

# frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Spring 2001

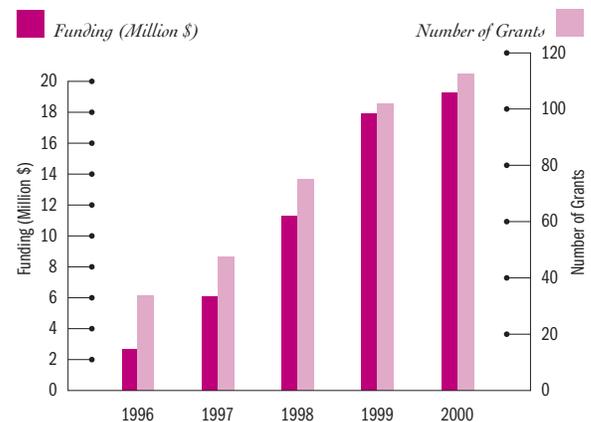
## Komen Foundation Research Program Distributes More Than \$19 Million in Grants in 2000

The Komen Foundation Research Program is regarded as one of the most innovative and responsive grant programs in breast cancer today. All Komen Foundation research grants are categorized into four areas: Training; Imaging; Population Specific; and Basic, Clinical and Translational. The Training category is composed of doctoral dissertation grants and postdoctoral fellowships that recruit and retain young scientists in the field of breast cancer research. Imaging technology research is funded to improve breast cancer screening and diagnosis. The Population Specific category focuses on epidemiological research to address the disparities that exist in breast cancer incidence and mortality rates among specific populations. The Basic, Clinical and Translational category funds research in detection, diagnosis, prognosis, risk and prevention, treatment, tumor cell biology and complementary and alternative medicines.

Of the 447 grant proposals reviewed in the year 2000, 136 were rated as superior and 113 studies were awarded Komen Foundation grants totaling more than \$19 million in funding. Figure 1 shows the growth of research funding since 1996.

Four research projects that received Komen Foundation funding are highlighted in this edition of *Frontline*. These include an imaging research project and a translational research project awarded in 2000 and two population-specific research projects awarded in 1999. The review of these four grants is just a glimpse into the ground-breaking research that is being done with the funds provided by the Komen Foundation. By continuing this research, the Foundation hopes to one day eradicate breast cancer as a life-threatening disease.

Figure 1: Komen Foundation Research Funding



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### Imaging Research

#### PET Scan Versus Sentinel Node Biopsy

This particular imaging research project is a direct comparison of positron emission tomography (PET) scanning versus sentinel lymph node biopsy to determine if axillary lymph node status can be assessed accurately and non-invasively, with less cost. The PET machine is used to detect how fast the body uses glucose. If glucose is being consumed faster in certain parts of the body, it may indicate the presence of a cancerous tumor. Sentinel lymph node biopsy is a procedure that removes the first node filtering lymph fluid from the tumor site and examines it to see if it contains cancer cells.

Robert Clark, M.D., principal investigator for the project, is from the H. Lee Moffitt Cancer Center and Research Institute at the University of South Florida, Tampa. "My research investigates the simplest and most efficient method to stage axillary nodes preoperatively in breast cancer patients," he said. "For a breast cancer survivor, this research could provide more accurate staging at less cost and discomfort." Dr. Clark said he chose to apply to the Komen Foundation for a grant because "Komen has a reputation of funding both clinical and basic research, while other funding sources seem to often overlook clinical research opportunities."

(continued on page 5)

# The Whole Patient Has a Spirit, Too

By Susan Braun, President and CEO of the Susan G. Komen Breast Cancer Foundation

From time to time, volunteers and staff gather together at Komen Foundation Headquarters to hear a speaker or special guest talk about some of the latest advances in the fight against breast cancer. We have been educated about findings in test tubes, early studies in humans that provide hope for great advancements and ways to keep people alive longer and in better fashion. We have also taken a look at the ways breast cancer patients are cared for, always striving for integration and for care of the whole patient. In our workshops, we have also learned about new ways to find cancer earlier so that it will not kill. For example, in January we learned about a new procedure for detecting breast cancer in high-risk women called ductal lavage. It is a minimally invasive method of collecting samples of cells from the milk ducts. Once gathered, these cells are then analyzed in a laboratory and determined to be normal, pre-cancerous or cancerous. We know that early detection and appropriate intervention is one way to save lives.

This is the mission of the Susan G. Komen Breast Cancer Foundation — to save lives by eradicating breast cancer as a life-threatening disease. And while the work of laboratory science is an inextricable component in this fight, it does not stand alone. Laboratory work must extend to the bedside, and there it must embrace the whole patient, not a single body part. Of rising interest and importance in this area is the role of spirituality in healing.

During our most recent educational in-house workshop we explored the connection between spirituality and health. The topic itself is not new, as spirituality and prayer have historically been linked with the power to heal. As the largest private funder of breast cancer research, however, it has not been broadly addressed in our portfolio of studies.

Our guide through this seemingly new — yet old — territory was Larry Dossey, M.D., an internist and the former chief of staff at Medical City Dallas Hospital. Dr. Dossey, the author of eight books and numerous articles, is the executive editor of the peer-reviewed journal, *Alternative Therapies in Health and Medicine*, and has served as co-chair of the Panel on Mind/Body Interventions at the National Institutes of Health. He holds a pharmacy degree from the University of Texas at Austin and his medical degree from The University of Texas-Southwestern Medical School.

Dr. Dossey has focused his recent efforts on “nonlocal” healing, or the distant, positive influence of an individual on another in the absence of any obvious intervening physical evidence. We commonly refer to this as mental, spiritual or prayer-based healing. It is healing that cannot be explained by normal scientific methods — yet.

Dossey is far from alone in his quest for information and data on spirituality and health. Interest in these dimensions of care has grown considerably in the past decade. As evidence, until recently, medical schools only taught the “science” of medicine.

According to the *Healthcare Forum Journal*, today between one-third and one-half of all medical schools now offer courses in alternative, complementary or integrative medicine. And a study published last May in the *American Journal of Surgery* found that 75 percent of cancer patients surveyed used a complementary model of care. Interestingly, breast cancer patients are far more likely to use complementary methods than patients with other forms of cancer.

Because of increased public interest, medical research involving the healing effects of prayer is currently being performed in laboratories, clinics and hospitals around the country. “We are beginning to focus on subject matter that science hasn’t seen fit to explore. Namely, what the mind can do,” says Dr. Dossey.

For example, San Francisco General Hospital conducted a randomized, double blind study with 400 of its cardiac care patients. Half of the patients were treated with routine standard care. The other half, in addition to being treated with routine standard care, were also prayed for (the patients’ names were given to various prayer groups). In the prayed-for group, there were no deaths or cardiac arrests and none of the patients were put on a ventilator. Twelve individuals in the unprayed-for group suffered cardiac arrest and had CPR or needed a ventilator. In addition, there were three deaths in the unprayed for group. Dr. Dossey says the study suggests that prayer does indeed have an effect on healing.

As current studies on spirituality and health continue to provide evidence that prayer does facilitate healing, new scientific and technological advances are also being made in multiple areas of medicine and oncology. Key to a patient-centered approach will be our ability to integrate the two so that a more complete spectrum of healing is available to the patient — to the whole patient. Frequently, the healthcare systems of today are based on two tracks: one for “mainstream medical care” and another for complementary methods. By encouraging integration of complementary practices (such as spirituality and prayer-based interventions) with conventional medicine we can treat the whole patient and improve healing.

