

# frontline

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

## 2000 Brinker International Awards for Breast Cancer Research

The Komen Foundation presented the 2000 Brinker International Awards for Breast Cancer Research at the 23rd Annual San Antonio Breast Cancer Symposium this past December. Established by the Foundation in 1992, the two awards recognize leading scientists for outstanding contributions in the fields of basic and clinical breast cancer research.

The 2000 Basic Research Award was presented to Angela Brodie, Ph.D., Professor in the Department of Pharmacology and Experimental Therapeutics at the University of Maryland. The Clinical Research Award was presented to Dimitrios Trichopoulos, M.D., Vincent L. Gregory Professor of Cancer Prevention and Professor of Epidemiology at Harvard University, and Professor of Hygiene and Epidemiology at the University of Athens in Greece.

Each recipient received \$10,000 and a crystal statuette from Tiffany & Co. The endowment began from a partnership between the Komen Foundation and Brinker International, the world's premier multi-operator restaurant company, which contributed the proceeds of its Chili's 10K race and chili cook-off. The endowment now assures the continuation and growth of the Brinker Awards.

	
<b>2000 Basic Science Award Angela Brodie, Ph.D.</b>	<b>2000 Clinical Research Award Dimitrios Trichopoulos, M.D.</b>
<i>Professor, Department of Pharmacology and Experimental Therapeutics, School of Medicine, University of Maryland, Baltimore, Maryland</i>	<i>Vincent L. Gregory Professor of Cancer Prevention and Professor of Epidemiology, Harvard University, Boston, Massachusetts, and Professor of Hygiene and Epidemiology, University of Athens, Greece</i>

### 2000 Basic Science Award Angela Brodie, Ph.D.

Dr. Angela Brodie's work began with basic research on the biochemistry and pharmacology of aromatase, spanned preclinical studies through the testing of aromatase inhibitors in animal models and forged through clinical trials to the approval of a novel treatment for breast cancer. Dr. Brodie developed a strong interest in the role of estrogens in breast cancer at the Christie Hospital in Manchester, UK, site of the first tamoxifen clinical trials.

In 1972, the Brodie laboratory at the Worcester Foundation for Experimental Biology reported the first of a number of compounds that are potent selective inhibitors of aromatase, the enzyme that catalyzes the key step in the biosynthesis of estrogens.

Dr. Brodie proposed that selective inhibition of aromatase might be of benefit in breast cancer treatment and received a grant from the National Institutes of Health (NIH) to study this hypothesis in 1975. At that time, all available antiestrogens were partial estrogen agonists as well as antagonists. In 1977, Dr. Brodie published data demonstrating the specificity and efficacy of a potent aromatase inhibitor in an animal model.

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The award ceremony was held during the San Antonio Breast Cancer Conference, which was founded in 1978 as a one-day event involving doctors in a five-state area. Today the conference is an international event featuring world-renowned speakers. The conference has grown to a place of prominence and importance for the dissemination of the latest findings in breast cancer research and remains dedicated to addressing breast cancer concerns by providing a meaningful forum for the pursuit of the elimination of the disease.

## Suzy Komen Award Established to Honor Survivors



Linda Kay Peterson

**A**t the start of each Komen Race for the Cure® season, it's always difficult to imagine how we can improve upon the previous year's amazing successes. In 2000, for example, we broke all previous participation records with more than one million people crossing the finish line in a single year in the Komen Race for the Cure® Series. And so, how do we go about improving upon that number in 2001? We set a goal of more than 1.3 million participants. However, while the number of participants is important, it is the individuals behind these numbers — the people who are out there running and walking — who make the Komen Race for the Cure® Series one of the most special and unique events ever held.

And in 2001, we will begin recognizing some of these amazing people by establishing a new award to honor breast cancer survivors who have advanced the fight against this life-threatening disease by participating competitively in a Komen Race for the Cure® event. The Annual Suzy Komen Award, established by

the National Distance Running Hall of Fame in partnership with the Foundation, was unveiled at the Komen West Palm Beach Race for the Cure® event on Saturday, January 27. As the first Race in the 2001 Series, the Komen West Palm Beach Race for the Cure® was the perfect forum for the award kickoff.

The National Distance Running Hall of Fame, an organization dedicated to advancing the sport of distance running, partnered with the Komen Foundation to create this unique award, which is named in honor of Susan G. Komen, the inspiration behind the Komen Foundation and the Komen Race for the Cure® Series. This award symbolizes Suzy's courage in the fight against breast cancer and the strength of the Komen Race for the Cure® Series in making a difference in the lives of thousands upon thousands of people each year.

In a post-race ceremony in West Palm Beach, John Petrone, director of the National Distance Running Hall of Fame, presented an artist's rendering of the Suzy Komen Award to Nancy Brinker, sister of Suzy Komen and founder of the Komen Foundation and the Komen Race for the Cure® Series. The Suzy Komen Award will be housed in the National Distance Running Hall of Fame next to the Susan G. Komen Breast Cancer Foundation Race for the Cure® Series display.

Nominations for the award will be accepted from Komen Affiliates throughout 2001. The first recipient of the Suzy Komen Award will be announced in 2002 and will be honored at a National Distance Running Hall of Fame induction ceremony in July of that year.

The Komen Race for the Cure® Series is unique in that every dollar of participants' entry fees goes directly to fighting breast cancer. Up to 75 percent of net proceeds from each local Komen Race for the Cure® stay in that community to fund non-duplicative breast health and breast cancer programs that meet the needs of the medically underserved. A minimum of 25 percent of funds raised directly support the Komen Foundation Research Program. During the last 19 years, the Komen Foundation, due in large measure to the success of the Komen Race for the Cure®, has raised in excess of \$300 million to support its mission.

