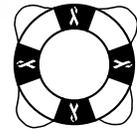


# frontline

The Susan G. Komen Breast Cancer Foundation's National Newsletter Fall 1999



## Komen Launches Project CRAFT to Fund Local Clinical Trials



C · R · A · F · T  
CLINICAL RESEARCH —  
AFFILIATES FUNDING TRIALS

While the number of clinical studies has increased recently, research indicates that fewer than five percent of adult cancer patients in the United States participate in trials testing new drug treatments — far less than the number needed to answer the most pressing cancer questions. To address this issue and to increase participation in and access to clinical trials, the Susan G. Komen Breast Cancer Foundation is launching a new initiative, Project CRAFT (Clinical Research — Affiliates Funding Trials).

The initiative will be carried out by Komen Foundation Affiliates throughout the country and provide additional funding for clinical trials that are approved by the National Cancer Institute (NCI) in the Affiliates' communities. The goals of CRAFT are to increase

the capacity for breast cancer research at the local level, to make existing information about clinical trials readily available to breast cancer patients and physicians, and to enable more women to participate in clinical trials.

Initially, seven Komen Affiliates and their respective service areas will act as pilot sites for CRAFT: Denver, Colorado; Little Rock, Arkansas; Maryland; Montana; New York; Seattle, Washington; and Wichita, Kansas. The pilots were selected by the Komen Foundation to reflect geographic diversity, a variety of community needs and clinical trial activity in the area. Other eligible Komen Affiliates will be able to become part of Project CRAFT in the year 2000.

"Project CRAFT is designed to address some of the barriers to patient participation in clinical trials," said Diana Rowden, immediate past chair of the board of the Komen Foundation and spokesperson for the program. "The CRAFT initiative will complement existing Komen Affiliate

grant programs and will provide local funds to help cover costs associated with clinical trial implementation and participation."

The pilot sites will work closely with the Komen Foundation to test and refine the guidelines for the grant selection process. By the end of the year, the CRAFT pilots will commit funds to one or more NCI-approved clinical trials, which have already been peer-reviewed for scientific merit.

The Komen Foundation will provide \$200,000 for the launch of Project CRAFT this year. In addition, each pilot Affiliate has earmarked a minimum of \$10,000 (some up to \$50,000) to fund breast cancer clinical trials and related support services specific to the needs in its community.

Project CRAFT is part of a larger initiative at the Komen Foundation, which is targeted at educating the general public about the importance of clinical research. The initiative will also support activities to help increase access to clinical trials,

especially among specific populations that historically have not had such access. The Komen Foundation and its Affiliates will provide information about clinical trials via their Websites, newsletters and Komen Race for the Cure® materials.

The Komen Foundation has a long and successful history of raising awareness of clinical trials and advancing patient access to those trials. The Foundation was actively involved in the recruitment of patients for the Breast Cancer Prevention Trial (BCPT), which was launched in 1992 to study the effectiveness of tamoxifen in reducing the risk of breast cancer in women at high risk for developing the disease. In addition, Komen Foundation Founding Chair Nancy Brinker and President and CEO Susan Braun sit on the steering committee for the recently launched STAR (Study of Tamoxifen and Raloxifene) trial. ♡

### inside

Preventing Breast Cancer	2
Inaccurate E-mail Rumor	3
Komen Financials	
Komen National Race for the Cure®	4
National Komen Awards Luncheon	
National Grant Conference	5
Komen Holiday Cards	6
Sing for the Cure™	
BMW's Ultimate Drive	8
Hallmark's Angel of Hope	
Board Breaks for the Cure™	9
Samsung and Sprint PCS	
NFL Players	10
Kellogg® Box Tops for the Cure™	11
Pier 1's Komen Candle	
1999 Lee National Denim Day	12

**RIISING STARS**  
*The Komen Affiliate Conference 2000*

## Save the Date

### 2000 Affiliate Conference

February 25-27, 2000

Dallas, Texas

*A Message from Susan Braun, President and Chief Executive Officer*

## What Can I Do to Prevent Breast Cancer?

People often ask of us, “Why are women so scared of breast cancer? Don’t they know that heart disease and lung cancer kill more women each year?” Our answer is that many women do know these statistics. However, they are also aware of some specific actions they can take, or behaviors that they can avoid, to reduce their risk for developing or dying from heart disease or lung cancer. By modifying fat intake and increasing exercise you can reduce your risk for heart disease. And by refraining from cigarette smoking you can dramatically cut your risk for developing lung cancer. Not everyone chooses these paths, but they are available.

