

# frontline

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

## Study Underscores Importance of Minority Outreach Initiatives

Komen Foundation Remains Committed to Reducing Racial, Ethnic Disparities

Women from certain racial and ethnic sub-groups within the United States show significant differences when it comes to breast cancer diagnosis, treatment and outcomes, according to a recent study conducted at the Fred Hutchinson Cancer Research Institute in Seattle, WA.

The study results, which appeared in the January 13 issue of the *Archives of Internal Medicine*, concluded that socio-economic factors were largely responsible for the apparent disparities among the groups studied. Other factors, such as cultural practices, dietary habits and possibly genetics, likely play a less prominent role, said Christopher Li, M.D., Ph.D.

Dr. Li's group found that immigrant populations relatively new to the United States, such as Vietnamese and Korean, suffered greater disparities than did Japanese immigrants, many of whom have been here longer. Language barriers and unfamiliarity with modern medicine and healthcare access led to breast health disparities in newer immigrant groups. The study found that women from certain racial/ethnic sub-groups, including Mexican, Puerto Rican, Filipino, South and Central American, Indian-Pakistani, and Hawaiian, showed a greater statistical

tendency to be diagnosed with late-stage cancers, to receive inappropriate treatment and to have relatively poorer survival rates when compared to non-Hispanic Caucasians.

Korean and Vietnamese women also showed a trend toward late-stage diagnosis; however, they tended to receive appropriate care. Japanese and Chinese women, overall, tended to show better survival rates, according to the study. It's important to note that the mortality rates in the study were from any cause, not only breast cancer. Further studies



on the impact of socio-economic status and access to care are needed to confirm the study findings.

"The study from the Fred Hutchinson Cancer Research Center underscores the need to increase funding of programs related to the breast health and breast cancer needs of women from racial and ethnic minorities, especially those from key immigrant communities relatively new to this country," said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation. "The U.S. continues to become increasingly racially and ethnically diverse, but breast cancer remains an 'equal opportunity' disease. The Komen Foundation is deeply committed to investing in research and community-based programs designed to reduce the racial and ethnic disparities that exist in breast cancer diagnosis, treatment and mortality."

Over the last decade alone, the Komen Foundation's Award and Research Grant Program has funded over \$7.3 million for initiatives focusing on the breast health needs of African American, Hispanic, Native American and Asian populations.

The Komen Foundation is a recognized leader in funding breast health initiatives for minorities and other targeted population groups, with an emphasis on funding qualified, community-based needs identified through its 118 nationwide Affiliates. Over the

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# Only Together Will We Eradicate Breast Cancer

By Susan Braun, President and Chief Executive Officer, The Komen Foundation



**C**reative and innovative fundraising is one of the things we do extremely well at the Susan G. Komen Breast Cancer Foundation. No question, we're proud of our excellent abilities to raise funds through the highly successful Komen Race for the Cure® Series and numerous other programs and events. And as an innovator in the creation of strategic marketing programs to advance the fight against breast cancer, we take great pride in our numerous corporate partners.

The post 9/11 environment in our country has caused many charities to suffer. Fortunately, the Komen Foundation was able to hold steady and post a modest income gain over the prior year. As a grassroots network consisting of more than 100 Affiliates across the nation, we raised \$139 million for the fiscal year ending in March of 2002. At the same time, we were able to keep our overhead at its traditionally low level.

As a leader in the non-profit world there are numerous challenges. The recent campaigns against cause-related marketing are particularly troubling.

Strategic marketing is fundamental to the Komen Foundation. It is a forged partnership with dedicated corporate citizens. We take pride in our ability to take these partnerships beyond win-win, and create a third layer of benefit. Through the programs we conduct, the Foundation benefits, our sponsors benefit — and most critically — our key audience benefits. That audience is women and men with and at risk of breast cancer and those who love them. We are proud of our pioneer heritage in the cause-related marketing world. Since our very beginnings, the Komen Foundation has been committed to this concept, committed to engaging those who would otherwise not be involved in the fight against breast cancer.

Last year, strategic marketing programs generated more than \$30 million in revenue for the Foundation. That translates into hundreds of research grants, countless outreach efforts into minority and underserved communities, and numerous treatments for breast cancer patients who could otherwise not afford it.

However, it's not just about the monetary contribution our corporate partners and programs make. It's about their abilities to keep a message about breast health and breast cancer alive in a crowded public consciousness. It's about reaching tens of millions of people

with the important message of early detection. It's about encouraging people to contribute in a way that resonates with them. It's about encouraging people to volunteer — to join us in our cause.

When Nancy Brinker started the Komen Foundation 20 years ago, many doors were slammed in her face. These included the doors of the Fortune 100 elite. Little by little, we gained their support for our cause, and millions of people have been mobilized because of the unique venues these corporate supporters have created. Where is the travesty in companies ardently supporting our mission to eradicate breast cancer — a disease that will kill more than 40,000 women in the U.S. this year alone?

Unfortunately, there are some that question the work of our corporate partners and the innovative cause-related marketing programs that have advanced our mission. I can't help but wonder about the motivation of those complaining. As I see it, our corporate partners provide millions of dollars annually toward breast cancer research, education and patient care. They reach millions of people with the messages that would otherwise be unheard.

More important still is what we do with the money we raise. And our spending record is exemplary. We have much to be proud of — our research and community outreach programs are unparalleled. They are making a difference in the lives of millions of individuals around the globe.

The Komen Foundation will continue its rigorous pursuit to find not only cures, but also to uncover the causes of breast cancer and to prevent the disease. Although millions of Americans are aware and are educated about breast cancer, millions more — especially minority groups and those who live in poverty — are still unaware, uneducated, unscreened and dying quietly — and unnecessarily — of breast cancer. And in many places around the globe, people are much less aware. The critics claim, "there is enough awareness." They obviously have not been to Appalachia, to Watts, to Romania, or to India. Again, I must question their motives.

Breast cancer is a complex disease and there is not and will not be a single, simple solution. Our mission is broad and ambitious, yet it has a singular focus. Scientists alone will not find all of the answers to the problem that is breast cancer. Physicians alone will not be able to cure it. Policy makers and advocates alone cannot legislate eradication nor regulate full access to answers. Corporations and donors alone cannot expend enough resources to end breast cancer. Community educators and caregivers alone cannot reach out and take away the suffering and death that breast cancer causes. It is only when we bring these forces together into a dynamic whole that we can eradicate a disease as complex and as pervasive as breast cancer.

*(continued on page 6)*

## Breast Cancer Genetic Signature Has Important Implications for Early Detection, Treatment

A study published in the December 19, 2002, edition of *The New England Journal of Medicine* (NEJM) describes a specific “genetic signature” in breast cancer tumors that may indicate whether a patient has a poor prognosis or a good prognosis. The information could help distinguish between patients needing aggressive follow-up treatment after breast surgery from those whose cancer can be successfully treated with surgery alone.

Researchers looked at a collection of 70 genes in breast cancer patients and found that a specific “genetic signature” among these genes appeared to predict cancer mortality better than tumor size, stage at diagnosis or lymph node involvement. These results suggest that the potential for a tumor to

spread is “hardwired” at the time of diagnosis and that factors such as tumor size may have limited bearing on the cancer’s potential to metastasize (or spread to other parts of the body).

While this factor may appear to put the long-standing importance of early detection in question, leading oncologists don’t agree. Larry Norton, M.D., of New York’s Memorial Sloan-Kettering Cancer Center said, “The evidence really favors early diagnosis.” The availability of genetic signature information early on could help pinpoint which treatment plans are likely to be the most beneficial for a given patient. For example, in cases where women have favorable genetic signatures, chemotherapy, radiation or hormonal treatments after breast cancer surgery may not be necessary.