In addition to raising funds and awareness for breast cancer, the Komen Race Series 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 first Komen Race for the Cure® was held in Dallas in 1983 as part of a promise Nancy Brinker made to her sister, Susan G. Komen, who died from breast cancer at age 36, to do something to fight this life-threatening disease. What started as one race with 800 participants is now the largest 5K series in the world with 111 U.S. events.

Francie Larriou Smith, five-time Olympian and Honorary Chair of the Komen Race for the Cure® Series, was inducted into the National Distance Running Hall of Fame in 1999. The Official Race Series Partners of the 2001 Komen Race for the Cure® are American Airlines, Ford Division, Johnson & Johnson Family of Consumer Companies, the Kellogg Company, the National Football League, New Balance Athletic Shoe, Yoplait USA and Zeta Tau Alpha Fraternity.

The National Distance Running Hall of Fame, located in Utica, N.Y., is dedicated to honoring the athletes who have made contributions to the sport of distance running,

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# Seven Million Steps Closer to a Cure

Lee National Denim Day® Exceeds Goal, Breaks Record



Gordon Harton, Lee Company president; Susan Braun, Komen Foundation president and CEO; Rob Lowe, actor and 2000 Lee National Denim Day® spokesperson; and Kathy Collins, vice president of marketing for Lee.

The fifth annual Lee National Denim Day® exceeded its goal of raising \$6 million for the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer, making it the nation's largest single-day fundraiser for breast cancer.

More than 1.2 million employees of nearly 19,000 companies nationwide pledged \$5 in exchange for the right to wear denim to work on October 6, 2000. To date, more than \$7.2 million has been collected and more donations are coming in every day.

"The response this year was incredible," said Nancy White, manager of marketing services for the Lee Company. "With breast cancer there is a sense of urgency because every three minutes another woman is diagnosed. It's inspirational to know that millions of individuals nationwide not only recognized this urgency but took an active role in combating this terrible disease."

The goal was set to challenge America to exceed last year's donations. In 1999, Lee National Denim Day® raised more than \$5.8 million with the help of more than one million

individual \$5 contributions. This year's results have already eclipsed that record and donations continue to pour in. Since its founding in 1996, Lee National Denim Day® has raised more than \$23 million for the fight against breast cancer.

"The Lee Company is a valuable corporate partner of the Komen Foundation, and a valuable partner to everyone who's working to eradicate this disease," said Nancy Brinker, founding chair of the Komen Foundation. "By collecting more than \$7 million from individual \$5 donations, America is sending a powerful message that it's prepared to continue this fight with the Lee Company. Together, we will continue to fund groundbreaking research and important breast health programs until we find a cure."

This year, Rob Lowe, star of NBC's *The West Wing*, served as the first male spokesperson for Lee National Denim Day®. Lowe lost his grandmother and great-grandmother to breast cancer.

"Breast cancer is a disease that touches everyone — even men," said Lowe. "It was a privilege to join the Lee Company and the millions of people who banded together to fight this deadly disease."

In 2001, Lee National Denim Day® will be held on Friday, October 5. The goal of the 2001 campaign is to raise more than \$7 million to help battle breast cancer. ♣

## A Celebration of Life: Rising Above Breast Cancer

by Dean Radcliffe-Lynes

I first met Zora Brown in 1990. I was producing a nationally syndicated television show and she was brought to my attention as a tireless advocate for the plight of African American women with breast cancer. Similar to Nancy Brinker, founder of the Susan G. Komen Breast Cancer Foundation, Zora's sister, Belva, died from breast cancer. Zora, a breast cancer survivor herself, promised her sister that she would do everything in her power to

tell African American women that they were not immune to breast cancer, and in fact, were dying at a higher rate from the disease than any other race or ethnic group.

According to Dr. Harold Freeman, who served as director of surgery at Harlem Hospital in New York City for 25 years, a study published 10 years ago found that 50 percent of the women who came to Harlem Hospital diagnosed with breast cancer died from

the disease due to late detection and late stage diagnosis. Another 30 percent died within five years. Those numbers, however, have been significantly reduced since that time due to free screenings and help with cancer treatment provided by the hospital.

This message was vital because many African American women saw breast cancer as a "white woman's disease." Due to lack of access to health care for many women, racial bias



One of the scenes from *A Celebration of Life* depicts "Rise, Sister, Rise" support group members at the Susan G. Komen Breast Cancer Foundation National Race for the Cure® in Washington, D.C.

in the medical profession, and a fear of the word "cancer," breast cancer wasn't being discussed in the African American community and wasn't being addressed as a serious threat to their survival.

(continued on page 4)

*(A Celebration of Life continued from page 3)*

Throughout my career in television, I have also had the privilege of meeting a number of breast cancer survivors, some of whom call themselves “warriors.” I came to feel strongly that their stories had to be told in order to break the silence and make African American women aware of the urgent need to get screened and treated early to increase their chances of survival. This was the impetus for creating *A Celebration of Life: Rising Above Breast Cancer*, a one-hour television program which celebrates the lives of African American breast cancer survivors and stresses the importance of early detection.

The Komen Foundation recognized the need to reach the African American audience and proudly provided funding for the creation of *A Celebration of Life*. The program, which is hosted by singer Nancy Wilson, will air on public television stations nationwide in April of 2001 (check local listings for air dates and times).

I am thankful that I met Zora Brown and the many others who have dedicated their lives to eradicating breast cancer. I am honored and blessed that I had the opportunity to share their vision and message with all women.

*Dean Radcliffe-Lynes is an independent Emmy Award-winning television producer. She resides in Baltimore, MD, with her husband and daughter. The Komen Foundation proudly provided funding for the creation of A Celebration of Life.*

*(Brinker Awards continued from front cover)*

The compound, 4-hydroxyandrostenedione (4-OHA), effectively suppressed ovarian estrogen production and consequently induced regression of rodent mammary tumors. In contrast to tamoxifen, 4-OHA was not estrogenic in the uterus.