For those of you who don’t place much stock in healing that cannot be explained by present scientific understanding, remember that at one time the concept that illness could be caused by “little bugs that the eye could not see” (known today as bacteria) was medical heresy. And only decades ago, the idea



Susan Braun

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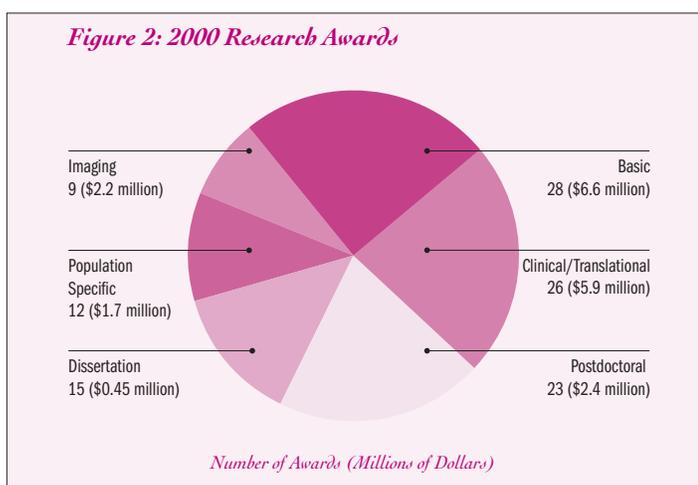
*(Research Program Distributes continued from front cover)*

## Translational Research

### Are Changes in DNA Associated With DCIS?

This translational research study will determine whether specific changes in DNA are associated with the development of early stage breast cancer, known as ductal carcinoma in situ (DCIS). The study will also attempt to identify genes that may be important in the development of breast cancer recurrence following lumpectomy and radiation therapy.

Bruce Turner, M.D., Ph.D., principal investigator for the study, is from Thomas Jefferson University in Philadelphia. "This information will be useful in deciding on the many treatment options including breast conserving therapy, mastectomy, chemotherapy and hormonal therapy," he said. Dr. Turner also commented on why he chose to apply to Komen for funding: "The Komen Foundation provides critical support to investigators with projects that are in their infancy and with novel ideas that do not have a lot of preliminary data. These grants are critical in allowing ideas to flourish with many of the results eventually submitted to the National Institutes of Health/National Cancer Institute for federal grant support."



*(The Whole Patient Has a Spirit, Too continued from page 2)*

that chemotherapy would help to shrink or destroy tumors was considered outrageous.

The Komen Foundation will continue to fund basic, clinical and translational research in an effort to unravel the causes of and treatments for breast cancer. But as passionate advocates for patients, we will also explore less conventional theories and practices in a scientific manner. Today's knowledge was not achieved by calmly promoting the status quo. We must push the envelope and step forward into the unknown, exploring until its reality unfolds before us. 🌱

*This article is published with gratitude to the founders and organizers of the Lynn Lectures, whose foresight brought Dr. Dossey to Dallas to share his expertise.*

## Population Specific Research

The year 2000 was marked by the granting of new awards and by the ongoing work of the previous year's grantees. The two Population Specific grants being highlighted in this edition of *Frontline* are in their second year of the grant process.

### Increasing Breast Cancer Screening in Urban African American Women

This project is geared towards helping increase breast cancer screening in hard-to-reach medically, underinsured or uninsured urban African American women ages 50 to 64 by partnering with community health advocates. This six-month community-based intervention will link African American women with existing breast cancer screening and appropriate, affordable follow-up care. The trained community health advocates will provide one-on-one education, counseling, reinforcement and dissemination of culturally sensitive materials in the privacy of the patient's own home or a mutually convenient place.

When asked how this project will affect breast cancer survivors, Barbara Fowler, principal investigator for this project from Wright State University in Dayton, Ohio, said, "I believe that accurate information provided to breast cancer survivors will validate the importance of obtaining available mammography screening to other women. My research may also empower these women to spearhead or promote fellowship relationships of women in the delivery of accurate information about breast cancer and mammography screening." Ms. Fowler said she chose to apply to the Komen Foundation for a grant over other organizations because: "I believe the Komen Foundation will be supportive of my pilot project, which uses trained community health advocates to dispel currently-held myths about mammography screening and breast cancer. It will subsequently link older, urban, lower-income African American women with available mammography screening. I was also interested in a funding resource with a primary goal of addressing preventive or early intervention efforts for women's health."

### Health and Quality of Life Issues of Breast Cancer Patients in the Lesbian Community

Alicia Matthews, Ph.D., a grant recipient from the University of Chicago in Illinois, is currently investigating the health and quality of life of lesbians and women who partner with women following a breast cancer diagnosis. "The research will describe the characteristics, quality of life, supportive needs, availability of resources and patient-provider communication among lesbian and heterosexual breast cancer patients, and will explore the impact of sexual orientation on these factors," said Dr. Matthews. "The findings will be used to inform healthcare providers about the quality of life concerns of this group, to improve patient counseling and to develop an intervention to promote adaptive coping in lesbian cancer patients. This learning will then be incorporated into services provided to diverse populations of cancer patients. The Komen Foundation was chosen as a potential funding source because of its commitment to working with underserved populations of women including racial and sexual minorities." 🌱

## Yoplait Is National Series Presenting Sponsor of the Komen Race for the Cure®

**Y**oplait is the new National Series Presenting Sponsor of the 2001 Komen Race for the Cure®. Yoplait, a brand that supports the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease, was a National Series Sponsor of the Komen Race for the Cure® in 2000 and served as the National Volunteer Program Sponsor of the Race Series in 1999. For more than 15 years, Yoplait has been a voice for women's wellness issues.

By supporting the Komen Foundation, Yoplait hopes to help further its mission to make a healthy difference in the lives of its consumers.

In addition to supporting the Komen Race for the Cure®, Yoplait sponsors the highly successful Save Lids to Save Lives™ program. To kick off the lids program and National Breast Cancer Awareness Month, Yoplait created a giant human ribbon on the lawn of its headquarters in Minneapolis, MN. Employees created the ribbon by holding over 550 giant pink lids above their heads.

The 2000 Save Lids to Save Lives™ program met its goal of collecting five million pink lids. In its third year of support of the Foundation,

Yoplait made the maximum donation of \$500,000 from the Save Lids to Save Lives™ program in 2000. 



## Paget's Disease Found in Low Percentage of Breast Cancer Patients

**P**aget's disease is a rare form of breast cancer that occurs in one to four percent of all patients with breast cancer. It is characterized by an inflamed, red, itchy nipple and scaliness or rash on the nipple or areola. In Paget's disease, the nipple changes are usually, but not always, associated with an underlying cancer in the breast and are generally found only on one nipple.

The biology and natural history of Paget's disease is variable among patients. Women without a palpable mass (a lump that can be felt) have a better prognosis than women with a palpable mass. Surgical treatment (mastectomy or breast-conserving surgery) will depend upon whether the disease is limited to the nipple itself or if an underlying cancer is present in the breast. Additional treatment, such as radiation, chemotherapy or hormone therapy, may also be considered depending upon the extent of the disease, the presence of invasive cancer and lymph node involvement. Local recurrence rates and survival are similar to the more common types of breast cancer.

If you notice *any* change in the normal look or feel of your breasts, contact your healthcare provider for a clinical breast exam. Other causes of scaliness, itching or redness of the nipple include eczema, dry skin, fungal infections and other non-cancerous conditions. 

## Femara® Therapy for Advanced Breast Cancer

**F**emara® (letrozole) was recently approved by the Food and Drug Administration (FDA) as a first-line treatment for postmenopausal women with hormone receptor positive, or hormone receptor unknown, advanced or metastatic breast cancer. Femara® belongs to a class of drugs called aromatase inhibitors and works by reducing the total amount of estrogen in the body, thereby limiting the amount of estrogen that can stimulate breast cancer cells.

