Michelle Ritcherson McQuirter, B.S.N., Senior Outreach Specialist, University of Wisconsin Medical School, Madison, WI
- Selma Morris, M.Ed., Breast Health Liaison, Grady Health System, Decatur, GA

National Hispanic/Latina Advisory Council (NHLAC)

- Martha Carrillo-Brewer, Clinical Facilitator, Vida con Esperanza Breast Cancer Support Group, Milpitas, CA
- Carmen I. Paris, M.P.H., Deputy Commissioner, Philadelphia Department of Health, Philadelphia, PA
- Elvira Ramos, Grants and Program Development Manager, American Water Works Association, Denver, CO

Continuing NHLAC Members

- Amelie G. Ramirez, Dr.Ph., Associate Professor, Baylor College of Medicine, San Antonio, TX (Chair)
- Maria Carolina Almario, B.A., Spanish Interpreter, Fayette County Health Department, Lexington, KY
- Lisa Flowers, M.D., Assistant Professor, Emory University School of Medicine, Lithonia, GA
- Maria L. Jibaja-Weiss, Ed.D., Assistant Professor, Baylor College of Medicine, Houston, TX
- Elba L. Saavedra, M.S., Ph.D., Research Scientist, University of New Mexico, Albuquerque, NM

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(Affiliate Awardees continued from page 12)



Cindy Geoghegan



Gayle McMorrow

The Education Committee of the Komen Arkansas Affiliate, represented by Anne Glover, was honored in the group volunteer category; and **Cindy Geoghegan, Komen Greater New York City**

Affiliate, and **Gayle McMorrow, Komen Houston Affiliate**, were honored in the lifetime volunteer category.



Mary Elliott

Suzu's Angel Award

The *Suzu's Angel Award* was established in 2000 to honor a volunteer who has served at the national level beyond the call of duty. After serving locally, the individual moves on to other areas of the Foundation and is able to put aside ego for the betterment of the organization. The volunteer clearly sees the "bigger picture." **Mary Elliott, Komen NE Louisiana Affiliate**, was selected for this award in 2005.



René Syler

Founder's Award

The Founder's Award is presented to an Affiliate, individual or corporation that has 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 **René Syler**, co-anchor on CBS News' *The Early Show*. She has been involved with the Komen Foundation since 1993 when she emceed the Komen Dallas Race for the Cure®. She continues to support the Komen Dallas County and Greater New York City Affiliates, and the Foundation as a whole. Ms. Syler's year-round commitment to the issue of breast health awareness truly exemplifies what breast health awareness through the media can and should be. She continuously strives not only to promote and cover breast cancer-related events, but to inform and inspire her audiences to become involved in the fight against breast cancer. Ms. Syler was nominated by the **Komen Dallas County Affiliate**. 🌸

2005 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



RACE FOR THE CURE

Presented by 

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: PRINCE LAURIE SMITH

For the most up-to-date information about the 2005 Komen Race for the Cure® Series, call **1.888.603.RACE** or visit www.komen.org.