Having created the groundwork for the use of aromatase inhibitors as treatment for breast cancer, Dr. Brodie further advanced the field through translational and clinical research. She collaborated with investigators at the Royal Marsden Hospital in London to evaluate 4-OHA in breast cancer patients. Dr. Brodie’s laboratory synthesized the 4-OHA needed to initiate these clinical trials. These studies demonstrated the efficacy and safety of 4-OHA in advanced breast cancer and provided incentive for further studies and development of 4-OHA. Formestane, the pharmaceutical label for 4-OHA, is now in worldwide use. At the time of its approval in 1994, it was the first selective aromatase inhibitor to become available and the first new treatment of breast cancer in 10 years.

Dr. Brodie’s pioneering studies provided the proof of principle that inhibition of aromatase is a viable treatment option for hormone-dependent breast cancer. Subsequently, multiple non-steroidal inhibitors of aromatase have been approved for this indication. The depth, breadth and vision of Dr. Brodie’s work provided the basis for the development of novel endocrine agents for the treatment of breast cancer.

#### **2000 Clinical Research Award Dimitrios Trichopoulos, M.D.**

**D**r. Dimitrios Trichopoulos’ discoveries in the epidemiology and etiology of breast cancer have challenged prevailing paradigms, greatly expanded our understanding and knowledge of this disease and fostered new eras of research on prevention and treatment. He has made extremely important contributions to the epidemiology of reproductive variables in relation to breast cancer risk. Among his most notable contributions in this field are the following:

- The establishment that late age at menopause increases the risk of breast cancer and that artificial menopause sharply reduces this risk.
- An explanation of how early age at menarche increases the risk of breast cancer.
- The establishment that late age at any birth increases breast cancer risk.
- The hypothesis that the intrauterine environment can contribute to risk of breast cancer in adult life.

Dr. Trichopoulos has also been in the forefront of studies on diet and breast cancer. Teams led by him were among the first to report that consumption of vegetables and fruits reduces the risk of breast cancer.

In addition, his studies on cancer and Mediterranean dietary traditions indicate that monosaturated fats from olive oil are candidate compounds for risk reduction of breast cancer.

Dr. Trichopoulos has authored or co-authored over 800 publications and his research has contributed to the discovery of important risk factors in the epidemiology and etiology of a number of cancers. His awards and honors include the Eleanor Roosevelt Fellowship; Cutter Lecturer at the Harvard School of Public Health (1982) and Ipsen Lecturer at the Institute of Social Medicine of Aarhus University (1987); Member of the Delta Omega Honorary Public Health Society, U.S.A.; Officier de l’Ordre des Palmes Académiques, France; Foreign Member of the National Academy of Medicine of France and of the Royal Academy of Medicine of Belgium; Chairman of the European Union Health Group and the EU AIDS Group during the Greek Presidency (1988) of the European Union; Distinguished Lecturer in the Japan Cancer Research Center (1992); Honorary Doctor of Medicine, University of Uppsala (1994); recipient of a Smoke-Free America Award for demonstrating the role of passive smoking in the development of lung cancer; Commander of Honor of the Greek Republic.

## Highlights from the Susan G. Komen Breast Cancer Foundation

# Mission Conference 2000: Reaching for the Cure®...Making a Difference

The Susan G. Komen Breast Cancer Foundation held its fourth annual Mission Conference, Reaching for the Cure®...Making a Difference, September 17-19 at the Ronald Reagan Conference Center in Washington, D.C. Over 500 attendees participated in the three-day conference which featured presentations by recipients of Komen's research and Affiliate grant programs, as well as keynote addresses from leading international experts, focusing on the latest developments in the fight against breast cancer. A variety of sessions and workshops throughout the conference showcased the Foundation's funding programs, emphasizing how the information presented could be translated and applied at the community level and encouraging an educational interchange between conference attendees.

Those attending the conference represented a unique mix of advocates, researchers, breast cancer survivors and other health care professionals. The majority of attendees represented the Foundation's volunteer-driven Affiliate network, partner organizations and recipients of the Foundation's research grant and Affiliate community grant programs. Many conference attendees said the Komen Mission Conference was

Reaching for the Cure®...  
**Making A  
 Difference**

unique because it provided a forum for dialogue between scientists working in the lab, physicians, community educators and those who advocate for the breast cancer cause.

The conference program showcased the many different projects supported by Komen Foundation funding. Seventy-three recipients of Komen research grants discussed their projects during oral or poster presentation sessions focusing on cell biology, advances in treatment, breast imaging, population-specific research, prevention and risk reduction and genetics. Twenty-eight recipients of Komen Affiliate-funded grants discussed their projects during oral presentation sessions focusing on breast health/cancer education and outreach, African American breast health/cancer education, screening, treatment assistance and breast cancer survivorship. Four Komen Affiliates also presented their mission-based programs to conference attendees, including programs such as conferences, a local resource guide and a special mammography license plate promotional campaign.

The 2001 Mission Conference will be held September 30-October 2 in Washington, D.C. 

## FDA Approves Use of Arimidex® (Anastrozole)

The U.S. Food and Drug Administration (FDA) recently approved Arimidex® (anastrozole) as a new primary treatment option for postmenopausal women diagnosed with advanced breast cancer whose cancers are hormone receptor positive. Arimidex® is a non-steroidal aromatase inhibitor, which works to lower the amount of circulating estrogens in the body.

Arimidex® and tamoxifen work in very different ways. Arimidex® stops the production of estrogen from the adrenal glands (near the kidneys), a main source of estrogen for postmenopausal women. By decreasing the overall concentration of estrogen in the body, Arimidex® may help reduce the spread of breast cancer in postmenopausal women. Tamoxifen inhibits a cancer cell's ability to use estrogen for fuel to divide and grow.