In a randomized, double-blind, multinational trial of more than 900 postmenopausal women with locally advanced or metastatic breast cancer, Femara® was shown to be more effective than tamoxifen, the drug currently used to simulate the same effect. In the study, Femara® was found to delay the average time of disease progression to 9.4 months compared to six months for tamoxifen. Researchers also found that tumor response rate and overall clinical benefit were better with Femara® than tamoxifen. Side effects of Femara® were reportedly similar to those of tamoxifen, including hot flashes, and a low incidence of nausea, bone or joint pain. 

*U.S. Food and Drug Administration – FDA Talk Paper  
Imaginis.com*

## New Education Materials

### Spanish Breast Health Basics Flyer

**T**his informative, four-color, 8½" x 11" flyer covers general facts about breast health and breast cancer, including risk factors, with attractive colors and pictures of Hispanic/Latina women. The flyer is written at a seventh- to eighth-grade reading level and is appropriate for younger Hispanic/Latina women as well as a general Hispanic/Latina audience. To purchase the Spanish Breast Health Basics flyer, Item No. 806-302-SP, please call 1.877.SGK.SHOP (toll free). 📞

## Use of Hormone Replacement Therapy May Increase Breast Density

**T**he *Journal of the American Medical Association* recently reported that hormone replacement therapy (HRT) may cause increased breast density in some women, making breast cancer more difficult to detect with screening mammography. The study revealed that breast density decreased after HRT use was discontinued.

The density or firmness of the breast tissue changes with age and is determined by the proportion of fat in the breast. With menopause, the dense, glandular tissue dissipates and the breasts become composed of more fatty breast tissue. Denser breast tissue makes mammogram results harder to interpret.

The benefits of HRT include reducing the symptoms of menopause, the risk of osteoporosis and possibly heart disease. In order to make an informed decision, each woman — along with her doctor — must weigh the pros and cons of taking HRT. 📞

*Rutter, C., Mandelson, M., Laya, M., Seger, D., Taplin, S. (2001). JAMA Vol. 285, No. 2, 171 – 176.*

## Sen. Hillary Clinton Attends Komen New York City Race for the Cure®

**C**urrent U.S. Senator and former First Lady Hillary Clinton joined the Komen Greater New York City Affiliate at its 2000 Komen Race for the Cure®. Making a special survivor presentation are, from the left: former Komen Greater New York City Affiliate President Laraine Mancuso; Komen Foundation President and CEO Susan Braun; breast cancer survivor Claire Shulman; Senator Clinton; and long-time Komen Foundation volunteer Lynne Abraham. 📞

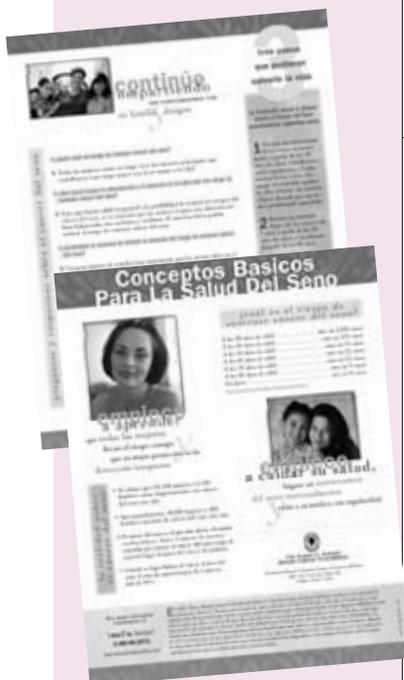


## BMW Ultimate Drive™ Is Coming to a City Near You

**The Ultimate Drive™**  
for the Susan G. Komen Breast Cancer Foundation

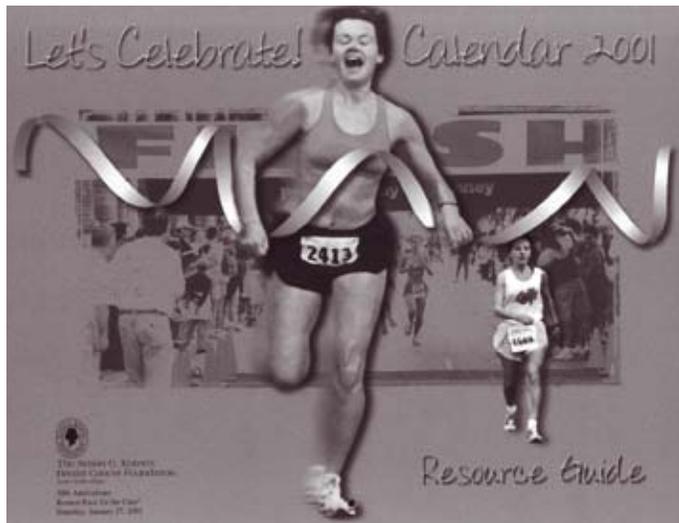
**F**or the fifth year, BMW will partner with the Susan G. Komen Breast Cancer Foundation through the BMW Ultimate Drive™ program. The 2001 BMW Ultimate Drive™ kicked off May 3 in Silver Spring, Maryland, and Wilmington, Delaware. As part of the program, two fleets of specialized BMWs travel across the country to increase breast cancer awareness and raise funds for breast cancer research and outreach. At every BMW Ultimate Drive™ event, participants are invited to test drive one of the specially marked BMWs. In return, for every mile test-driven, BMW donates \$1 to the Komen Foundation and the fight against breast cancer. In addition, at each Ultimate Drive™ event a community resident is honored for his or her work in the fight against breast cancer.

In 2000, the BMW Ultimate Drive™ raised \$1 million in support of the Komen Foundation's mission to eradicate breast cancer as a life-threatening disease. To find out when the BMW Ultimate Drive™ will be in your city in 2001, call 1.877.4.A.DRIVE. To register for an event online, visit [www.bmwusa.com/](http://www.bmwusa.com/). 📞



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

## Komen South Florida Affiliate Premieres 2001 Calendar/Resource Guide



To commemorate its 10th Anniversary Race, the Komen South Florida Affiliate produced a special 2001 Calendar/Resource Guide. The calendar is designed to educate women about the importance of early detection and regular mammograms in fighting breast cancer. This unique calendar contains contact information for breast cancer organizations, breast health information, breast cancer facts, psychosocial support, local support group information, quotes, photographs from the Komen South Florida Race for the Cure® and 12 monthly BSE reminder pink ribbon stickers. The theme for the calendar is “celebration” and the inspiring photographs of runners, survivors, sponsors and participants throughout represent the tremendous support the Komen South Florida Affiliate receives from its community. The publication also represents the true spirit of the Komen Foundation, a spirit based on talented, dedicated volunteers willing to give back to the community. Congratulations to the Komen South Florida Affiliate on a fantastic publication!

## Valentines With a Message



Willing hands and creative minds gathered in Laramie, Wyoming, earlier this year to make valentines with a message for local breast cancer survivors. Local artisans, scrap-bookers

and quilters worked side-by-side with community volunteers and University of Wyoming students to create unique cards for the county’s 68 breast cancer survivors. Nearly 75 percent of the volunteers were college-age women who had several opportunities to informally interact with survivors and learn about their experiences fighting breast cancer. Many “teachable moments” occurred while gluing hearts to construction paper. The group created 97 cards in one morning and several were presented to survivors at a reception held in their honor. Other cards were mailed to individuals unable to attend the event. Survivors were asked to forward their cards to family members and loved ones with a personal note encouraging monthly breast self-exams and regular mammograms. Event organizers Amy Thurow and Debra Beck were encouraged by the feedback they received — both from the volunteers and survivors. They were especially glad to see so many younger women participate in the outreach event.