“With the information this genetic signature yields, early tumor detection may be more important than ever in finding a cancer when it is still confined to the breast. It would signal the need for early, aggressive treatment, if so indicated, with the hope of preventing metastases,” said Rebecca Garcia, Ph.D., vice president of health sciences for the Komen Foundation. “Conversely, those patients with ‘good’ gene signatures could be spared unnecessary treatment. This new information has important implications for how we distinguish between those women who need additional treatment and those who do not, but further studies are necessary.”

Garcia says while the Netherlands-based study is far-reaching and very exciting, its focus on 295 relatively young women (age 52 and younger) means that more and

older patients will need to participate in prospective clinical trials before the full implications of the findings are known.

The Komen Foundation, which last year awarded \$20.7 million in grants for breast cancer research, considers genetic studies like the Netherlands initiatives study critically important. Over the last three years, more than \$2.5 million in Komen grant money has been devoted specifically to the study of gene expression. Understanding the genetic make-up of tumors is crucial to the development of better and more specific screening tools; in predicting who is at high risk for breast cancer and who is at risk for recurrence; in the development of targeted treatments and the future development of methods to prevent the occurrence of breast cancer. 📌

*(Study Underscores Importance of Minority Outreach Initiatives continued from front cover)*

last decade, Komen Affiliates have granted over \$21 million toward programs that target the breast health and breast cancer needs of ethnic and racial minority populations.

Examples of Komen initiatives keyed to recent immigrant populations include the issuing of breast health education materials in culturally appropriate formats; funding of ‘patient navigator’ and translator programs to assist with language and cultural barriers to medical care; screening and outreach programs for under-insured and un-insured women; health fairs; Komen’s bilingual breast care Helpline (1.800.I’M AWARE®); and the funding of domestic and international conferences, symposia and studies that focus specifically on the types of breast health disparities and quality-of-care issues underscored in the Fred Hutchison study.

In 1999, the Komen Foundation formed its African American National Advisory Council (AANAC), to make informed and culturally sensitive decisions on programs, materials, public policy and grants funding. Soon after, Komen formed its National Hispanic Latina Advisory Council to help address breast health needs within this minority population. The Foundation also recently established an advisory group that will focus on the breast health needs of Asian Americans and Pacific Islanders (see page 7).

The Hutchinson study reinforces results from a Komen-funded needs assessment conducted in 2002 by the California Family Health Council, Inc. Results from the study show that considerable work remains to be done in raising the general knowledge level about breast cancer among minority populations. The results of the Komen-funded needs assessment will be issued later this year. 📌

## 20 Years Running: The Komen Race for the Cure®

This year, the Komen Foundation celebrates the 20th Anniversary of the Komen Race for the Cure®, the largest series of 5K runs/fitness walks in the world. The Komen Race for the Cure® Series raises significant funds and awareness for the fight against breast cancer, celebrates breast cancer survivorship and honors those who have lost their battle with the disease. Since its origination in 1983, the Komen Race for the Cure® Series has grown from one local Race with 800 participants in Dallas, Texas, to a series of more than 100 Races with 1.5 million people expected to participate in 2003.

The Race Series is unique in that it attracts people of all ages and fitness levels. Although most participants choose to walk or jog, elite runners are also drawn to this competitive event. All Komen Race for the Cure® courses are certified by USA Track & Field (USATF), the national governing body for track and field, long distance running, race walking and cross-country events.

The National Series Presenting Sponsor of the 2003 Komen Race for the Cure® is Yoplait. National Series Sponsors of the 2003 Series are Adecco Staffing, American Airlines, Ford Division, Johnson & Johnson, the Kellogg Company, New Balance Athletic Shoe, Silk® Soymilk, RE/MAX and Zeta Tau Alpha Fraternity.

### Where Does Your Entry Fee Go?

Funds raised during the Komen Race for the Cure® Series support breast cancer research grants, meritorious awards, educational and scientific conferences and local breast health and breast cancer outreach programs. Seventy-five percent of the net income from each Race stays in the local community to fund breast health education and breast cancer screening and treatment projects. A minimum of 25 percent of the net income from each Race supports the Komen Foundation Award and Research Grant Program, which funds groundbreaking breast cancer research, meritorious awards and educational and scientific conferences around the world.

### Races Do More Than Raise Money

In addition to raising funds, the Komen Race for the Cure® Series is committed to educating the public about early detection, the strongest method of surviving this life-threatening disease. The five-year survival rate is 95 percent when the disease is discovered in its earliest stages while still confined to the breast. The Komen Race for the Cure® Series helps raise awareness of the importance of a positive breast health program — monthly breast self-examinations for all women beginning at age 20, clinical breast exams every three years beginning at age 20 and annually at age 40, and annual mammography beginning by age 40.

Also at each Race event, breast cancer survivors are celebrated and honored for their strength and courage. “In Memory of” and “In Celebration of” back signs are available for all Race participants and are part of what makes the Komen Race Series so unique. The signs, courtesy of RE/MAX and Zeta Tau Alpha Fraternity, sponsors of the Komen Foundation’s National Breast Cancer Survivor Recognition Program, help celebrate survivors and honor those who have lost their personal battle with the disease. In addition, breast cancer survivors who wish to be recognized on Race Day receive a pink cap and pink T-shirt, also courtesy of RE/MAX and Zeta Tau Alpha Fraternity.

### Be a Part of History: Participate in the 2003 Komen Race for the Cure®

For more information about the 2003 Race Series, call the Race Hotline at 1.888.603.RACE, or visit [www.racefortheCure.com](http://www.racefortheCure.com).