Unfortunately, in the case of breast cancer, there are no clear-cut actions or behavior changes that can eliminate your risk for developing the disease, or its ability to kill. Reducing body fat seems to have some effect at some points in a woman’s life, but a small one overall. A reduction in alcohol consumption, an increase in exercise and the ingestion of certain high-vitamin or soy-based foods can slightly reduce your risk. Having children and having them earlier may be protective, although we’re not always fully in control of that timing. In fact, a large majority of breast cancers occur in women with no significant family history and no known risk factors other than the obvious and unavoidable ones — being a woman and getting older. So what can we do?

One thing we can do to lower deaths from breast cancer is to take action to ensure that whoever gets the disease finds it early. Those whose breast cancer is detected early and treated appropriately before it has spread beyond the breast have a very high probability of being alive five years later — a better than 95% chance. In those with breast cancer detected at the latest stages, after the cancer has metastasized or spread to other parts of the body, the chances drop to about 22%. Screening can help to lower the risk of dying from breast cancer. We constantly need to work to improve the precision of early detection methods. Mammography, digital mammography, MRI, ultrasound, blood tests, tissue sampling — each does or will play a role in early detection.

Early detection, however, does not equal prevention. It is critically important. It can save lives. It is what we can do today. But it is not a substitute for driving ahead to uncover the codes which will lead us to complete and total prevention of the disease. Some clues to prevention have recently been revealed. For example, it has been found that drugs which alter the effects of estrogen in the breast can protect against the development of breast cancer. There is good data that supports the fact that one way to lower your risk for developing breast cancer is

through medical intervention. For many, especially those at high risk, the potential benefits outweigh the potential risks. However, the benefits and risks must be weighed on an individual basis. One question yet to be answered is whether or not such drugs truly prevent the disease or merely postpone it. There are different schools of thought on the issue, and discussion would encompass well more than this entire newsletter. We simply must learn more. Studies must continue.

We know that women with certain genetic mutations have a higher risk of breast cancer. Yet, women with a BRCA1 or BRCA2 mutation do not necessarily develop breast cancer. Why not? We need to know more about what causes breast cancer to develop in some and not others. Plenty of women who have no children, who consume more than one or two alcoholic drinks per day, and who are obese do not have breast cancer. One woman in the Komen network, who is 27, lean, has two young children, doesn’t drink, smoke or eat a high-fat diet and has no family history, has advanced breast cancer. What happened?

Research is ongoing to answer these questions, or at least to identify the building blocks from which the answers can be constructed. What changes in the cells? In the tissues? In the organs? When? At menopause? At menarche? In the womb? From the environment or from what we eat or what we do? Or from our genes, our protein production, our immune activity? In order to truly prevent the disease and arrest its potential to kill, we must answer these questions.

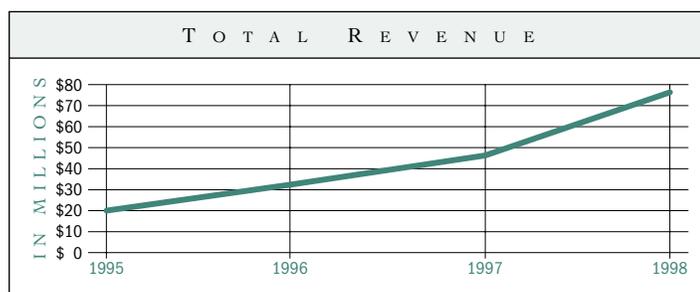
Since its inception, the Komen Foundation has awarded more than 370 national grants totaling more than \$45 million for breast cancer research and outreach projects. The Komen Foundation currently supports research in many institutions in the United States and internationally. Those grants are made to bright and dedicated scientists who work day and night to find answers to these questions. We do all that we can to help them. You make it work for us by volunteering, sponsoring and donating. Together, we will find the answers. And when we do, our daughters and sons will no longer have to fear this disease. 🌱