## Komen El Paso Race for the Cure® Celebrates Another Fantastic Race



Dinna Spencer, team captain chair for the Komen El Paso Race for the Cure®

The Komen El Paso Affiliate celebrated its ninth annual Komen Race for the Cure® on Sunday, February 11, 2001. With more than 7,000 participants and beautiful weather, the Sun City Race was declared a success. Prior to the Race, the

Komen El Paso Affiliate held a survivor celebration with 300-plus survivors on hand. After the survivor celebration, 14-year-old local singer Valerie Hernandez jump-started the crowd with Gloria Gaynor’s *I Will Survive* as participants headed to the start line. Representative, of the local presenting sponsor, Las Palmas & Del Sol Medical Center, started the Race by shooting the start guns for both the 5K and the one-mile fun walk. After the Race, the Kids for the Cure™ Corner provided free carnival games, rides and face painting for more than 400 youngsters.

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

## Two Sisters-in-Law Share Their Stories of Breast Cancer

**T**wo sisters-in-law, both Race Chairs, breast cancer survivors and friends, share their stories of strength, courage, hope and love.

### Linda Charapp, Breast Cancer Survivor and Race Chair, Komen Pittsburgh Race for the Cure®

“When my sister-in-law, Cyndi Levine, was diagnosed with breast cancer, I was not the most attentive sister-in-law! True, we lived far apart, I lived in Pittsburgh and she in Portland, but subconsciously I thought, ‘If I acknowledge her cancer, then it could happen to me.’ Several years later, it did. Silently, painlessly, the cancer cells multiplied until the tumor revealed itself to my touch. I found my lump while doing my monthly breast self-examination. I was so accustomed to the normal lumps and bumps of my fibrocystic breast tissue that finding this painless, pebble-like growth took my breath away!

I remember the surgeon, whom I had never met before, walking into the examining room. He took my hand and said, ‘This is the hardest part of my job, telling a woman that she has breast cancer.’ Because I had found the tumor while it was still small, he would perform a lumpectomy. My surgery took place on January 5, 1995. The surgeon removed a 1.5-cm lobulated mass, infiltrating ductile carcinoma with negative hormone receptors. I remember the surgeon’s smiling face when I awoke in the recovery room. He was confident that the tumor was encapsulated and the surrounding tissue appeared clean. With the surgery behind us, my husband and I then met with an oncologist. Because my cancer was of a fast-growing nature, systemic therapy followed by 30 treatments of radiation was recommended.

While recuperating from my fourth and final chemotherapy treatment, a commercial on the television caught my attention. It was the Susan G. Komen Breast Cancer Foundation Pittsburgh Race for the Cure®. Unlike Cyndi, I was not a runner and had never participated in any breast cancer events. Later that week, my mom and I went to Calvary Church to register for the Race and pick up our T-shirts. I recognized the many familiar faces of Race organizers and volunteers. Laurie Moser, executive director of the Komen Pittsburgh Race for the Cure® and long-time acquaintance, approached me and asked how I was managing my treatments. Word about my breast cancer seemed to be spreading beyond my immediate family and friends. I told Laurie that I was too weak to participate in this year’s Race, but I would very much like to volunteer next year. True to her word, Laurie called me several months before the 1996 Race. I enjoyed the



Cyndi Levine and Linda Charapp

camaraderie of the other volunteers — many of whom were breast cancer survivors — as we sat around the table putting mailing labels on entry and volunteer forms. I learned to use the computer and input data. I even volunteered several four-hour shifts at my local registration site. When my husband, two sons and I began walking in the 5K on Mother’s Day, we were awe-struck by the thousands of families walking together in memory or in celebration of other family members or friends, and by the sea of pink survivor hats and shirts.

The following two years I became the Sponsor Liaison, Registration Site Chair, Entry Distribution Chair and office staff volunteer. Two years later, I was ‘tickled pink’ when Laurie asked me to be the Race Chair for the Eighth Annual Komen Pittsburgh Race for the Cure®. To my surprise, that was when Cyndi was approached to be the Race Chair for the Komen Oregon and SW Washington Race for the Cure®. Komen provided us many opportunities these past two years to spend quality time together at Affiliate meetings and large Race summits. We even met at the Komen Bay Area Race for the Cure®. Thanks to the Komen Foundation, we have developed a more ‘sisterly’ appreciation for each other and for the man who brought us together!

After 16 years of teaching second grade, I am retired and now spend my days doing those things that bring happiness, harmony and fulfillment into my life. My two sons, David and Kevin, are married. I have a granddaughter, Arianna, now three months old, who is the love of my life! My husband is a local Ford Dealer and supports the Komen Pittsburgh Race by encouraging all of his employees to join the Charapp Ford Team and drive the pace car. Even my parents volunteer at registration and on Race Day! I look forward to celebrating the 2001 Komen Pittsburgh Race for the Cure®.”

*(continued on page 8)*

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

*(Two Sisters-in-Law continued from page 7)*

## **Cyndi Levine, Breast Cancer Survivor and Race Chair, Komen Oregon and SW Washington Race for the Cure®**

“When my brother decided to marry Linda, I was graduating from high school. We didn’t really get along. Even though Linda and I were four years apart in age, we were a generation apart in ideas, beliefs and behaviors. I was a typical adolescent, trying to break free from my family and establish my own identity and often bewildered my family for wanting to be different.

I left for college and did not return home much. After college, I moved more than 3,000 miles away to Portland, Oregon. My brother and I talked maybe two or three times a year and over the years, I spoke to Linda when we would see each other at family functions or happen to talk in the exchange of cards and presents during the holidays or for our children’s birthdays.

I was 39 years old, sitting in a class on ‘family systems’ and felt an ache in my left breast. I thought about it momentarily as I tried to recall the last time I had a physical exam. It occurred to me that I had not been for any kind of checkup since the birth of my last child four years before. I made an appointment and was told that I probably did not need to worry, but to go ahead and get a baseline mammogram, which I did. I was diagnosed with breast cancer with lymph node involvement. I agreed to have a lumpectomy. While deciding upon what further treatment protocol I would follow, I kept wondering the entire time how could I, a vegetarian who had my first child before the age of 30, who breast-fed, exercised on a regular basis and had no family history of breast cancer, be diagnosed with breast cancer?

Two months after my diagnosis, with a scar on my breast, I contemplated my medical treatment options. I really didn’t want to do the suggested radiation and chemotherapy. I felt alone in the process of making medical treatment decisions and was limited in my options. It was 1992 and Portland, Oregon, was having its first Komen Oregon and SW Washington Race for the Cure®. I went to the Race with my husband and three children. I truly found the Race environment to be overwhelmingly supportive. Many women gathered together to raise awareness and talk about a cure. I was no longer alone — there were other women who were survivors too! I shared this with my brother, who came to

visit me for my 40th birthday. Linda, however, was fearful of getting breast cancer and distanced herself from me, thinking, as others have, that if she talked to me, she too, might get breast cancer. Three years later, Linda was diagnosed with breast cancer. We began to talk more. I tried to support her through her treatment. We began to compare notes and feelings. We became friends and continue to be as our differences bring us closer rather than farther apart.