The Susan G. Komen  
Breast Cancer Foundation



Presented by Yoplait

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARREU SMITH



**2003 Komen Race for the Cure® Series**

Date	Site	Date	Site
Jan 25	West Palm Beach, FL	Sep 14	New York City, NY
Feb 23	El Paso, TX	Sep 14	Portland, OR
Mar 15	Lafayette, LA	Sep 14	Toledo, OH
Apr 5	Ft. Worth, TX	Sep 20	Lubbock, TX
Apr 5	Jackson, MS	Sep 20	Shreveport, LA
Apr 6	Tucson, AZ	Sep 20	St. Petersburg, FL
Apr 12	Indianapolis, IN	Sep 21	Bangor, ME
Apr 12	San Antonio, TX	Sep 21	Evansville, IN
Apr 12	Waco, TX	Sep 27	Amarillo, TX
Apr 26	Cincinnati, OH	Sep 27	Battle Creek, MI
Apr 26	Fayetteville, AR	Sep 27	Chattanooga, TN
Apr 27	Lansing, MI	Sep 27	Grand Rapids, MI
May 3	Charleston, WV	Sep 27	Greenville, SC
May 3	Las Vegas, NV	Sep 27	Wichita, KS
May 3	Winston-Salem, NC	Sep 28	Coeur d Alene, ID
May 10	Atlanta, GA	Sep 28	Milwaukee, WI
May 10	Boise, ID	Sep 28	Orange County, CA
May 10	Daytona Beach, FL	Oct 4	Albany, NY
May 10	New Britain, CT	Oct 4	Baltimore, MD
May 10	Ottumwa, IA	Oct 4	Charlotte, NC
May 10	Peoria, IL	Oct 4	Chicago, IL
May 10	Richmond, VA	Oct 4	Houston, TX
May 10	Sacramento, CA	Oct 4	Little Rock, AR
May 10	Salt Lake City, UT	Oct 4	New Orleans, LA
May 10	Syracuse, NY	Oct 4	Oklahoma City, OK
May 10	Tyler, TX	Oct 5	Denver, CO
May 11	Minneapolis, MN	Oct 5	Reno, NV
May 11	Philadelphia, PA	Oct 11	Cleveland, OH
May 11	Pittsburgh, PA	Oct 11	Des Moines, IA
May 17	Buffalo, NY	Oct 11	Lenoir, NC
May 17	Columbus, OH	Oct 11	Louisville, K
May 17	Helena, MT	Oct 11	Wichita Falls, TX
May 18	Elmira, NY	Oct 12	Birmingham, AL
May 31	Madison, WI	Oct 12	Omaha, NE
Jun 1	Seattle, WA	Oct 12	Phoenix, AZ
Jun 7	Davenport, IA	Oct 18	Dallas, TX
Jun 7	Plano, TX	Oct 18	Knoxville, TN
Jun 7	Washington D.C.	Oct 18	Miami, FL
Jun 14	Raleigh-Durham, NC	Oct 18	Terre Haute, IN
Jun 14	St. Louis, MO	Oct 18	Texarkana, TX
Jun 21	Detroit, MI	Oct 18	Thibodaux, LA
Jun 28	Decatur, IL	Oct 19	Princeton, NJ
Jul 4	Greeley, CO	Oct 19	Temecula Valley, CA
Jul 12	Albuquerque, NM	Oct 25	Charleston, SC
Jul 19	Aspen, CO	Oct 25	Macon, GA
Jul 19	Fresno, CA	Oct 25	Memphis, TN
Jul 27	Manchester, VT	Oct 25	Tupelo, MS
Aug 10	Colorado Springs, CO	Oct 25	Virginia Beach, VA
Aug 10	Kansas City, MO	Oct 26	Honolulu, HI
Aug 16	Cheyenne, WY	Oct 26	Providence, RI
Sep 7	Boston, MA	Nov 2	Austin, TX
Sep 7	San Francisco, CA	Nov 2	Los Angeles, CA
Sep 13	Lexington, KY	Nov 2	Nashville, TN
Sep 13	Monroe, LA	Nov 2	San Diego, CA
Sep 13	Scranton, PA	Dec 6	Jacksonville, FL
Sep 13	Tulsa, OK		

Dates subject to change.

**Be a Part of the World's Largest 5K****2003 Komen National Race for the Cure®**

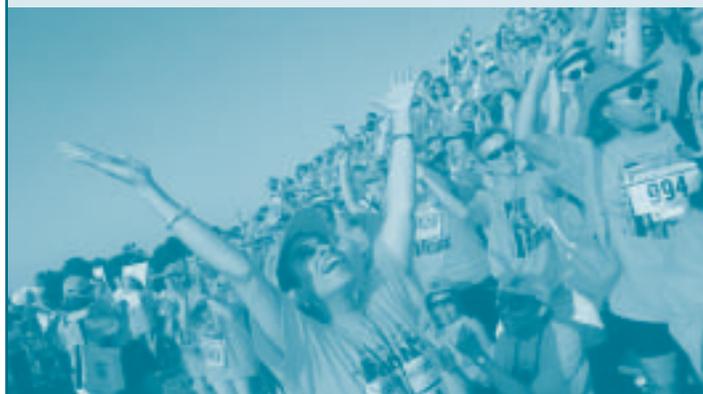
Saturday, June 7, 2003 • 8:30 a.m. • Washington, D.C.

**Honorary Chairs:**

*President George W. Bush and Mrs. Laura Bush*

Seventy-five percent of the net income from the Race (more than \$1 million) funds breast cancer programs in the Washington, D.C., area. Remaining funds support the Komen Foundation's Award and Research Grant Program.

[www.nationalraceforthecure.org](http://www.nationalraceforthecure.org)

**Silk® Soymilk Is Newest National Sponsor of the 2003 Komen Race for the Cure®**

**Silk**  
**SOYMILK**

The Komen Foundation is proud to announce that Silk® Soymilk has joined the Komen Race for the Cure® team as a National Series Sponsor of the 2003 Race Series. As part of its sponsorship, Silk has been named the exclusive soymilk sponsor of the Komen Race for the Cure® Series.

White Wave, the parent company of Silk® Soymilk, was established in Boulder, Colo., in 1977 by Steve Demos, founder and company president. The company's mission is to creatively lead the full integration of natural soy foods into the average American diet. White Wave is the largest manufacturer of soy foods in North America — and is America's fastest growing and top-selling soymilk. White Wave products are sold at more than 30,000 conventional and natural foods grocery supermarkets nationwide. More than 90 percent of White Wave products are certified organic. All products are produced without artificial ingredients, preservatives or additives. ♻️

# Initial Results from Dose Dense Chemotherapy Study Revealed

**M**ark Citron, M.D., from the Albert Einstein College of Medicine in New York, NY, presented the first results of a large clinical trial comparing standard chemotherapy to “dose dense” chemotherapy at the 2002 San Antonio Breast Cancer Symposium. Nearly 5,000 medical oncologists, surgeons, radiation oncologists, scientists, affiliated health care professionals and breast cancer advocates attended the four-day meeting in December 2002. The symposium is one of the most prominent international meetings for the exchange of information on the latest findings in breast cancer research.

The dose dense chemotherapy trial, conducted by the Cancer and Leukemia Group B (CALGB), is designed to determine if the time between chemotherapy treatments can be shortened. The main question asked by the study is whether it is better to treat patients with lymph-node positive early breast cancer who have undergone surgery with full doses of chemotherapy close together (dose-dense) or spread out over time (standard treatment).

In the study, dose-dense chemotherapy was given in two-week intervals instead of the standard three weeks. There were four treatment groups in this study, and they are shown in the following table:

Regimen	Neupogen	Classification
A every 3 weeks T every 3 weeks C every 3 weeks	—	Standard cycle, but drugs given one at a time (sequential)
A every 2 weeks T every 2 weeks C every 2 weeks	Yes	Dose-dense cycle, drugs given one at a time (sequential)
AC every 3 weeks T every 3 weeks	—	Standard therapy
AC every 2 weeks T every 2 weeks	Yes	Dose-dense version of standard therapy

Key: A = Adriamycin (doxorubicin); T = Taxol (paclitaxel);  
C = Cytosan (cyclophosphamide); AC = combination of doxorubicin and paclitaxel

Neupogen was used after each chemotherapy cycle for the dose-dense regimens to help keep the white blood cell count high enough so that chemotherapy could be given on time. In all groups, tamoxifen was recommended for premenopausal women with tumors that grow in response to estrogen and for all postmenopausal women.

More women enrolled in the study than had initially been expected. A total of 1,973 women received treatment and could be assessed for effectiveness and safety. After a four-year follow-up there were no differences in recurrence rates or survival when chemotherapy drugs were given one at a time (sequential) or at the same time (standard). However, there was a reduction in recurrence rates for women receiving dose-dense chemotherapy compared to standard therapy. At 48 months, 82 percent of patients receiving dose-dense therapy and 75 percent of patients receiving standard therapy were free from breast cancer. There also appeared to be a small difference in survival with dose-dense therapy. Ninety-two percent of women in the dose-dense groups and 90 percent in the standard groups were alive four years after treatment.