Postmenopausal women with advanced breast cancer are encouraged to discuss this and all treatment options with their health care provider. 

## New Education Materials

The Education Department is pleased to announce two new breast health booklets, *Breast Health: What Every Woman Should Know* and *Lo Que Usted Debe Saber Sobre La Salud De Sus Senos* (Spanish version of *Breast Health: What Every Woman Should Know*).

These new education materials were developed to replace the *Caring for Your Breasts* booklets. Topics include breast health, benign breast changes, three-step breast health approach, risk factors, breast cancer, methods of diagnosis and methods of treatment and support. These booklets contain valuable information for women. Both of these booklets may be ordered by calling 1.877.SGK.SHOP (Item No. 806-445EN: English version and Item No. 806-445SP: Spanish version). 



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

## Tickled Pink for the Komen Los Angeles County Affiliate

Over 100 people laughed their way through the Komen Los Angeles Affiliate's Tickled Pink fundraiser on September 13, 2000, at the Laugh Factory on Sunset Blvd. Over \$2,000 was raised for the Komen Los Angeles Affiliate with the assistance of show producer and emcee Paul J. Williams, who helped present a top-notch lineup of professional comics. Among those on the show roster were Sherry Davey, Kathleen Madigan and John Caponera. Thanks for sharing the smiles, Komen Los Angeles County Affiliate!

## 100-year-old Ida Adams triumphs at Komen Tulsa Race for the Cure®



A tremendous highlight of the Komen Tulsa Race for the Cure® was Ida Adams, a 100-year-young survivor, diagnosed with breast cancer 48 years ago. Joined by her daughters, granddaughters and great-grandchildren, Ida

walked the entire mile of the fun run, surrounded by four generations of family. The start of the survivor ceremony did not begin until Ida crossed the finish line and joined the crowd, who cheered and cried as she crossed. As she approached fellow survivors, adorned in her Team American Airlines Race for the Cure® T-shirt and pink pearls, the crowd gave Ida a long, heartfelt ovation. The 2000 National Series Presenting Sponsor JCPenney gave Ida a \$100 gift certificate. KJRH, NBC's Tulsa affiliate, featured a wonderful segment on Ida, highlighting the Komen Tulsa Race for the Cure®. Ida's personal story is one of inspiration and triumph. Ida was diagnosed with breast cancer in 1952, a time when little was known about breast cancer.



"I had symptoms for two years, but I didn't think much of it," Ida said. Ida's daughter, Wilma Page, told her mother that her symptoms may be a sign of breast cancer and was shocked to discover her mother had symptoms for two years. Ida underwent a radical mastectomy. Two of her daughters are also breast cancer survivors. Ida's granddaughter, Karen Horton, said proudly at the Race, "I understand that she is the longest living breast cancer survivor in Oklahoma." Ida takes her longevity in stride and believes her faith has seen her through. "I think I have had a guardian angel watching over me all this time."

## Remember Me: Portraits of Mothers with Breast Cancer

Elizabeth Lowry, an artist from Oklahoma, shares the story behind her exhibit *Remember Me: Portraits of Mothers with Breast Cancer*.



Photo from *Remember Me: Portraits of Mothers with Breast Cancer*

My mother died of breast cancer on December 13, 1997, at the age of 56, leaving behind three adult daughters and five grandchildren. And while leaving her children was undoubtedly the most difficult part of dying, my mother didn't have to worry about us. We were certainly old enough to take care of ourselves.

That's not the case with many women who are faced with breast cancer. While certainly many who battle the disease survive it, they are still confronted with the possibility that they may have to say goodbye to their kids.

*Remember Me: Portraits of Mothers with Breast Cancer* gives 13 mothers the opportunity to decide what images of themselves they would like their children to remember. The mothers were also photographed with their children doing something they enjoy. All of the women pictured in *Remember Me* have been diagnosed with breast cancer. Some were photographed while they were in treatment. Some had been in remission for several years. All of the women had children living at home — meaning the children were anywhere from still-in-the-womb to 18 years old. Each of the women chose how she wanted to be photographed. Some women wanted to be photographed in their gardens or in a nature setting. Other

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

women wanted to be pictured with the things they had made themselves or doing things they love to do. Once I took the women's portraits, I then photographed them with their children. One woman is pictured snuggling in bed with her five-year-old son. Another woman is baking cookies with her daughters. Another mom is picnicking with her daughters and her grandson.

I attempted to include women from various walks of life and backgrounds. All live in the Oklahoma City metro area and range in age from 25 to 50. The photos include a pediatrician, a housekeeper, a stay-at-home mom and a saleswoman.

I hope this exhibition illustrates that not all women with breast cancer are older; many are young mothers with children who are dependent upon them. I hope, too, that *Remember Me* will raise awareness about breast cancer and will encourage people to take family photographs as frequently as possible to preserve images of the ones they love. — *Elizabeth Lowry*

Elizabeth's exhibit can be viewed online at the Komen Central Oklahoma Affiliate's local website, [www.connectok.com/remember/](http://www.connectok.com/remember/).

## Komen South Florida Affiliate Celebrates 10th Anniversary Race with Pink Ribbon Regatta™

**O**n Saturday, October 7, 2000, the South Florida Affiliate of the Susan G. Komen Breast Cancer Foundation held a Pink Ribbon Regatta™ to celebrate Breast Cancer Awareness Month and to kick off its 10th Anniversary pre-Race activities.