Two years following my first Komen Race for the Cure®, another breast cancer survivor, Christine Workentine, was putting together a team of survivors to run a 196-mile relay race, and asked if I would be interested in participating. I was very interested. We formed a running team and a walking team. As survivors, sponsored by the local Komen Oregon and SW Washington Affiliate, we celebrated our lives and supported one another across the miles through sweat, tears, laughter and the sharing of stories. It was then that we decided to make it our mission to raise money as a team for the Komen Oregon and SW Washington Race for the Cure®. It’s been six years now, and Christine lost her battle to breast cancer, as have other founding members. Some of us have had recurrences, including myself, but we continue to run and walk for the cause. We have grown to four teams and call ourselves Christine’s Dream Teams.

It is through my experience with organizing these relay teams and fundraising that I became more involved with the Race. I’ve attended every Komen Oregon and SW Washington Race for the Cure® and even placed as one of the top 10 survivor runners one year! My husband and children all rise before dawn to volunteer every year. Yet, when asked to be Race Chair, my first reaction was to think about the Peter Principle and wondered how many others had been asked and said ‘no’ before they asked me! I decided it was a challenge. I wanted to invest my time and saw this offer as an opportunity to give back to both an organization that had supported me greatly and to my community. Little did I know that I would gain more than I gave! My brother called around that time to tell me that the Komen Pittsburgh Race for the Cure® had coincidentally asked Linda to be Race Chair as well. My brother was more excited than Linda and I were! Last year, as Race Chairs, we talked a lot and our relationship grew even more. Thanks to the Komen Foundation, we can also look forward to seeing each other at National Regional Trainings and Conferences. This year, we hope to attend each other’s Races. Who knows what next year will hold for us.” 



## Komen 2001 Expedition Cure — Journey Toward the Future

**M**ore than 650 Komen Affiliate volunteers, corporate partners, staff members and special guests attended the Komen Affiliate Conference, themed *Komen 2001 Expedition Cure — Journey Toward the Future*, in Dallas, Texas, this past

February. For the first time, an awards dinner was hosted with several prestigious Komen Awards presented Friday, the first evening of the conference. The emcees for the evening were long-time Komen friend and comedian, Paul J. Williams, and Marcia Wallace, comedienne, actress and breast cancer survivor.



The Wendy and Emery Reves International Breast Cancer Symposium, developed in conjunction with the University of Texas Southwestern Medical School, served as the mission focus for the conference. It was held on the Saturday of the conference with several oncology experts, primary care physicians and advocates presenting on issues related to breast cancer risk and prevention. Over 300 doctors, nurses and health professionals joined conference attendees for the symposium. The Safari Expo was also held on Saturday and highlighted the work of Komen Affiliates. It was the largest in Affiliate Conference history.

The Celebration and Recognition Brunch was held Sunday morning with special guests Latina singer/songwriter Soraya and actor Richard Roundtree. Both are breast cancer survivors. Survivors were recognized with a song written and performed by Soraya. Nancy Brinker, founding chair of the Komen Foundation, joined the morning's activities. 🍷

## Ethicon Endo-Surgery, Inc., Wins LPGA Komen Award



Susan Braun, president and CEO of the Komen Foundation, and Nick Valeriani, company group chairman of Ethicon Endo-Surgery

**E**thicon Endo-Surgery, Inc., a Johnson & Johnson company based in Cincinnati, received the 2000 LPGA Komen Award for its commitment to the fight against breast cancer. The Komen Award, created in 1994, is given annually to the individual or organization that sets an example for others by making an outstanding contribution through personal or professional efforts via the game of golf to generate national and local support for breast cancer research and education.

Ethicon Endo-Surgery, Inc., has teamed with the LPGA for the past two years to conduct the Ethicon Endo-Surgery Pink Ribbon LPGA Pro-Am. The event has raised more than \$175,000 for the Komen Foundation, the official national charity of the LPGA since 1992. LPGA Tour Hall of Famers Amy Alcott and Kathy Whitworth, Jan Stephenson and breast cancer survivor Shelley Hamlin were among the more than 20 LPGA players who participated. 🍷

## American Airlines Celebrity Golf Weekend Is October 4-7

**T**he Seventh Annual American Airlines Celebrity Golf Weekend to benefit the Susan G. Komen Breast Cancer Foundation will take place October 4-7, 2001. This four-day/three-night event includes lodging at the Four Seasons Hotel in Newport Beach, California, and two rounds of golf at Pelican Hill. The weekend also includes an amenity package complete with a TaylorMade golf club, TaylorMade golf bag, golf shoes, golf balls and golf towel.

Planning for the 2001 event is under way and an all-star celebrity lineup is in the works. At past Celebrity Golf Weekends, guests were treated to fabulous concerts by Kenny G., Michael McDonald and Little Anthony & The Imperials. Past celebrities have included professional basketball, football and hockey players, as well as an assortment of television actors. For more information, please visit [www.aaevents.com/](http://www.aaevents.com/). 🍷



## Volunteer Voices: 2000 Komen Awards

An awards presentation and dinner was held during the 2001 Komen Affiliate Conference in Dallas, Texas, this past February to honor some special volunteers, members of the media and corporate sponsors for their valiant efforts in the fight against breast cancer. The awards included the Komen Affiliate Award, the Local Television Media Award, the Jill Ireland Award for Volunteerism and the Komen Community Service Award. Congratulations to all of this year's honorees, and thank you for your continued support!

### Komen Affiliate Award

*Komen Houston Affiliate*



Gail Rasmussen and Shirley Coskey, Komen Houston Affiliate

Each year the Komen Foundation recognizes the Komen Affiliate that has promoted excellence in serving the unmet breast health needs of its community. The winning Komen Affiliate best exemplifies the Foundation's mission to eradicate breast cancer as a life-threatening disease by

advancing research, education, screening and treatment. The 2000 Komen Affiliate Award was presented to the Komen Houston Affiliate for its successful partnership with M.D. Anderson in addressing the unmet breast health needs of the community.

### Local Television Media Award

*Komen Arkansas Affiliate; KATV, KTHV and KARK  
Komen Grand Rapids Affiliate; WZZM 13*



Carol Phillips, KTHV-TV; Sandy Bowen, Komen Arkansas Affiliate; T.J. Williams, KARK-TV

Two Komen Affiliates and the local television media in their communities were recognized for outstanding collaboration in working together on behalf of the Komen Foundation mission. Each media entity made great efforts to disseminate



Peggy Helsel, Komen Grand Rapids Affiliate, and Mindy Sommers, WZZM 13

and KARK. The Komen Grand Rapids Affiliate and local television station WZZM 13 were also recognized for their commitment to the fight against breast cancer.

important breast health and breast cancer information to viewers, to support local Komen events and to illustrate cultural diversity and sensitivity. The 2000 winners were the Komen Arkansas Affiliate and all three of the community's television stations: KATV, KTHV

### Jill Ireland Award for Volunteerism

*Carol D'Onofrio, Ph.D. (Individual)  
GSDe3M Advertising (Corporate)*



Dr. Carol D'Onofrio

The Jill Ireland Award was created in 1990 in memory of actress Jill Ireland, who died of breast cancer 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. The 2000 Jill Ireland Award was awarded to both an individual and a corporation. The individual award was presented to Carol D'Onofrio, Ph.D., Professor Emeritus of the University of California at Berkeley, School of Public Health. Dr. D'Onofrio, a champion in the fight against breast cancer in the San Francisco Bay area, is a tireless member of the Komen San Francisco Affiliate board.

*(continued on page 11)*

## Can You Name the Real-life Runner in the Komen Race for the Cure® Logo?

**D**o you know who the runner is in the Susan G. Komen Breast Cancer Foundation Race for the Cure® logo?

Francie Larrieu Smith, a five-time member of the United States Olympic team, is the runner featured in the Komen Race for the Cure® logo. Francie has been a partner of the Foundation since 1992 when she began her tenure as National Series Honorary Chair of the Komen Race for the Cure®.