All four chemotherapy regimens studied were generally well tolerated and dose-dense therapy did not appear to increase side effects in the short-term. However, the length of time that patients have been followed since treatment is relatively short, and little is known about the long-term side effects of this type of dose-dense treatment. These data suggest that dose-dense therapy may be an improvement over standard therapy, but more time will be needed to see if there are any long-term side effects associated with dose-dense therapy.

Nancy Davidson, M.D., a Komen grantee, Brinker Award winner and one of the study researchers from the Johns Hopkins Hospital in Baltimore, M.D., said, “It is always exciting to see results from a large randomized trial, and oncologists and their patients will be weighing these data carefully when making treatment decisions. This study is also a tribute to the benefit of doctor-patient partnerships for increasing patient participation in important clinical trials.” 📌

*(Only Together continued from page 2)*

Breast cancer is a complex disease and there is not and will not be a single, simple solution. Our mission is broad and ambitious, yet it has a singular focus. Scientists alone will not find all of the answers to the problem that is breast cancer. Physicians alone will not be able to cure it. Policy makers and advocates alone cannot legislate eradication nor regulate full access to answers. Corporations and donors alone cannot expend enough resources to end breast cancer. Community educators and caregivers alone cannot reach out and take away the suffering and death that breast cancer causes. It is only when we bring these forces together into a dynamic whole that we can eradicate a disease as complex and as pervasive as breast cancer. 📌

## Komen Asian American/ Pacific Islander Advisory Council Established

The Komen Foundation is pleased to announce the formation of its Asian American and Pacific Islander Advisory Council. The council is comprised of Asian American and Pacific Islander leaders from diverse cultural backgrounds who will represent a broad spectrum of disciplines, including health care, research, marketing, education, community outreach, patient advocacy and public policy.

The council is being formed in response to the needs of the growing U.S. Asian American and Pacific Islander population for breast health and breast cancer information and educational materials that are culturally specific and appropriate. The group will guide the Komen Foundation in its efforts to raise awareness about screening mammography, monthly breast self-examination, clinical breast examinations and treatment options for women with breast cancer. The new members include:

**Evaon Wong-Kim, Ph.D., M.P.H., M.S.W., Chairperson**

**Allyn M. Fernandez, M.P.H.**

**Claire K. Hughes, Dr. P.H., R.D.**

**Hee-Soon Juon, Ph.D.**

**Katherine K. Kim, Ph.D., RN**

**Joan Kajiwara Neveu, B.A.**

**Lynne H. Nguyen, M.P.H.**

**Susan M. Shinagawa**

**Angela Sun, M.P.H.**

**Caroline C. Wang, Dr. P.H., M.P.H.**

**Mei-yu Yu, M.D., Ph.D.**

## Spanish Fact Sheets on [www.komen.org](http://www.komen.org)

The Facts for Life fact sheets have been translated into Spanish and are now available on the Komen Foundation Web site, [www.komen.org](http://www.komen.org). The Facts for Life Series includes 50 fact sheets that provide general information about the breast and breast cancer, risk factors, early detection, diagnosing and staging, treatment, living with breast cancer, support and special populations.

The culturally sensitive fact sheets will offer information to the growing number of Hispanic/Latina Internet users. According to recent reports, the number of Hispanic Internet users grew 13 percent in the past year, from 6.7 million to 7.6 million, making Hispanics/Latinas the fastest growing ethnic group online.

## New BSE Cards Available

In order to detect breast cancer in its earliest and most treatable stages, the Komen Foundation recommends the following:

- Monthly breast self-examination starting by age 20
- Clinical breast examination by a trained medical professional at least every 3 years starting at age 20, and annually after 40
- Annual screening mammography for women starting at age 40  
Women under 40 with either a family history of breast cancer or other concerns about risk assessment and when to begin mammography with a trained medical professional.

In an effort to increase a women's knowledge of how to do BSE, the Foundation has developed an online BSE instructional tool ([www.komen.org/bse](http://www.komen.org/bse)) as well as several BSE cards in different languages. The following breast self-examination (BSE) cards are currently available:

General BSE Card (Item No. 806-301-GA)

Spanish/English BSE Card (Item No. 806-301)

African American BSE Card (Item No. 806-334)

Russian BSE Card (Item No. 806-301-RU)

Arabic BSE Card (Item No. 806-301-AR)

BSE For Older Women (Item No. 806-306)



### New! Chinese BSE Card (Item No. 806-301-CH)

The 4½" x 10" waterproof BSE card illustrates and describes the steps of breast self-examination in Chinese and English. The card features monthly punch-out holes along the side of the card as a friendly reminder to perform BSE every month.



### New! Vietnamese BSE Card (Item No. 806-301-VI)

The 4½" x 10" waterproof Vietnamese BSE card illustrates and describes the steps of breast self-examination in Vietnamese. The BSE card also provides information about the signs and symptoms of breast cancer as well as the three-step breast health approach in Vietnamese. The card features monthly punch-out holes along the side of the card as a friendly reminder to perform BSE every month.

To purchase these materials, please call 1.877.SGK.SHOP.

# PARTNERS IN THE PROMISE

The Susan G. Komen Breast Cancer Foundation is proud to partner with a wide variety of corporate partners. No matter what their size or scope, all of our partners share a dedicated spirit and a generous commitment to the fight against breast cancer.



## Angel of Courage

**D**EMDACO and artist and breast cancer survivor Sue Lordi donated more than \$204,000 to the Komen Foundation and the fight against breast cancer through the sale of an inspiring figurine called the Angel of Courage. The figurine was sold at specialty gifts store nationwide through December 2002. For each angel sold, \$1 was donated to the Foundation for breast cancer research, education, screening and treatment.



## Race Fans for a Cure®

**D**ale and Kelley Jarrett, on behalf of the Race Fans for a Cure® program sponsored by Ford Credit, presented a check for \$94,182.58 to the Komen Foundation prior to the NASCAR Winston Cup race at Lowe's Motor Speedway for money raised through October 2002.

Race Fans for a Cure®, which is designed to promote breast cancer awareness and the importance of early detection, collects the donations — often a dollar at a time — from race fans at various NASCAR Winston Cup, Busch Grand National and Craftsman Truck series events and Ford Racing Fan Appreciation Days, and through its Web site, [www.racefansforcure.com](http://www.racefansforcure.com).



Since 1998, Ford Credit has donated money to the Komen Foundation for every top-three finish and pole position (as fastest qualifier) that Dale Jarrett collects during the season. Ford Credit gives the Komen Foundation \$10,000 for each of Jarrett's victories, \$7,500 for each second-place finish, \$5,000 for each third-place finish and \$5,000 for each pole won.



## Wacoal America: Fit for the Cure®

**F**or the third year, Wacoal America continues its partnership with the Komen Foundation, hosting Fit for the Cure® events at retailers nationwide. Fit for the Cure® events provide women the opportunity to be properly fitted for a bra by a professional fitter. For every woman fitted in Wacoal, Donna Karan Intimates and DKNY Underwear at a Fit for the Cure® event, Wacoal donates \$1 to the Komen Foundation and the fight against breast cancer. Additionally, Wacoal has added two new designs to the Awareness Bra Collection in 2003. For each bra sold, the Foundation will receive a \$1 donation. This spring, Wacoal will fit its 100,000th woman! Celebrate this milestone by attending a Fit event in your area. For more information, visit [www.wacoal-america.com](http://www.wacoal-america.com).



# Val Skinner Hosts Annual LIFE Event



Val Skinner, ??????????, Komen Foundation President and CEO, Susan Braun and ??????????.