The first event of the day, "A Celebration of Life," was held in one of West Palm Beach's beautiful churches, located just a few blocks away from the Affiliate's Race site along the intracoastal waterway. A punch and cookies reception preceded the one-hour ceremony to honor breast cancer



Pink Ribbon Regatta™ committee: Melanie Carrel, Lorraine Delaney, Kathleen Pickens, Jean Wicken, Tim Clark, Barbara Menendez, Nancy Miller and Dr. Jose Martinez.

survivors and guests. Darden Daves, wife of the mayor of West Palm Beach, served as emcee. Kathy Easley, 2001 Race chair and a breast cancer survivor, set the tone for the ceremony by reading an inspirational prayer. The ceremony also included a reading of a proclamation by one of West Palm Beach's county commissioners. The proclamation, signed by all of the county commissioners, declared Saturday, October 7, as Breast Cancer Survivors Day. The highlight of the ceremony was an upbeat musical program by a Sweet Adelines group named "Diamonds in the Rough."

The ceremony in the church concluded at 7:00 p.m., a few minutes past sunset. Everyone exiting the church held candles as they crossed the street to watch a procession of seven yachts decorated in pink lights cruise down the waterway. Don Gilman, the owner of a yacht sales company who volunteered his time organizing the boating segment, surprised everyone by having the yachts form a semicircle in front of the 200 spectators. Each of the yachts blew its horn in honor of the breast cancer survivors.

A surprise visit by Nancy Brinker made the evening extra special. 🌟

*(Suzy Komen Award Established continued from page 2)*

contributions that have brought distance running fame and recognition. From the sport's top runners and most decorated athletes to those who pushed the sport's barriers and eventually broke them, the Hall of Fame honors their talents, initiative and drive.

Thanks to the tireless efforts of our more than 100 Komen Affiliates, our 70,000 volunteers, our generous Official Race Series Partners and local sponsors, and everyone who participates in a Komen Race for the Cure® event, the Komen Race for the Cure® Series has not only helped raise money and awareness in the fight against breast cancer, but helped advance the sport of distance running, both competitively and recreationally. The Suzy Komen Award will help bring recognition to both the sport of running and to the fight against breast cancer. These courageous women and men send a powerful message of hope and celebration every time they cross the finish line and I thank them for their dedication to this race. 🌟

## New Evaluation Procedure for Women at Higher Risk

Over 95 percent of all breast cancer begins in the cells lining the milk ducts. By the time these cells grow into a tumor capable of detection by mammography or a clinical breast examination (CBE), eight to 10 years may have passed. Ductal lavage is a minimally invasive method of collecting samples of cells from the milk ducts. The procedure allows physicians to look for precancerous and cancerous breast cells in women who are at higher risk for breast cancer before they are detected by mammography or CBE.

Risk factors that put a woman at a higher risk for breast cancer include a personal history of breast cancer or ovarian cancer; a relative who had breast cancer before menopause or in both breasts; a personal history of breast biopsy showing atypical hyperplasia or carcinoma in situ; being young at the time of your first period; starting menopause later; never having children or having your first child after the age of 30; and having the mutated breast cancer gene BRCA1 or BRCA2.

Ductal lavage involves three steps and can be performed either in a physician's office or an outpatient clinic:

- **Step 1:** Gentle suction is used to help draw tiny amounts of fluid from the milk ducts to the nipple surface. The fluid droplets that appear help locate the milk ducts' openings on the surface of the nipple.
- **Step 2:** A thin catheter is inserted into a milk duct opening on the nipple. Saline is slowly introduced through the catheter to gently rinse the duct and collect cells. The ductal cell fluid is withdrawn through the catheter and deposited into a collection vial.
- **Step 3:** The sample is sent to a laboratory for analysis to detect normal, precancerous or cancerous cells.

The majority of the high-risk women enrolled in the clinical trial reported no significant discomfort during or after ductal lavage.

### What Ductal Lavage Offers Women at Higher Risk

Ductal lavage must be used with standard breast cancer detection methods such as mammography, clinical breast exam and monthly breast self-exam. For women at higher risk, it can offer:

- **Power of information.** Ductal lavage provides unique, early information about any changes in breast duct cells.
- **Repeatable testing.** Specific ducts can be retested regularly to check the status of cells.
- **Informed prevention decisions.** Ductal lavage offers women at higher risk additional information that can be used in the decision-making process (i.e., whether or when to pursue treatment to reduce the risk of developing breast cancer).
- **An opportunity for earlier intervention.** Ductal lavage information may help women in considering whether to pursue closer monitoring, treatment to reduce their risk (i.e., tamoxifen) or other options.

Medical professionals interested in ductal lavage can call 1.866.4.LAVAGE and women at higher risk can call 1.866.446.DUCT. [f](#)

## Silicone Breast Implant Study Published

The National Cancer Institute (NCI) recently reported on one of the largest studies on the long-term health effects of silicone breast implants. Researchers found no association between silicone breast implants and the risk of breast cancer. The participants in the NCI study included 13,500 U.S. women who had implant surgery for cosmetic reasons in both breasts sometime between 1962 and 1989. The breast implant patients were compared to both the general population and to women who had received other types of cosmetic surgery. When compared with either the general population or women with other types of cosmetic surgery, the study revealed there was no evident difference in breast cancer risk between the groups. [f](#)

*Journal of the National Cancer Institute, Vol. 92, No. 21, p. 1714.*



## Clinical Trials and Informed Consent

**F**ollowing a diagnosis of breast cancer, women are faced with many decisions. One of the most important ones is the decision about their course of treatment. Clinical trials are an alternative for quality treatment for some women, but may not be an option for everyone.

Clinical trials are carefully controlled research studies conducted with actual patients. These studies test potential benefits of new treatments or the effectiveness of new ways to diagnose or prevent disease. Clinical trials have been responsible for many advances in breast cancer treatment, such as lumpectomy, the use of tamoxifen and screening mammography.