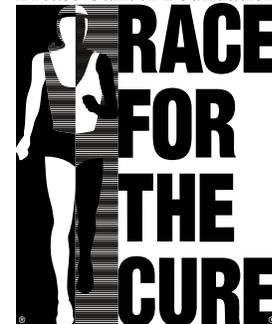
As a member of Honorary Team New Balance, Francie makes appearances at many of the more than 100 U.S. Race events each year. In addition, Francie helps the Komen Foundation promote its many events through press conferences, satellite media tours and other promotional opportunities. New Balance has been a partner of the Komen Foundation since 1989 and a National Series Sponsor of the Komen Race for the Cure® since 1992.

Francie's best Olympic finish occurred in 1988 in Seoul, Korea, when she placed fifth in the 10,000 meter race. During the course of her 30-year athletic career, Francie established 36 United States records and 12 world bests in distances ranging from 1,000 meters to 10,000 meters. She was selected by *Runners World* magazine as "The Most Versatile Runner of the



Francie Larrieu Smith

The Susan G. Komen  
Breast Cancer Foundation



Presented by Yoplait

NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

Quarter Century." Francie is a member of the Road Runners Club of America Hall of Fame, the Texas Women's Hall of Fame, the Long Distance Running Hall of Fame and the National Track and Field Hall of Fame. Currently, Francie coaches men's and women's cross country at Southwestern University in Georgetown, Texas. She recently completed a masters' degree in sports management at The University of Texas at Austin. 📌

*(Volunteer Voices continued from page 10)*



Dena Prasher, GSD&M

GSD&M Advertising of Austin, Texas, received the corporate Jill Ireland Award. In addition to playing an instrumental role in bringing the Komen Race for the Cure® to Austin three years ago, the agency continues to serve as an advocate for the breast cancer cause, providing much-needed resources, including large

GSD&M employee participation in the Race and other Komen events.

### Komen Community Service Award

*Yoplait (Corporate)*

*Martina Lies, M.D. (Individual)*

Yoplait, USA received the corporate award in this category. In addition to serving as the National Series Presenting Sponsor of the Komen Race for the Cure®, Yoplait sponsors the highly successful Save Lids to Save Lives™ program.

In 2000, Yoplait donated \$500,000 to the Foundation and the fight against breast cancer through this program.

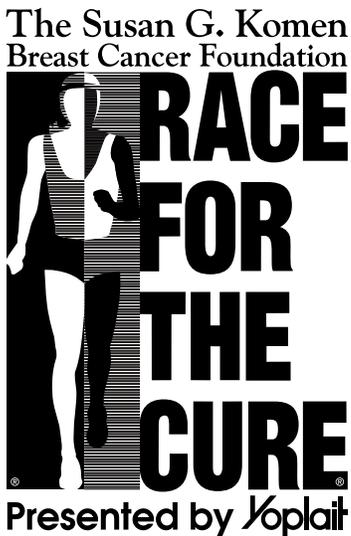
Dr. Martina Lies, a breast cancer survivor, was awarded the Komen Community Service Award for individual

contribution. Dr. Lies served as co-chair of the inaugural Komen Frankfurt Race for the Cure® in 2000, with only eight months to plan the event. While forming committees and providing the leadership required to host the inaugural Komen Race for the Cure® in Germany, Dr. Lies also devoted endless hours to community and survivor outreach to establish the Komen Foundation name in Germany. 📌



Yoplait employees with company president, Ian Friendly, second from right

# 2001 Komen Race for the Cure® Series



NATIONAL SERIES SPONSORS:



NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

- Dates subject to change.
- Bold type indicates a new Komen Race for the Cure® site for 2001.
- \*Indicates the city hosts an all-women's 5K only, or separate 5K events for men and women.
- If the city does not have \* symbol after its name, the city hosts co-ed 5K events only.

For the most up-to-date information on the 2001 Komen Race for the Cure® Series, contact our automated hotline at **1.888.603.RACE** or visit [www.raceforthe cure.com/](http://www.raceforthe cure.com/).

Date	Site	Date	Site	Date	Site
Jan 27	W. Palm Beach, FL*	Jun 9	Davenport, IA*	Sep 30	Coeur d'Alene, ID
Feb 11	El Paso, TX*	Jun 9	Raleigh/Durham, NC*	Sep 30	Honolulu, HI
Mar 10	Las Vegas, NV	Jun 9	St. Louis, MO	Oct 6	Albany, NY*
Mar 24	Lafayette, LA	Jun 30	Decatur, IL*	Oct 6	Baltimore, MD*
Apr 1	Tucson, AZ	Jul 1	Brainerd, MN	Oct 6	Birmingham, AL
Apr 7	Fort Worth, TX*	Jul 4	Greeley, CO*	Oct 6	Charlotte, NC*
Apr 7	San Antonio, TX	Jul 14	Albuquerque, NM	Oct 6	Macon, GA
Apr 21	Detroit, MI	Jul 21	Aspen, CO*	Oct 6	New Orleans, LA
Apr 21	Fayetteville, AR	Jul 28	Fresno, CA	Oct 7	Denver, CO*
Apr 21	Indianapolis, IN	Jul 29	Manchester, VT*	Oct 7	Reno, NV
Apr 28	Cincinnati, OH	Aug 12	Colorado Springs, CO*	Oct 13	Baton Rouge, LA
Apr 28	Waco, TX	Aug 12	Kansas City, MO	Oct 13	Des Moines, IA
May 5	Charleston, WV	Aug 18	Cheyenne, WY	Oct 13	Houston, TX*
May 5	Winston-Salem, NC	Sep 8	Monroe, LA	Oct 13	Jacksonville, FL*
May 12	Atlanta, GA*	Sep 9	Boston, MA	Oct 13	Lenoir, NC
May 12	Boise, ID	Sep 9	Toledo, OH	Oct 13	Louisville, KY
May 12	Daytona Beach, FL	Sep 15	Chicago, IL	Oct 13	Miami, FL
May 12	Jackson, MS	Sep 15	Scranton, PA	Oct 13	Virginia Beach, VA
May 12	New Britain, CT*	Sep 15	Shreveport, LA	Oct 13	Wichita Falls, TX
May 12	Ottumwa, IA	Sep 15	Tulsa, OK	Oct 14	Omaha, NE
May 12	Peoria, IL*	Sep 16	Bangor, ME	Oct 14	Phoenix, AZ
May 12	Richmond, VA	Sep 16	Cleveland, OH	Oct 20	Dallas, TX*
May 12	Sacramento, CA*	Sep 16	New York City, NY*	Oct 20	Knoxville, TN*
May 12	Salt Lake City, UT	Sep 16	Portland, OR*	Oct 20	Terre Haute, IN
May 12	Tyler, TX	Sep 22	Evansville, IN	Oct 20	Texarkana, TX
May 15	Minneapolis, MN*	Sep 22	Lexington, KY	Oct 20	Thibodaux, LA
May 13	Philadelphia, PA	Sep 22	Lubbock, TX	Oct 21	Milwaukee, WI
May 13	Pittsburgh, PA	Sep 22	Tampa Bay, FL	Oct 21	San Francisco, CA
May 19	Columbus, OH*	Sep 23	Orange County, CA*	Oct 21	Temecula Valley, CA
May 19	Helena, MT*	Sep 23	Seattle, WA*	Oct 27	Charleston, SC
May 19	Syracuse, NY	Sep 29	Amarillo, TX	Oct 27	Tupelo, MS*
May 20	Elmira, NY	Sep 29	Battle Creek, MI	Oct 28	Princeton, NJ*
May 26	Buffalo, NY	Sep 29	Chattanooga, TN	Oct 28	Providence, RI
Jun 2	Madison, WI*	Sep 29	Grand Rapids, MI*	Nov 4	Austin, TX
Jun 2	Plano, TX*	Sep 29	Greenville, SC	Nov 4	Los Angeles, CA
Jun 2	Washington, D.C.	Sep 29	Little Rock, AR*	Nov 4	Nashville, TN
		Sep 29	Oklahoma City, OK*	Nov 4	San Diego, CA*
		Sep 29	Wichita, KS		

## Transcript of Breast Cancer Chat Event Available at [www.breastcancerinfo.com](http://www.breastcancerinfo.com)

Each May, more than 20,000 physicians and researchers from all over the world come together for the annual meeting of the American Society of Clinical Oncology (ASCO) to learn about the latest advances in breast cancer research from the laboratory and the clinic. Following this year's meeting, two distinguished breast cancer experts discussed how these advances will impact breast cancer patients today and in the future during a live, 90-minute chat event at [www.breastcancer.org](http://www.breastcancer.org).