Professional Golf Association (LPGA) touring professional Val Skinner, is to reach a younger generation of women with information about early detection and the importance of healthy breast care practices. Funds raised through this event benefit the Komen Foundation — the LPGA's official national charity — and the Cancer Institute of New Jersey (CINJ).

The Life event made history in 2002 by contributing \$1 million to the fight against breast cancer. This represents the largest donation ever made to breast

cancer research and education through a single day golf event. Funds will support a new Komen Foundation outreach initiative that specifically targets young women. Additionally, CINJ has named its newly developed high risk breast cancer program the "LIFE Center" and is utilizing the donation to fund clinical trials that focus on young women.

Skinner has been dedicated to the breast cancer cause since 1993 when close friend and fellow LPGA pro Heather Farr lost her life to the disease at age 28.

Celebrity commentator Jack Ford was co-host of the 2002 LIFE event and joined Skinner and former First Lady and breast cancer survivor Betty Ford as honorary chair. Also participating were 30 top female golfers including Beth Daniel, Meg Mallon, Rosie Jones, Michelle McGann, Rachel Teske and Laura Diaz.

For more information about the 2003 LIFE event, which will be held June 9 at Metedeconk National Golf Club, call 1.866.882.LIFE.

**T**he 2002 LPGA Pros In the Fight to Eradicate Breast Cancer (LIFE) event was held June 24 at Metedeconk National Golf Club in Jackson, NJ. The mission of the event, which was founded by Ladies

## Save the Date: 2003 Lee National Denim Day® is October 10



Susan Braun, Komen Foundation president and CEO; actress Melina Kanakaredes, 2003 Lee National Denim Day® spokesperson; and Kathy Collins, vice president of Lee Jeans marketing communications.

**M**ark your calendars — the 2003 date is set for Lee National Denim Day®, the world's largest single-day fundraiser for breast cancer research, education, screening and treatment. On Friday, October 10, millions of Americans will wear denim with one goal in mind — fighting breast cancer. For the eighth straight year, Lee Jeans will invite individuals to make a \$5 donation to the Komen Foundation in exchange for wearing jeans to work on the second Friday of National Breast Cancer Awareness Month.



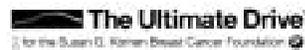
In past years, celebrities such as Melina Kanakaredes, Lucy Liu and Rob Lowe have joined Lee Jeans and the Komen Foundation in their efforts to raise funds and awareness for this important cause. Every year the Lee National Denim Day® spokesperson helps deliver vital messages about breast health, including the importance of education. The 2003 spokesperson will be announced in an upcoming issue of *Frontline*.

In seven years, Lee Jeans has raised more than \$36 million for the Komen Foundation and the fight against breast cancer. To participate in Lee National Denim Day® on October 10, please visit [www.denimday.com](http://www.denimday.com). 📌

## 2002 BMW Ultimate Drive™ Was a Drive-Away Success



Todd Manning, Amy Quarmloy of BMW North America, and Michael Katz, general manager of Wagner BMW of Boylston, Mass.



**F**or the sixth consecutive year, BMW partnered with the Komen Foundation for its highly successful BMW Ultimate Drive™. From April 25 through October 29, two fleets of specially-badged BMWs traveled across the country to raise money and awareness for breast cancer research, education, screening and treatment.

As part of the program, community members were invited to test drive one or more of the special BMWs at Ultimate Drive™ events held at BMW centers in 214 cities nationwide. For every mile test-driven, BMW donated \$1 to the Komen Foundation and the fight against breast cancer. The goal to raise \$1 million was achieved thanks to the thousands and thousands of individuals who participated. In addition to the test drives, at each Ultimate Drive™ event, an individual was honored as the local hero for his or her work in the fight against breast cancer.

As a way of raising additional funds, a 2001 BMW M5 signed by pop star Madonna was donated for a national contest. Todd Manning, a resident of Holden, Mass., was the lucky winner of the M5 that had been featured in the BMW short film *Star* that starred Madonna and actor Clive Owen. Manning's name was randomly selected from more than 30,000 entries that had been collected over a five-month period as the M5 toured the country as part of the BMW Ultimate Drive™. The contest raised over \$195,000 additional dollars for the Komen Foundation's breast cancer research and outreach programs. 📌

## Foundation Receives Award

### Subaru Rainbow Leadership Award

**M**artina Navratilova, co-founder of the Rainbow Card program, a Visa credit card that supports causes of importance to the gay and lesbian community, recently honored the Komen Foundation with the Subaru Rainbow Leadership Award. The Foundation was recognized for its breast cancer research in the lesbian community.

"When we began the process of identifying a worthy candidate for this award, we were moved by the generosity demonstrated by the Komen Foundation," Navratilova said. "It has contributed millions of dollars throughout the country to health care providers such as the Callen-Lorde Clinic in New York,

illustrating the Foundation's dedication to serving the breast health needs of lesbians."

According to Rebecca Garcia, Komen Foundation vice president of health science, women who partner with women do have a greater risk of breast cancer, but it is not because of their sexual orientation. "Rather, it is due to some known risk factors that are more common among lesbians, such as never having had children. In addition, many lesbians encounter barriers to quality care — timely screening and treatment — because they don't see a health care provider on a regular basis or have a negative experience with a health care provider." 📌

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



Young singers shine a light of hope at Caroling for the Cure™

## Caroling for the Cure™ with Komen Upstate South Carolina Affiliate

On Friday, November 22, 2002, the Komen Upstate South Carolina Affiliate held its third annual Caroling for the Cure™ concert at Furman University in Greenville. The concert opened with a young soprano singer holding a candle in a darkened theater, singing the first verse of *Once in Royal David's City*. The candle represented hope and light for the eventual cure of breast cancer. The audience then joined a 200-member choir, accompanied by organ and trumpets, in singing the remaining verses of the carol.

The rest of the evening was made up of soloists, a trio and audience-participation carols and Christmas songs. After a message about the Komen Foundation, the grand finale was a soloist singing "I Will Survive," which represented the spirit of the evening. Five hundred battery-operated candles were given to survivors and relatives touched by the disease to shine during the closing.

## Richard Roundtree Featured at Gospel Night for the Cure™

On November 2, 2002, the Komen Upstate South Carolina Affiliate and AstraZeneca Visions of Hope Community Speakers Program presented the first ever Gospel Night for the Cure™, featuring Richard Roundtree, best noted for his role as John Shaft in the 1970s television series, *Shaft*. Roundtree, an African American breast cancer survivor, delivered a rousing speech about his life, career and personal struggle with breast cancer, which he discovered at the age of 51. In addition to Roundtree's appearance, gospel lovers delighted in the sounds of two well-known local choirs.

This education event was a partnership between the Affiliate and its Spartanburg grant recipients to increase breast cancer awareness among the African American community in Spartanburg, who experience the highest mortality rate from breast cancer in the area. Thanks to a grant from the Mary Black Foundation, most of the 250 tickets were provided free of charge to lower income African Americans.

## Firemen Save the Day at Komen Wichita Falls Survivor Event

Quick thinking by a Komen volunteer helped make the Survivor Recognition event of the 2002 Komen Wichita Falls Race for the Cure® a truly memorable occasion. When elevator failure left numerous physically challenged survivors and other event attendees stranded on the first floor, away from the festivities, Event Chair Judge Janice Sons placed a call to

the Wichita Falls Fire Department requesting assistance. Within five minutes, firemen from Station 8 were on the scene, and they proceeded to carry or assist the stranded attendees up the stairs so they could participate in the event.