With the help of physicians and other trained medical professionals, patients can make informed choices about clinical trial participation. In order to decide whether or not to participate,

patients must receive accurate information about the clinical trial. In addition to discussing the clinical trial with a research doctor or nurse, patients receive detailed information in a written consent form to read and discuss with family members. The consent form includes details about:

- the study approach
- the intervention given in the trial
- the possible risks and benefits
- the tests a patient may undergo

Anyone considering participation in a clinical trial should ask questions until he or she feels comfortable enough to make an informed decision. A patient can change his or her mind and leave the study at any point — before the study begins or at any time during the study or follow-up period. 📌

*National Cancer Institute*

## Samsung and Sprint PCS *Speak Out*

**F**or the third year, Samsung and Sprint PCS partnered with the Susan G. Komen Breast Cancer Foundation during Breast Cancer Awareness Month to Speak Out about the importance of early detection in the fight against breast cancer, and to provide valuable support resources for women facing breast cancer and their families.

This year's campaign — which focused on helping couples deal with the challenges of facing breast cancer together — featured Stefanie Spielman, a breast cancer survivor, and her husband Chris, a former All-Pro linebacker, as spokescouple.

Joining 50 breast cancer survivors and their spouses/support partners from around the country, the Spielmans represented the Speak Out effort in New York City at the national kickoff of “Call Day,” an event held to

encourage the public to speak out to loved ones and remind them about the importance of early detection. On October 4, the Speak Out ambassadors, armed with Samsung/Sprint PCS phones, allowed passersby in the Times Square area to make free calls anywhere in the United States to remind others of the three steps to early detection. A total of 41 “Call Days” occurred in other cities throughout the country during October. Samsung and Sprint had a national goal of making 180,000 calls (approximately the number of women expected to be diagnosed with breast cancer in 2000).

Since 1998, the Speak Out campaign and its resources have reached thousands of breast cancer patients, survivors and their families. In addition, Samsung and Sprint PCS made a commitment to the advancement of breast cancer research, education



and treatment through annual corporate donations to the Komen Foundation. Through the 2000 Speak Out campaign, the companies will have contributed more than \$2.5 million in donations, products and services to the Foundation.

The 2000 Speak Out campaign included a free, limited-edition support kit for couples (including a workbook and

video) called *Journey of Hope: Couples Speak Out About Breast Cancer*. Free copies of the *Journey of Hope* support kit are still available. Call 1.877.718.HOPE to place single orders. Requests for multiple copies must be directed in writing to: Angela Gutierrez  
Sprint PCS  
4900 Main, 4th Floor  
Kansas City, MO 64112 📌

## Congratulations to the LPGA for 50 Years of Women's Golf!

The year 2000 was one of the most successful years in the history of the Ladies Professional Golf Association (LPGA), a longtime partner of the Susan G. Komen Breast Cancer Foundation. While Australia's Karrie Webb was busy rewriting the LPGA record books, the LPGA itself was also busy reminiscing about its first 50 years and celebrating its place as the oldest and longest-running women's professional sports association in the world.

In 1950, 13 women who shared a passion for the game of golf founded the LPGA. It took no small amount of courage, determination and feistiness for the 13 women (eight of whom are still living) to start a women's professional league at a time when society didn't seem likely to embrace women as professional athletes. These women had an abundance of vision, however. Not only did they get a women's professional golf tour off the ground, but they recognized a void for women who wanted to work in golf as teachers, coaches and golf professionals. That vision resulted in the creation of the LPGA's Teaching and Club Professional Division in 1959.

The 50th anniversary celebration kicked off with the *LPGA Night of Champions*, a black-tie dinner at The Breakers, in Palm Beach, Florida. More than 700 of the LPGA's sponsors, friends and family attended the event, including 16-year LPGA Tour player Val Skinner, who received the LPGA Komen Award for her continuous efforts and contributions to raising breast cancer awareness. The Komen Foundation has been the official national charity of the LPGA since 1992. Skinner was honored for her active role in various charity golf events, fundraising programs and promotion of both breast cancer awareness and early detection. She was the first individual recipient and LPGA player to receive this award, as past recipients have been groups or corporations.

The remainder of the year 2000 included a number of special occasions and honors for the LPGA, including a special award from the Metropolitan Golf Writers Association, LPGA Day in New York City and a USGA-hosted dinner during the U.S. Women's Open at the Merit Club.

*Celebrating Women in Golf: A 50th Anniversary Event* capped the year's activities. Hosted at the World Golf Village in St. Augustine, Florida, the three-day event brought together more than 500 women golfers, both amateur and professional, to play or learn to play golf, attend educational summits and share experiences. Both LPGA Tour players and teachers and club professionals from the LPGA Teaching and Club Professional (T&CP) Division mingled with amateur golfers of all levels. Diane McHeffey and Jennifer Kuntz won the challenge hole sponsored by Titleist, Cobra and Footjoy that benefited the Komen Foundation. 🌟



Komen Foundation Founding Chair Nancy Brinker and 16-year LPGA Tour player and 2000 LPGA Komen Award winner, Val Skinner.

## LPGA Golf Clinics for Women Enter 10th Year

As part of its distinguished teaching division, the LPGA founded its Golf Clinics for Women 10 years ago as a way to help women become more familiar and comfortable with golf as a sport and as a business tool. The clinics also raise funds for the LPGA's official charity, the Susan G. Komen Breast Cancer Foundation. To date, more than 10,000 women have participated in these one-day instructional clinics.

The year 2001 will mark the 10th anniversary of the LPGA Golf Clinics for Women. The concept for the program was the brainchild of LPGA player and past recipient of the Komen Award for Volunteerism, Jane Blalock.

"I knew the concept for the clinics was sound," Blalock said. "We teach women how to 'play the game' in every sense. Women miss out on quality

time with clients when they aren't on the golf course."