The live chat, held on May 17 and sponsored by the Komen Foundation in collaboration with [www.breastcancer.org](http://www.breastcancer.org), featured Susan Braun, president and CEO of the Komen Foundation; George Sledge, M.D., a medical oncologist and the Ballvé Lantero Professor of Oncology at Indiana University; and Marissa Weiss, M.D., breastcancer.org founder and president. If you missed the chat, read the full transcript at [www.breastcancerinfo.com](http://www.breastcancerinfo.com) beginning Friday, May 25, 2001. 📄

# Ways to Give in the Fight Against Breast Cancer

**F**or nearly 20 years, friends who have shared the vision of the Komen Foundation have become partners in advancing the mission of the Foundation. Together we have made tremendous progress toward eradicating breast cancer as a life-threatening disease through research, education, screening and treatment. The generosity of our donors is vital as we continue our efforts to help breast cancer patients today, as well as to invest in the health of future generations.

Although gifts of cash are most common, there are various and equally important ways to support the Foundation and the fight against breast cancer:

**Gifts of Stock** • Your broker can assist you in making a gift of stock via a direct transfer. Giving a gift of publicly traded stock that has increased in value and that you have owned for more than one year may provide greater tax benefits than giving cash. Your charitable income tax deduction is equal to the fair market value of the stock and you avoid paying the capital gains tax on any increase in the current value over the original cost of the stock. You may also save by not incurring brokerage fees because you are transferring ownership rather than selling the stock.

**Planned Gifts** • Deferred or planned gifts enable the Foundation to plan for the future because they will be realized at some later date. You can make a planned gift by naming the Komen Foundation as a beneficiary in your will or by naming the Foundation as owner and beneficiary of a paid-up life insurance policy. A gift of life insurance entitles you to a deduction equal to your cost basis in the policy or its replacement cost, whichever is less.

You can make a planned gift to the Komen Foundation and receive an income for life through the establishment of a charitable gift annuity or charitable trust that names the Foundation as a beneficiary. Your attorney can advise you of the various types of charitable trusts and the estate tax benefits of each, and assist you in setting up a planned gift that is tailored to your personal needs. You may also want to talk with your attorney or financial advisor about the tax benefits of naming the Komen Foundation as a beneficiary of your retirement plan.

**Workplace Contributions** • The Komen Foundation would like to thank the thousands of individuals who designated the Komen Foundation as beneficiary of their workplace campaign contributions in 2000. The Komen Foundation will once again be listed in contributor guides in the fall 2001 campaigns. In all campaigns, the Foundation will be listed as: Breast Cancer Foundation, Susan G. Komen.

#### Ways to contribute:

- Federal employees will find the Komen Foundation listed as an option in the Combined Federal Campaign (CFC). Please locate the Komen Foundation in the alpha index, or the federation index under Health & Medical Research Charities of America.
- In addition, through Independent Charities of America, the Komen Foundation participates in numerous state, municipal and university employee campaigns.
- Washington, D.C., and San Francisco-area residents may select the Komen Foundation as beneficiary in their local United Way corporate campaigns.

The Komen Foundation deeply appreciates all gifts regardless of size. For more information, please call us at 972.855.1600 or visit us online at [www.breastcancerinfo.com/](http://www.breastcancerinfo.com/).

## Your Donation Can Help Us Eradicate Breast Cancer

**T**he 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 award more grants to 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 code: \_\_\_\_\_  
 Phone number: \_\_\_\_\_  
 Amount of contribution: \$ \_\_\_\_\_

Check enclosed    Charge to:  Visa     MasterCard     American Express  
 Card number: \_\_\_\_\_  
 Expiration date: \_\_\_\_\_  
 Name as it appears on credit card: \_\_\_\_\_

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 code: \_\_\_\_\_

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.breastcancerinfo.com](http://www.breastcancerinfo.com) or by calling our National Toll-Free Helpline at 1.800 I'M AWARE® (1.800.462.9273).

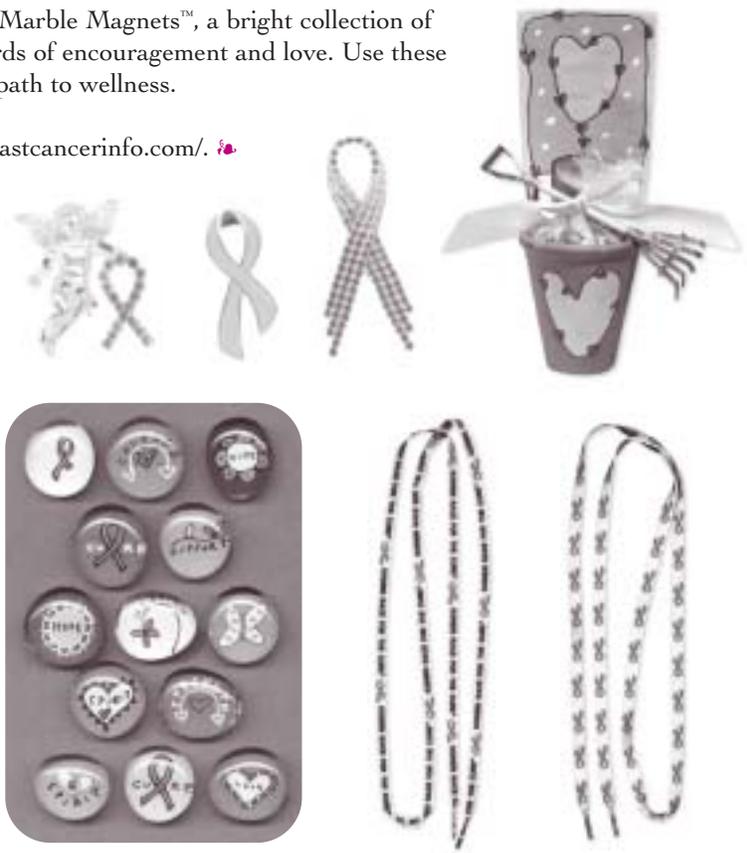
# New Merchandise Items Available from the Komen Foundation

Recognizing the need to find new ways to increase breast cancer awareness and generate additional sources of revenue to help eradicate breast cancer as a life-threatening disease, the Susan G. Komen Breast Cancer Foundation has expanded its merchandising efforts. New items and old favorites are available through the Marketplace section of the Komen Foundation website, [www.breastcancerinfo.com/](http://www.breastcancerinfo.com/).

Sixty-two percent of the sales price for all Komen Foundation merchandise sold — whether it be pink ribbon shoelaces, pink ribbon pins, Susan Bears or *Sing for the Cure*™ CDs — goes directly to support breast cancer research and outreach programs.