International Races

Frankfurt, Germany	Sep 25
Rome, Italy	May 22
San Juan, Puerto Rico	Oct 9

Site	Date	Site	Date	Site	Date
Albany, NY	Oct 1	Greeley, CO	Jul 4	Philadelphia, PA	May 8
Albuquerque, NM	Jun 12	Greenville, SC	Sep 24	Phoenix, AZ	Oct 9
Amarillo, TX	Sep 24	Hartford, CT	Jun 11	Pittsburgh, PA	May 8
Aspen, CO	Jul 16	Helena, MT	May 21	Plano, TX	Jun 4
Atlanta, GA	May 7	Hickory, NC	May 7	Portland, OR	Sep 18
Austin, TX	Nov 6	Honolulu, HI	Oct 23	Princeton, NJ	Oct 16
Baltimore, MD	TBD	Houston, TX	Oct 1	Raleigh-Durham, NC	Jun 11
Bangor, ME	Sep 18	Indianapolis, IN	Apr 16	Reno, NV	Oct 2
Baton Rouge, LA	Feb 26	Jackson, MS	Apr 10	Richmond, VA	May 7
Birmingham, AL	Oct 1	Jacksonville, FL	Oct 22	Sacramento, CA	May 7
Boise, ID	May 7	Kalamazoo, MI	May 21	Salt Lake City, UT	May 7
Boston, MA	Sep 18	Kansas City, MO	Aug 14	San Antonio, TX	Apr 2
Brainerd, MN	Jul 2	Knoxville, TN	Oct 22	San Diego, CA	Nov 6
Buffalo, NY	Jun 11	Lafayette, LA	Mar 19	San Francisco, CA	Sep 25
Charleston, SC	Oct 22	Lansing, MI	Apr 24	Scranton, PA	Sep 17
Charleston, WV	May 7	Las Vegas, NV	May 7	Seattle, WA	Jun 4
Charlotte, NC	Oct 1	Lexington, KY	Sep 17	Shreveport, LA	Sep 17
Chattanooga, TN	Sep 25	Little Rock, AR	Oct 22	St. Louis, MO	Jun 18
Cheyenne, WY	Aug 20	Los Angeles, CA	Feb 27	St. Petersburg, FL	Oct 1
Chicago, IL	Oct 1	Louisville, KY	Oct 8	Syracuse, NY	May 7
Cincinnati, OH	Apr 23	Lubbock, TX	Oct 8	Temecula Valley, CA	Oct 16
Cleveland, OH	Oct 8	Macon, GA	Oct 15	Terre Haute, IN	Oct 15
Coeur d'Alene, ID	Sep 25	Madison, WI	Jun 4	Texarkana, TX	Oct 15
Colorado Springs, CO	Sep 11	Manchester, VT	Jul 31	Thibodaux, LA	Oct 8
Columbus, OH	May 14	Memphis, TN	Oct 22	Toledo, OH	Sep 18
Dallas, TX	Oct 15	Miami, FL	Oct 15	Tucson, AZ	Apr 10
Davenport, IA	Jun 11	Milwaukee, WI	Sep 18	Tulsa, OK	Sep 17
Decatur, IL	Jun 25	Minneapolis/St. Paul, MN	May 8	Tupelo, MS	Oct 22
Denver, CO	TBD	Monroe, LA	Sep 10	Tyler, TX	May 7
Des Moines, IA	Oct 8	Nashville, TN	Sep 25	Virginia Beach, VA	Oct 22
Detroit, MI	Jun 11	New Orleans, LA	Oct 2	Waco, TX	Apr 2
El Paso, TX	Feb 20	New York City, NY	Sep 25	Washington, D.C.	Jun 4
Elmira, NY	May 22	Oklahoma City, OK	Oct 15	West Palm Beach, FL	Jan 22
Evansville, IL	Sep 18	Omaha, NE	Oct 2	Wichita, KS	Sep 24
Fayetteville, AR	Apr 23	Orange County, CA	Sep 25	Wichita Falls, TX	Oct 8
Fresno, CA	Oct 22	Orlando, FL	Oct 8	Winston-Salem, NC	May 7
Ft. Worth, TX	Apr 2	Ottumwa, IA	May 7		
Grand Rapids, MI	Sep 24	Peoria, IL	May 7		

Dates subject to change.
Some dates were not determined at printing.
TBD=To Be Determined

Why Is This Scarf Worth \$2.3 Million?