Upon entering the banquet facility, the firemen were greeted with a standing ovation and presented with a chocolate cake for their heroic efforts. Fireman Eddie Mawson said they would have done "whatever it took to ensure that the ladies were able to attend the event."



Hairdresser Monica Bowman discusses haircuts and breast cancer awareness with her customers.

## Komen Upstate South Carolina Funds "Beauty and the Breast" Project

Most women are accustomed to going to a hairdresser to look good from the neck up. During 2002, 16 hairdressers in Anderson, SC, helped their customers focus on the neck down — specifically their breast health — with the "Beauty and the Breast" project, funded by the Komen Upstate South Carolina Affiliate. The project was directed by staff at Partners for a Healthy Community and focused on hairdressers with primarily African American clientele.

Starting in January 2002, each hairdresser was challenged to contact 50 clients during the year to talk to them about breast health. They were trained to talk to clients about the importance of breast self-exam, clinical exam and mammography. Hairdressers also gave clients a notebook of information about breast cancer to view while getting their hair done and a goodie bag with breast health information, including a Komen shower card and beauty items to take home. In just three months, six hairdressers had reached their goal and four more were halfway there. The hairdressers earned a small monetary "tip" for each woman they reached, and every woman contacted had her name added to the mailing list for the Women's Voice for Health newsletter, produced by Partners.

## Survivor Talent Show Hosted by Komen Puget Sound Affiliate

On October 19, 2002, the Komen Puget Sound Affiliate held its first ever Survivor Talent Show in Seattle, WA. The idea began as a unique way to celebrate the talents of those living with breast cancer in the community. There was a huge response from many talented women, who came together for a month of rehearsals and camaraderie to perform on a Saturday night. The talent show consisted of 14 acts, including solos, humorous skits, storytellers, the debut of the Seattle Rockettes and a survivors' chorus. This inspirational evening ended with the entire cast coming out on stage singing, "You've

*(continued on page 11)*

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

*(Affiliate News continued from page 10)*

Got A Friend.” All the survivors were elated to have the opportunity to perform in front of a live audience of friends, family and loved ones and convey the spirit of the evening.



Elaine Koenig, Affiliate executive director; Linda Kay Peterson; and Lila Hertz, Affiliate president.

## **Komen Greater Atlanta's Pink Tie Ball Is a Rousing Success**

The Komen Greater Atlanta Affiliate held its third annual Pink Tie Ball® at the Ritz-Carlton, Buckhead, on October 26, 2002. The event featured dinner, live and silent auctions and entertainment by local band The Psychics. Local ABC news anchor Monica Kaufman, a breast cancer survivor, was the evening's emcee. Blue Cross and Blue Shield of Georgia was presenting sponsor. Company's President and CEO Rebecca Kapustay served as honorary chair and received the Corporate Award on behalf of Blue Cross and Blue Shield of Georgia. William C. Wood, M.D., of Emory Healthcare was this year's Medical Honoree.

Linda Kay Peterson, immediate past chair of the Komen Foundation board of directors, made a rousing presentation to the audience of over 400, commending them on their support of the cause.

## **Mary Kay Tuggle Makes a Difference for Komen Colorado Springs Affiliate**

During October 2002, the Komen Colorado Springs Affiliate asked Safeway to accept donations from customers for the fight against breast cancer. The store and its customers really got into the cause and made a check presentation to Mary Kay Tuggle, a Safeway pharmacy employee and Affiliate volunteer, for her enthusiasm in making the event a huge success.

Tuggle's was diagnosed with cervical cancer at 26 as the mother of five young children. She survived, only to be diagnosed with breast cancer at 52, again at 54 and now at 63. More than a cancer survivor, she trained and worked as a nurse and returned to school a few years ago to become a certified pharmacist's technician.

Tuggle has been involved with the Komen Colorado Springs Race for the Cure® since 1995 and has continued to raise thousands of dollars each year for the Race. In addition, she has manned the Affiliate's Race hotline for years, served on the sponsorship committee and was in charge of last year's survivor tent at the Race. This year, she is returning as chair of all survivor activities, including the annual brunch.

## **Komen Philadelphia Brings Singles Together for the Cause**

For the second year in a row, the Komen Philadelphia Affiliate put community singles in the spotlight to raise funds for the fight against breast cancer. Over 700 eligible romantics came out to the Hyatt Regency Penn's Landing on January 25 for the Second Annual "Drinks, Desserts and a Date" singles' mixer and auction. By the end of the evening, 12 lucky people were looking forward to a dream date with one of the area's most in-demand bachelors or bachelorettes, and countless others left on the arms of a love-at-first-sight companion.

Hosted by TV personalities Tamsen Fadal and Tom Negovan of CBS 3, the auction showcased "babes and hunks." Single men and women enjoyed a friendly competitiveness to snatch up the hottest singles in the Philadelphia market. In addition, an auction for other high-value items donated by area organizations was held later in the evening.



Indianapolis Colts tailgaters present a donation check to Stephanie Mannon.

## **Tailgaters Give Funds to Komen Indianapolis Affiliate**

During the 2002 Indianapolis Colts season, south lot visitors at the "Blue Bus Guys" tailgating party were asked to contribute extra change to a special jug. On December 29, 2002, Southside residents and brothers, Joe and David Casteel, presented the sizeable change in check form to Stephanie Mannon, executive director of the Komen Indianapolis Affiliate. David initiated the drive out of respect for his mother-in-law, Bertha Harvey, who is a 12-year breast cancer survivor. "This shows that breast cancer is not just a woman's disease," said Mannon. "It affects the whole family." The donation was also made of behalf of the Casteels two other brothers, Jeff and Mike, as well as friend Jessie Collins.

## **Komen St. Louis Affiliate to Co-Host Clinical Trials Education Series**

The Komen St. Louis Affiliate is aiming to reduce the myths, misunderstandings and fears regarding clinical trials by co-hosting a series of educational programs. The first program, free to the public, is entitled, "Straight Talk About Clinical Trials" and is co-hosted by Missouri Baptist Medical Center. Dr. Paul Schultz, hematologist/oncologist, will discuss the important benefits of clinical trials. Attendees will hear first-hand from several people who are currently participating in treatment and chemotherapy-prevention trials, as well as those who work to protect the rights of participants. The Affiliate also plans to work with leaders in the African American community to bring a similar program to churches in St. Louis. ♣

# Komen Champions for the Cure™ Impacts Breast Cancer Policy



In 2002, the Komen Foundation launched a grassroots public policy pilot project, Champions for the Cure™ (Champions), to educate Congress, the President, policy-makers, Affiliates and supporters across the country about what they can do to make a difference in breast cancer policy.

As part of the program, the Komen

Foundation established [www.policy.komen.org](http://www.policy.komen.org), a Web site that helps individuals send letters to their Members of Congress. In addition, 10 pilot Komen Affiliates have been hard at work making the project a success on the ground. These include the Komen Arkansas, Austin, Denver Metropolitan, Florida Sun Coast, Mid-Kansas, Northeast Louisiana, North Jersey, Oregon and Southwest Washington, Sacramento Valley and Vermont Affiliates.

The impact of Champions has been remarkable. As of January 2003, just eight months since [www.policy.komen.org](http://www.policy.komen.org) was launched, over 15,000 individuals have become e-Champions by contacting their Members of Congress through the Web site. More than 25,000 letters have been e-mailed, faxed or mailed to Congress in support of the Foundation's grassroots public policy priority — getting at least \$215 million in funding for the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) for fiscal year 2003 (FY2003).