One of the Foundation's new products is Milestones to Wellness™ Marble Magnets™, a bright collection of 13 button-sized glass marble magnets filled with pink ribbons, words of encouragement and love. Use these marble magnets to post memories, milestones and miracles on the path to wellness.

To see what other unique items are available, please visit [www.breastcancerinfo.com/](http://www.breastcancerinfo.com/).



MERCHANDISE ORDER FORM				
Prices are subject to change			Order Code FRLS2001	
Item No.	Description	Product Cost	Qty	Total
<b>Pink Ribbon Pins</b>				
706-100-SM	1" Small Rhinestone	\$ 5.00		
706-100-MD	1½" Medium Rhinestone	\$ 10.00		
706-100-1X	2½" Extra Large Rhinestone	\$ 25.00		
706-100-AP	Angel with Small Pink Ribbon Rhinestone	\$ 10.00		
706-100-PE	Pink Ribbon Enamel Pin	\$ 1.00		
<b>Susan Bears</b>				
706-24862	14" Large Susan Bear, 3rd Edition	\$ 20.00		
706-25851	6" Mini Susan Bears (color will vary)	\$ 6.00		
<b>Novelty</b>				
706-140	Milestones to Wellness™ Marble Magnets™	\$ 15.00		
706-142	Seeds of Hope	\$ 10.00		
<b>Shoelaces</b>				
706-103	Komen Race for the Cure® Shoelaces	\$ 3.50		
706-139	Pink Ribbon Shoelaces	\$ 3.50		

TOTAL COST	
Product Cost	\$
Add Shipping and Handling	\$
Total Cost	\$

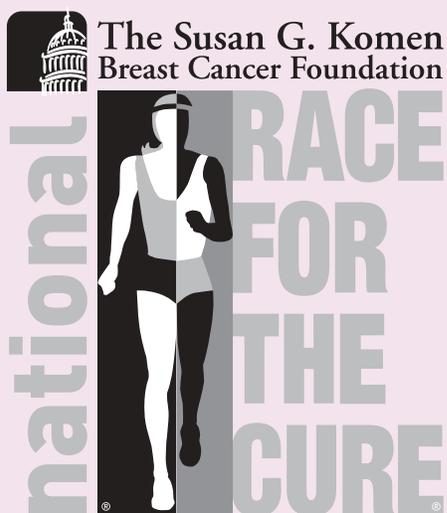
Shipping and Handling Rates	
\$1 to \$100	\$7.50
\$101 to \$250	10%
\$251 to \$500	8%
\$501 to \$1000	7%
Over \$1000	6%

**Use your credit card and phone toll-free 1.877.SGK.SHOP or mail to:  
The Susan G. Komen Breast Cancer Foundation  
5005 LBJ Freeway, Suite 250, Dallas, Texas 75244**

ORDERING ESSENTIALS		
Name:		
Shipping Address:		
City:	State:	Zip:
Daytime Phone:		
<b>Payment Method</b>		
<input type="checkbox"/> Payment Enclosed (payable to the Susan G. Komen Breast Cancer Foundation)		
<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> American Express
Credit Card Number:		
Expiration Date:		
Name on Account:		
Signature:		

## You're Invited to the World's Largest 5K!

The Susan G. Komen Breast Cancer Foundation National Race for the Cure® is the largest 5K run/fitness walk in the world. In 2000, more than 70,000 individuals crossed the finish line in this Race and we're hoping for a larger turnout in 2001. The Race will once again return to the streets of the nation's capital on Saturday, June 2, 2001. A portion of the net proceeds from this event will go to the Susan G. Komen Breast Cancer Foundation Research Program. More than \$1 million will remain in Maryland, Washington, D.C., and Virginia to support local research, education, screening and treatment programs.



The Susan G. Komen Breast Cancer Foundation

**Presented by Yoplait**

NATIONAL SERIES SPONSORS:

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FAMILY OF CONSUMER COMPANIES

AA  
AMERICAN ASSOCIATION

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new balance

Ford

NATIONAL SERIES HONORARY CHAIR: FRANCIE LARRIEU SMITH

**WASHINGTON, DC**

**Date:** Saturday, June 2, 2001

**Time:** 8:30 a.m.

**Place:** Washington, D.C.

**For more information or to register, please visit:**  
[www.nationalraceforthecure.org](http://www.nationalraceforthecure.org)

## Reaching for the Cure®...Innovations in Quality Care

September 30 - October 2, 2001

The Grant Hyatt • Washington, D.C.

**M**ake plans now to attend *Reaching for the Cure®...Innovations in Quality Care*, an annual conference of the Susan G. Komen Breast Cancer Foundation.

The Komen Foundation's fifth annual conference, *Reaching for the Cure®...Innovations in Quality Care*, showcases breast cancer research, education, screening and treatment projects supported by the Foundation's grant programs. The 2001 conference will highlight how recent advances in breast cancer diagnosis and treatment can be integrated at the local level to improve quality of care for those touched by the disease. A variety of sessions and workshops will encourage an educational interchange between advocates, researchers, breast cancer survivors and other health professionals.

Highlights of the 2001 conference include:

- Keynote presentations by leading international experts focusing on health disparities in quality of care, advances in breast cancer diagnosis, staging and treatment, and psychosocial aspects of the disease;
- Cutting-edge basic science, translational and clinical breast cancer research presentations in lay language;
- Grassroots programs targeting local breast cancer education, screening, treatment and support services for the medically underserved;
- Dialogue among patients, advocates, researchers and other interested groups; and
- Educational workshops highlighting new initiatives in the fight against breast cancer, including clinical trials, spirituality and healing, and long-term breast cancer survivorship.

For more information, call 1.866.566.3648 (toll-free). 

## National Cancer Survivors Day® is June 3

**T**he 14th Annual National Cancer Survivors Day® (NCSDF) will be held on Sunday, June 3, 2001. Communities throughout the U.S. will hold celebrations of life in recognition of the nation's 8.4 million cancer survivors. The day also acknowledges those professionals dedicated to cancer treatment, research and support services. For more information about events taking place in your community or to request a 2001 Celebration Planning Kit, please call the National Cancer Survivors Day Foundation at 615.794.3006, or visit [www.ncsdf.org/](http://www.ncsdf.org/). 



The Susan G. Komen  
Breast Cancer Foundation

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

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Breast Cancer Foundation

## Nancy Brinker Receives Award



Nancy Brinker

**N**ancy Brinker, founding chair of the Susan G. Komen Breast Cancer Foundation, was honored with the Global Conference Institute's 2001 Healthcare Humanitarian Award during a special awards tribute and dinner gala at the University of Chicago at Gleacher Center on April 5, 2001. The award, established in 1998, recognizes one individual in the world who has demonstrated a

profound commitment and devotion to humanitarianism, has enhanced the quality of lives through his or her work and has influenced the course of history through ongoing contributions in healthcare and medicine, business or in the individual's given field of expertise in relation to healthcare. 



The Susan G. Komen  
Breast Cancer Foundation

**T**he Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer at the age of 36. Today, the Foundation is an international organization with a network of volunteers working through local Affiliates and Komen Race for the Cure® events to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The Foundation runs one of the most innovative, responsive grant programs in breast cancer today. In addition to funding research, the Foundation and its Affiliates fund non-duplicative, community-based breast health education and breast cancer screening and treatment projects for the medically underserved.

### frontline newsletter

Founding Chairman .....Nancy Brinker  
Chairman of the Board .....Linda Kay Peterson  
President and Chief Executive Officer .....Susan Braun  
Editor .....Maureen O'Donnell