Quite possibly, the most beautiful thing about the Ford Breast Cancer Awareness scarf designed by Lilly Pulitzer® is the amount of money it raised to help fight breast cancer in 2004...\$2.3 million. That's the largest donation ever generated from the sale of a single item by a Komen Race for the Cure® sponsor. In fact, sales doubled in 2004. Scarves are still available in limited quantity at www.komen.org. Eighty-five percent of the sales price supports the Komen Foundation's mission to bring an end to breast cancer. ♡



Coldwater Creek Joins Komen Race for the Cure®

Coldwater Creek The Komen Foundation is proud to partner with Coldwater Creek as the newest National Series

Sponsor of the Komen Race for the Cure®. As a company with a customer base comprised mainly of women ages 35 to 60, Coldwater Creek has the ability to reach women all over the world. Coldwater Creek is committed to supporting the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease. ♡

(Advisory Council continued from page 13)

- Rosalina Tipper, M.D., Volunteer, The Susan G. Komen Breast Cancer Foundation Denver Metropolitan Affiliate, Lakewood, CO
- Monica C. Vargas, M.H.A., Assistant Vice President, Sierra Providence Health Network, El Paso, TX
- Daisy A. Vazquez, B.A., Volunteer, The Greater NYC Affiliate of The Susan G. Komen Breast Cancer Foundation, New York, NY

Asian American/Pacific Islander National Advisory Council (AAPINAC)

- Nia Aitaoto, M.P.H., Program Coordinator, Pacific Cancer Initiative, Honolulu, HI
- Sala S. Mataalii, R.N., M.A., M.B.A./H.C.M., President/Chairman of the Board, Samoan National Nurses Association, Carson, CA
- Rebecca Sze, F.N.P., M.P.A., M.S.N., Director of Women's Health Services, Charles B. Wang Community Health Center, New York, NY
- Sora Park Tanjasiri, Dr.PH., Associate Professor, Division of Kinesiology and Health Sciences, California State University, Fullerton, CA

Continuing AAPINAC Members

- Evaon Wong-Kim, Ph.D., M.P.H., M.S.W., Assistant Professor, San Jose State University, San Jose, CA (Chair)
- Susan M. Shinagawa, Activist, Spring Valley, CA (Co-Chair)
- Charlene Cuaresma, M.P.H., Community Director, AANCART, Kailua, HI
- Noreen Mokuau, D.S.W., Chair, Ph.D. Program, University of Hawaii, Honolulu, HI
- Claire K. Hughes, Dr.PH., R.D., Nutritionist-retired, Hawaii State Department of Health, Honolulu, HI
- Katherine K. Kim, Ph.D., R.N., Professor Emeritus, Grand Valley State University, Jenison, MI
- Joan Kajiwara Neveu, Office Manager, Asian Community Mental Health Services, Walnut Creek, CA
- Lynne H. Nguyen, M.P.H., Project Director, Cancer Information Service, Houston, TX
- Mei-yu Yu, M.D., Ph.D., Assistant Research Scientist, University of Michigan School of Nursing, Ann Arbor, MI 

Save the Date – 2005 Mission Conference

Make plans now to attend *A Promise in Action*, the Eighth Annual Mission Conference of the Susan G. Komen Breast Cancer Foundation, **June 5-7, 2005**, at the Grand Hyatt in Washington, D.C.

The conference will showcase breast cancer research, education, screening and treatment projects supported by the Komen Foundation's Award and Research Grant Program and the Komen Affiliate Network. It will highlight how research and outreach programs can be translated to and implemented at the local level. Presentations will cover the broad spectrum of breast cancer issues, including prediction, prevention, detection, treatment and survivorship. For more information, call 1.866.566.3648 or e-mail education@komen.org, or visit www.komen.org. 

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 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 or by calling our National Toll-Free Helpline at **1.800 I'M AWARE®** (1.800.462.9273).



The Susan G. Komen
Breast Cancer Foundation

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Sign Up for the KomenLink TODAY!

It's here! The Komen Foundation recently launched the *KomenLink*, an e-Newsletter that features current, topical and timely information about breast health and breast cancer as well as news about our programs, partners, Affiliates, events, volunteers and the Foundation. Sign up at www.komen.org to receive this free monthly e-Newsletter.

Become an eChampion

KOMEN *Champions*
FOR THE CURE™

Komen 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, where you can become a Komen eChampion, send an e-mail to members of Congress and learn more about Komen's public policy priorities and positions on breast cancer legislation.

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

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