The one-day clinics are business-oriented and offer skill development, information sharing and networking opportunities. There will be 15 clinics in 2001, beginning in April and running through November, in the following cities/states:

- Dallas, TX, 4/2
- Washington, D.C., 4/23

- Atlanta, GA, 5/7
- White Plains, NY, 5/14
- Minneapolis, MN, 5/21
- Los Angeles, CA, 5/26
- Chicago, IL, 5/29
- Denver, CO, 6/18
- Boston, MA, 6/26 & 7/9
- Cleveland, OH, 7/23
- Detroit, MI, 7/30
- New York, NY, 8/13
- San Jose, CA, 9/10
- Orlando, FL, 11/5

For more information, please call 1.800.262.PUTT(7888). 🌟

## Ford Continues Support in Fight Against Breast Cancer

**F**or nearly a decade, Ford has worked in partnership with the Susan G. Komen Breast Cancer Foundation in its efforts to defeat breast cancer. As a National Series Sponsor of the Komen Race for the Cure®, Ford has raised \$34 million in support of the program and the fight against breast cancer.

On September 18, 2000 Ford hosted a private charity preview of the 2000 Downtown Birmingham House Tour in Birmingham, Michigan. Ford invited suppliers, media partners, special guests and Ford Motor Company employees who are breast cancer survivors to the charity preview and raised more than \$70,000 for the Komen Foundation. This event also served as a kickoff for Breast Cancer Awareness Month (October).

Ford's October initiatives to promote awareness in the battle against breast cancer included a breast cancer sponsorship package with Lifetime Television, a Survivor Essay Contest, a Hawaii Sweepstakes and an Internet promotion. Through these various mediums, Ford reached dual audiences with key, lifesaving messages about breast cancer awareness. Through these initiatives, it is estimated that Ford's breast cancer awareness message impacted 127 million women. 📌

## Pink Tulips for the Cure™



**P**roflowers.com partnered with the Susan G. Komen Breast Cancer Foundation this Valentine's Day through its Pink Tulips for the Cure™

program. Proflowers.com donated eight percent of revenues from each purchase of a special bouquet featuring an assortment of 20 light, medium and dark pink tulips to the Komen Foundation. Each bouquet was delivered in a special glass vase with helpful information about the Komen Foundation, breast health and breast cancer. For more information, visit [www.proflowers.com/](http://www.proflowers.com/). 📌

### **Volunteer Voices** by Lynn Dodson, Associate Manager of Volunteer Development

## Helpline Volunteers 1-800 I'M AWARE®

**A**s a volunteer-based organization, the Susan G. Komen Breast Cancer Foundation boasts a very special group of volunteers who truly define the mission of the organization. We would like to familiarize you with the women who respond to calls to the Foundation's Toll-Free Breast Care Helpline, 1.800 I'M AWARE®.

Helpline volunteers are specially trained volunteers who come from varied backgrounds, ages, interests, ethnicities and life experiences. Some have served the Helpline since its inception in 1989 and others joined the Helpline staff this past fall. They are mothers and grandmothers. They are sisters. They are survivors. They are daughters who have lost their mothers to breast cancer. They are Komen volunteers, all touched in some way by breast cancer and they share a common passion to make a difference in the lives of others touched by this disease.

Under the direction of Helpline manager Wendy Potts and assisted by Helpline coordinator Jenny McClendon, Helpline volunteers attend intensive classes on many topics including normal breast anatomy, breast cancer statistics and disease, risk factors, screening, diagnosis and treatment. In addition to the Foundation's website, [www.breastcancerinfo.com](http://www.breastcancerinfo.com), Helpline volunteers have an abundance of resources available to them to help answer concerned callers' questions.

The overall goal is to provide timely and accurate information to callers about breast health and breast cancer in a compassionate and understanding manner. Volunteers answer questions on a wide variety of topics, including breast health, breast cancer screening techniques, information on current clinical trials, certified mammography locations and support issues. Many times, a caller simply needs to talk to a good listener and to hear a compassionate voice on the other end of the line. Helpline volunteers also answer questions about local Komen Race for the Cure® events and accept donations in honor or memory of loved ones.

Currently, there are 10 caring volunteers who work on the Helpline. They are **Milda Arlauskas, Jill Bee, Mary Gavin, Pat Hamer, Dena Jackson, Joan Kerr, Donna McDonald, Janet Ostrovitz, Fern Painter** and **Diana Rowden**. With a quiet and seemingly invisible presence, these women provide an invaluable and immeasurable service to the women and their families who are faced with many decisions regarding breast cancer.

We are grateful for their unselfish dedication and willingness to be there for all voices needing a response. We would like to acknowledge their service and compassion, and express our gratitude and appreciation for the comfort and information they provide. Please remember to tell your family and friends about this wonderful resource. 📌

## Ultimate Drive™ Raises \$1 Million in 2000

For the fourth consecutive year, BMW partnered with the Susan G. Komen Breast Cancer Foundation for the Ultimate Drive™. From May 18 through November 18, 2000, two fleets of specially badged BMWs traveled across the country to raise money for breast cancer research and outreach.

Fundraising events were held at BMW Centers in 218 cities and 43 states nationwide. At the events, participants were invited to test drive one of the BMW fleet cars. For every mile test-driven, BMW donated \$1 to the Komen Foundation. In 2000, the program raised \$1 million. Each event also honored a community “hero” for his or her work in the field of breast cancer awareness. 📌



## Soraya Shines at Komen Miami Race for the Cure®



Popular Latin recording artist Soraya joined Komen Foundation Founding Chair Nancy Brinker at the Komen Miami Race for the Cure® in October. After being diagnosed with breast cancer last year, Soraya teamed up with the Foundation to promote breast

cancer awareness among the Latino population worldwide. Soraya’s debut album marked the first time a debut singer-songwriter released both an English CD — *On Nights Like This* — and a Spanish version — *En Esta Noche*. She won an MTV Music Award as Latin Best New Artist of the Year in 1996. She currently appears in a number of public service announcements about breast cancer awareness on the Spanish-language Telemundo and Univision television networks. 📌

## Bowl for the Cure™ in February



Noreen Houston, Komen Foundation merchandising manager; Roseann Kuhn, WIBC executive director; Cindy Schneible, Komen Foundation vice president of national programs; and Susan Carter, Komen Foundation director of communications.