## Komen Affiliates Promote Activism in Local Communities

Efforts on the ground have been even more impressive. Since the Champions pilot Affiliates gathered in Washington, D.C., in April 2002 for training, they have tapped into their local expertise to tailor hometown opportunities to engage activism and promote awareness about Champions and NBCCEDP. Champions pilot Affiliates have also formed public policy committees, building on the strong base of support from their Affiliate boards and various committees, including education, communication and Race.

In addition, Komen Affiliates not involved in the initial pilot program have also done their part. For example, the Komen Mid-Kansas Affiliate coordinated a site visit to the Sedgwick County Health Department, a local Komen grantee in Wichita that coordinates FREE-to-Know, the Breast and Cervical Cancer Early Detection program in Kansas. As part of the visit, women

who are served by FREE-to-Know told their own personal stories to Congressman Todd Tiahrt and county commissioners. The local news broadcast the meeting, and within days, Congressman Tiahrt went on the record in support of at least \$215 million for the NBCCEDP.

Another great example is the Komen North Jersey Affiliate's success at convening a meeting of breast cancer stakeholders and all 21 New Jersey Cancer Education and Early Detection (NJ CEED) sites and the New Jersey Breast and Cervical Cancer Early Detection Program. The meeting targeted areas to improve NJ CEED and engaged all participants in the advocacy efforts to increase federal funding for NBCCEDP. The

## Champions Fuels Success on Capitol Hill

One of the main priorities for the Komen Foundation and Champions Affiliates in 2002 was to spur Members of Congress to go on the record in support of the funding increase for NBCCEDP to at least \$215 million. The effort was sponsored by Senators Barbara Mikulski (D-MD) and Olympia Snow (R-ME) in the U.S. Senate, and Representatives Lois Capps (D-CA) and Mike Ferguson (R-NJ) in the U.S. House of Representatives. Kudos to all for garnering the support of 26 Senators and 176 Representatives!

This past year in Congress has been very challenging. While Congress generally completes its task of appropriating federal funds by late fall, the appropriations process for 2003 stretched into early spring. The downtrend in the economy and new costs to fund homeland security stretched the federal budget nearly to the breaking point. The Komen Foundation's grassroots and lobbying efforts succeeded in garnering a \$10 million (subject to final #s) increase to NBCCEDP. While that falls short of the \$215 million goal, we are fortunate to have fared much better than many programs that received very small increases or even cuts.

## What Can I Do?

Rest assured, the Komen Foundation is already prepared to champion NBCCEDP funding and a broader public policy agenda this year. Stay tuned to *Frontline* for updates and take action and sign up as a Komen eChampion at [www.policy.komen.org](http://www.policy.komen.org).

## Parade Shoes Believes in the Power of a Dollar

**PARADE™**

Parade Shoes believes a dollar is a powerful thing. For the third successful year, Parade Shoes sold pink ribbon pins for \$1 to customers to raise funds to help the Komen Foundation in its work to find a cure for breast cancer. Parade, its shoppers and its associates raised \$109,049 in 2002.

# Foundation Honors Top Volunteers, Affiliates and Partners

The Komen Foundation recently hosted its 2003 Komen Affiliate Conference, *Sharing the Promise*. As part of the annual conference, numerous Komen Affiliates, volunteers and corporate and community partners were recognized for their dedication and commitment in the fight against breast cancer.

## 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. The award is presented to both the Komen Affiliate and the local television media entity.



Melissa McGuire, KCEN-TV

### Local Television Media Award, Small Market KCEN-TV, Waco, Texas Komen Central Texas Affiliate

KCEN-TV served as media sponsor of the Komen Central Texas Race for the Cure® in 2002. The station not only covered numerous pre-Race events, ran public service announcements and emceed a survivor luncheon and the Race day award ceremony, but produced a three-part series called "The Real Survivors." The series reported on the Affiliate's work in the Waco community and highlighted the Komen Central Texas Race for the Cure®.



Kay Quinn, KSDK-TV

### Local Television Media Award, Large Market KSDK-TV NewsChannel 5, St. Louis, Missouri Komen St. Louis Affiliate

As part of its support, KSDK-TV NewsChannel 5 created a public service announcement featuring Stephanie Komen, the daughter of the late Susan G. Komen and covered many of the events and programs of the Komen St. Louis Affiliate, including the Komen St. Louis Race for the Cure®. In addition, KSDK helped establish a support group for children and grandchildren of urban breast cancer patients and promoted Friend-to-Friend, a program that encourages women to remind a friend to do a breast self-exam on the fifth of every month. As part of the program, on the fifth of each month the station dedicated a portion of its newscast to stories relating to breast cancer.

## Jill Ireland Award for Voluntarism

The Jill Ireland Award for Voluntarism honors the memory of actress Jill Ireland, who died of breast cancer in 1990 at the age of 54. Her optimism and determination throughout her fight became such an inspiration to others that she was awarded the Medal of Courage by President Ronald Reagan. Jill Ireland Award recipients are honored for the work they do on behalf of the Komen Foundation and its mission.



Roberta Levy

### Jill Ireland Award for Voluntarism, Individual Roberta Levy Schwartz Nominated by: Komen Greater New York City Affiliate

Diagnosed with breast cancer in 1997 at the age of 27, Roberta stunned her family, friends and co-workers with her courage in facing the disease head-on. Roberta ran her first Komen New York City Race for the Cure® only a few days before completing chemotherapy. She considers it one of the most moving experiences of her life. Soon after, Roberta began volunteering with the Komen Greater New York City Affiliate and later became a member of its board of directors and executive committee. In 2002, she served as chair of the Komen New York City Race for the Cure®, which raised more than \$1.7 million for the Komen Greater New York City Affiliate.



Kate Brown, HEB

### Jill Ireland Award for Voluntarism, Corporate HEB and HEB/Central Market Nominated by: Komen Austin Affiliate

As part of its sponsorship of the 2002 Komen Austin Race for the Cure®, HEB/Central Market displayed in-store signage and distributed Race entry forms. In addition, HEB/Central Market created Check Out for the Cure™, a program offering point-of-purchase slips that allowed customers to make a donation to the Komen Austin Affiliate. HEB/Central Market coordinated with the Affiliate's television sponsor to produce public service announcements promoting the Race and Check Out for the Cure™. HEB/Central Market employees have also taken active roles in the cause by volunteering with the Affiliate, wearing pink ribbons and hosting the survivor tent at the Race.

## Komen Community Service Award

The Komen Community Service Award recognizes the tremendous efforts of those who have steadfastly promoted breast health awareness and the importance of early detection in their local communities.



Nancy Nasher

### Komen Community Service Award, Individual Nancy Nasher Nominated by: Komen Dallas County Affiliate

Under Nancy's direction, NorthPark shopping center in Dallas has been host sponsor of the Komen Dallas Race for the Cure® for the past five years. Nancy is personally committed to fighting breast cancer, having lost both her mother and mother-in-law to the disease. Since becoming host sponsor of the Race, NorthPark has provided year-round office and storage space for the Komen Dallas Affiliate. In addition, NorthPark encourages its merchants to get involved in the Komen Dallas Race.