The Women’s International Bowling Congress (WIBC), in conjunction with the Women’s Bowling Association (WBA), kicked off February as Bowl for the Cure™ Month with events in Milwaukee and Dallas on February 1, 2001. The staff at WIBC Headquarters in Milwaukee, along with the Komen Milwaukee Affiliate and the Milwaukee WBA, challenged the staff at Komen Headquarters in Dallas, the Komen Dallas Affiliate and the Dallas WBA to see who could raise the most money for the fight against breast cancer through a bowling tournament. The Dallas team raised \$14,000 and the Milwaukee group raised \$5,000.

Bowl for the Cure™ is a fundraising and breast cancer awareness initiative that allowed bowling leagues across the U.S. to choose one night in February for members to contribute one cent per pin of their total pinfall to the Komen Foundation. Funds raised by leagues were sent to the WIBC and donated directly to the Komen Foundation to support the Foundation’s mission to eradicate breast cancer. The league with the highest average donation per bowler received two round-trip airline tickets.

“A key to our success at the Komen Foundation is that we collaborate with a variety of companies and organizations to provide creative ways for people to make a difference in the fight against breast cancer,” said Nancy Brinker, founding chair of the Komen Foundation. “Our partnership with WIBC, the world’s largest women’s sports organization, is a wonderful example of this collaborative spirit. Bowl for the Cure™ is a unique way to highlight the importance of breast cancer awareness, while at the same time making a valuable contribution to breast cancer research and community outreach programs.”

For more information about Bowl for the Cure™, visit [www.bowlfortheCure.com](http://www.bowlfortheCure.com), or call 1.800.514.2695. 📌

# 2001 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation



NATIONAL SERIES SPONSORS:



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

## Sing for the Cure™ CD Available Through Bombay Company

The Bombay Company is selling the *Sing for the Cure™* CD in all of its United States and Canadian stores to benefit the Susan G. Komen Breast Cancer Foundation.

*Sing for the Cure™* is an original symphonic cycle of 10 songs by librettist Pamela Martin with narration by Dr. Maya Angelou. It is performed by the Turtle Creek Chorale and the Women's Chorus of Dallas. The proceeds from the sale of each double CD will help fund breast health and breast cancer projects. For more information call 1.800.829.7789, or visit [www.bombayco.com/](http://www.bombayco.com/).



## Wacoal America Launches 2001 Fit for the Cure™



**W**acoal America will host a series of 125 Fit for the Cure™ events across the country in 2001 to raise funds for the Susan G. Komen Breast Cancer Foundation and its fight against breast cancer. The goal of these unique in-store events is to allow women to be properly fitted for their undergarments for comfort and support. Additionally, Wacoal will donate \$1 to the Komen Foundation for every person who attends a Fit for the Cure™ event. No purchase is necessary.

Interested in finding out if there is a Fit for the Cure™ event scheduled for your area? Call 1.800.WACOAL 0.

## Parade Raises \$109,766 in Fight Against Breast Cancer



**P**arade believes a dollar can be a powerful thing. During October, the women's shoe retailer sold pink ribbons for \$1 each to benefit the Susan G. Komen Breast Cancer Foundation.

The result? Parade, its shoppers and its associates raised \$109,766 for the fight against breast cancer. Parade underwrote the cost of the program so 100 percent of the donations went directly to the fight against breast cancer. Representatives of Parade presented a check to Cindy Schneible, vice president of national programs for the Komen Foundation, in January.

"This was the first year of Parade's pink ribbon program, and \$100,000 was an ambitious goal," said Bryan Collins, president of Parade. "The success of this program is a testament to our shoppers and our associates, many of whom have been affected by this terrible disease. Their conviction about fighting breast cancer helped us exceed our goal by nearly \$10,000."

## Ethicon Endo-Surgery and LPGA Host Pink Ribbon Pro-Am



Cheryl Reynolds of the Komen Foundation accepts a \$100,000 check from Nick Valeriani, company group chairman of Ethicon Endo-Surgery Inc.

**E**thicon Endo-Surgery Inc., a Johnson & Johnson company, and the Ladies Professional Golf Association (LPGA), hosted the second annual Ethicon Endo-Surgery Pink Ribbon LPGA Pro-Am on October 17, 2000, at The Golf Center at Kings Island in Cincinnati, Ohio.

The Pink Ribbon Pro-Am raised \$100,000 for the Susan G. Komen Breast Cancer Foundation and the Komen Cincinnati Affiliate for the fight against breast cancer. The Komen Foundation has been a national charity of the LPGA since 1992. Twenty-five LPGA Tour players and about 100 amateurs participated in the event, that also included a gala dinner. LPGA Tour player and breast cancer survivor Shelley Hamlin spoke at the gala, and entertainer Dionne Warwick performed. A silent auction featuring golf memorabilia, merchandise and artwork was also held.

"Our goal is to help eradicate this devastating disease in whatever way we can and to work with groups like the Komen Foundation to help women with breast cancer and support research for a cure," said Nick Valeriani, company group chairman of Ethicon Endo-Surgery Inc. "We continue to work very hard to help find a cure and we are grateful to the companies and individuals who help support the effort."

The Pink Ribbon Pro-Am raised \$100,000 for the Susan G. Komen Breast Cancer Foundation and the Komen Cincinnati Affiliate for the fight against breast cancer.

# 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. 

## 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).



# The Susan G. Komen Breast Cancer Foundation

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*It's a girl!*



**Congratulations!**

**S**usan Madeline Komen was born March 14, 2000. She is the first grandchild of Susan Goodman Komen, in whose memory the Susan G. Komen Breast Cancer Foundation was founded. Maddie's proud parents are Scott and Marnie Komen.



# 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

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