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*(Awards continued from page 13)*



Dick Tillman,  
Kroger

**Komen Community Service Award, Corporate Kroger Delta Marketing Area**  
**Nominated by: Komen Memphis Mid-South Affiliate**

Kroger Delta Marketing Area will serve as local presenting sponsor of the Komen Memphis Race for the Cure® for the third year in 2003. Over the past two years, in addition to its role as presenting sponsor, Kroger distributed educational materials and sponsored a mobile mammography unit at numerous Kroger pharmacy locations throughout the Memphis area. The regional grocery store chain also developed a marketing campaign to increase the community's participation in Lee National Denim Day® with a special slogan: "Decision Denim 2002: Er-LEE Detection is Our Election." Dick Tillman, president of Kroger Delta Marketing Area, sent personal letters to 5,000 local businesses and Kroger ran print and radio advertising promoting the event. Kroger also distributed bag stuffers, lapel stickers and 300 yard signs promoting Lee National Denim Day®. As a result, the Komen Memphis Affiliate registered 120 new companies and 11,000 new participants for Lee National Denim Day®.

**Komen Affiliate Award**

The award is given in recognition for the most creative and innovative mission-related programs within an Affiliate's designated service area.



Joan Lucas, Ellie Goodman, mother of the late Susan Komen, Marge Dolson and Lynne Wright.

**Komen Affiliate Award Komen Denver Metropolitan Affiliate**

Since the Komen Denver Metropolitan Affiliate was established in 1994, one year after Denver held its first Komen Race for the Cure®, the Affiliate has distributed millions of dollars through its local

granting process. The local grant program now funds more than 33 grantees on an annual basis. The Affiliate has also provided mammograms to underserved women through the Sally Jobe Mammography Center. In 2002, the center provided nearly 800 women with mammograms from mid-September through mid-October. The Affiliate also hosts an annual multicultural conference titled, "Breast Health and Cultural Beliefs: Celebrating our Differences and Similarities" geared toward minority populations. The Komen Denver Race for the Cure® had more than 50,000 participants in each of the past three years.



Kathleen Kassmann,  
Kay Thompson

**Komen Affiliate Award Komen Phoenix Affiliate**

Since its founding three years ago, the Komen Phoenix Affiliate has been able to identify and address the breast health needs of several underserved populations in northern and central Arizona. In an effort to reach out to the Hispanic community, the Affiliate has partnered with Mujeres Nuevo Milenio, a group of young Hispanic female business leaders. The Affiliate also works to educate female prisoners and women at a local homeless shelter about breast health and breast cancer. The Affiliate currently funds 18 breast cancer education, screening and treatment programs in the Phoenix area and in 2002, its speakers bureau fulfilled more than 40 appointments from March through November.

**Outstanding Volunteer Awards**

Outstanding Volunteers Awards are awarded in four categories: Lifetime, Individual, Group and New. All awards are given based on voting by the Affiliate Network.



Sandy Finestone and Linda Kay Peterson, former chair, Komen Foundation board of directors

**Outstanding Volunteer, Lifetime Sandra Finestone, Komen Orange County Affiliate**

Sandra (Sandy) Finestone is a 19-year breast cancer survivor who began volunteering with the Komen Orange County Affiliate in 1991. In 1999, she served as vice chair of grants at Foundation Headquarters and as a member of the National Volunteer Advisory Committee in 2000. Sandy has willingly used her time and talents to help review grants from an advocate perspective. She has a doctorate in psychology and is coordinator of the patient navigation program at Hoag Cancer Center in Newport Beach, Calif.



Pat McClelland

**Outstanding Volunteer, Lifetime Pat McClelland, Komen Arkansas Affiliate**

Since the Komen Arkansas Affiliate's inception in 1992, Pat has served in many leadership roles, all of which have helped strengthen the Affiliate within its service area. She's been active in the Affiliate's Race, serving as co-chair and sponsorship chair (in 1994 she held both roles simultaneously). Pat has earned the reputation of approaching sponsorship as a true art form, finding unique ways to involve sponsors (and their employees) to truly get involved beyond monetary support.

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*(Awards continued from page 15)*



Sam Davis

**Outstanding Volunteer, Individual  
Sam Davis, Komen Oregon and SW  
Washington Affiliate**

Sam became involved with his Affiliate's Komen Race for the Cure® in 1999 and was very impressed with what he saw. So much so, that he started volunteering for Komen-related tasks year-round. He remains very active with the Race and serves as the chair of the Komen Oregon and Southwest Washington Affiliate's distribution and logistics committee for the event.



Suzanne Johnston

**Outstanding Volunteer, Individual  
Suzanne Johnston, Komen Phoenix Affiliate**

Shortly after Suzanne recovered from breast cancer surgery in 2000, she began volunteering with the Komen Phoenix Affiliate and was quickly named volunteer chair for the Phoenix Race. She made her mark persuading companies, groups and volunteers to help out at the Race. She's also served as Race chair and used those same skills of persuasion to enlist people to serve on the Race committee.



Julie and Bill  
Bridgforth

**Outstanding Volunteer, Group  
Pine Bluff Running Club,  
Komen Arkansas Affiliate**

This award is given in recognition of volunteer efforts involving a group or committee of four or more individuals. The Pine Bluff Running Club is recognized for its work over the past six years to make the Komen Arkansas Race for the Cure® a safe, challenging, fun and well-organized event. It's estimated their involvement has saved the Affiliate more than \$120,000.



Patty Spears

**Outstanding Volunteer, New  
Patty Spears, Komen NC Triangle Affiliate**

Patty has been part of the Komen NC Triangle Affiliate since 2001 and in that relatively short time, she has worked exhaustively organizing health fairs and breast health speaking engagements, taking inventory of educational materials and recruiting people for the Affiliate's speakers' bureau. Patty, who is also a breast cancer survivor, took an active role in developing the community needs profile for her service area. Because of her efforts, the Affiliate's board members and community leaders were able to pinpoint areas of breast health need and formalize outreach efforts. 🌟

## 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: \_\_\_\_\_

Email: \_\_\_\_\_

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

Check enclosed Charge to:  Visa  MasterCard  American Express  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 and federal 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 website at [www.komen.org](http://www.komen.org) or by calling our National Toll-Free Helpline at 1.800 I'M AWARE® (1.800.462.9273).



# The Susan G. Komen Breast Cancer Foundation

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Breast Cancer Foundation

## Brinker Awardees Honored



Elwood V. Jensen, Ph.D., LaSalle D. Leffall, Jr., M.D., and Charles L. Loprinzi, M.D.

The Komen Foundation awarded the 2002 Brinker International Awards for Breast Cancer Research in December at a special awards dinner held during the 2002 San Antonio Breast Cancer Symposium. LaSalle D. Leffall, Jr., M.D. chair of the Komen Foundation board of directors, presented the honorees with their awards.

Elwood V. Jensen, Ph.D., the Strauss Visiting Professor in Cancer Research at the University of Cincinnati Medical Center, received the 2002 Basic Science Award. Charles L. Loprinzi, M.D., chair of the division of medical oncology at the Mayo Clinic, received the 2002 Clinical Research Award.

For more information about Dr. Jensen's and Dr. Loprinzi's work in the fight against breast cancer, visit [www.komen.org](http://www.komen.org).

To order Komen Mother's Day cards and gifts, see the special insert inside this issue of *Frontline*, or visit [www.komen.org](http://www.komen.org).



## The Power of a Promise

20 YEARS

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 Susan G. Komen Breast Cancer Foundation in 1982 in Suzy's memory. Twenty years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and meritorious awards and supporting education, screening and treatment projects in communities around the world.

### frontline newsletter

Founder .....Nancy Brinker  
Chair, Komen Foundation Board of Directors .....LaSalle D. Leffall, Jr., M.D.  
President and Chief Executive Officer .....Susan Braun  
Editor .....Maureen O'Donnell