Susan Braun  
President and Chief Executive Officer

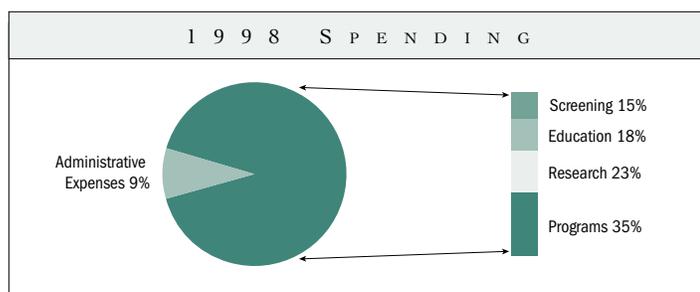
## Financially Speaking, 1998 Was a Very Good Year

The numbers are in and financially speaking, 1998 was a VERY good year. As a matter of fact, it was the Susan G. Komen Breast Cancer Foundation's best year to date with total revenue equaling more than \$78 million. That's a 66% increase from 1997!



Whatever success the Komen Foundation encounters is entirely due to the dedicated efforts of the people who make up the organization: our countless volunteers, race participants, Affiliates and generous sponsors. Without you, we would not be able to fund research that will some day lead to a cure for breast cancer. Without you, we would not be able to provide education, screening and treatment programs that potentially save thousands of lives each year.

From total net revenue generated in 1998, the Komen Foundation awarded more than 970 grants and distributed more than \$33 million (\$14.1 million for research, \$10.7 million for education, and \$8.8 million for screening). That is \$12.3 million more than in 1997!



The Komen Foundation operates with a small national staff, and we are careful in our spending, with administrative expenses continuing to represent less than 10% of total expenses. 🌱

## E-mail Rumor Inaccurately Links Antiperspirants and Breast Cancer

An alarming e-mail message linking antiperspirant usage to breast cancer has been heavily circulated lately. The message inaccurately states that antiperspirants could be a leading cause of breast cancer.



According to the e-mail message, perspiration is a way for the body to rid itself of "toxins." In reality, perspiration regulates body temperature. The fluid we call "sweat" does not contain toxins. It contains natural body wastes such as water, urea, salt and fatty substances. Preventing perspiration under the arms does not affect the body's ability to eliminate these wastes. They can be eliminated through other areas of the body such as the soles of your feet, your hands and other body surfaces.

Extensive research has been done on the risk factors associated with developing breast cancer, none of which have been linked to the use of antiperspirants. Research does show that two of the most significant risk factors for developing breast cancer are being female and getting older. A woman may be at an even higher risk if she has experienced any of the following:

- A personal history of breast or ovarian cancer
- A close relative who has had breast cancer before menopause or in both breasts
- Menstruation starting at an early age (before 12)
- Late menopause (after 55)
- The birth of a first child after the age of 30 or not having children at all
- A previous breast biopsy showing abnormal cells, such as lobular carcinoma in situ (LCIS) or atypical hyperplasia

Currently, early detection and appropriate treatment are your best defense for surviving breast cancer. The Susan G. Komen Breast Cancer Foundation recommends that all women follow these guidelines:

- Annual screening mammography beginning by age 40 and continuing throughout your life.
- Clinical breast examination at least once every 3 years beginning at age 20, and annually, after age 40.
- Monthly breast self-examination beginning by age 20. 🌱

## UPDATE: Affiliate Regional Training

In 1997, the Susan G. Komen Breast Cancer Foundation piloted its first regional training sessions for Affiliates. At those first sessions, only Treasurer and Grant Making Training were available. In its third year, nine regional training sessions are now offered, with 10 different course topics available to Affiliates. Topics include: Leadership, Education, Fundraising I, Fundraising II, Communications/PR, Treasurer, Grants, Race, Incorporation/Governance and Volunteer. In June, a three-hour Clinical Trials Appreciation Training was added to three of the remaining sessions in 1999.

There are still two regional training sessions available in 1999. If any Affiliates are interested in attending, please contact your Affiliate Service Representative to check on space availability. Regional training information for the Year 2000 will be available by the end of 1999.

### *November 5-6, Dallas, Texas*

Fundraising I, Fundraising II, Leadership, Race, Treasurer, and Volunteer

### *December 3-4, Atlanta, Georgia*

Communications/PR, Grants, Leadership, Race, and Treasurer

There will also be a three-hour Clinical Trials Appreciation Training Saturday afternoon. 📍



Affiliates participate in a Fundraising I training course offered in San Francisco, April 16-17.

## 1999 Komen National Race for the Cure®



Tipper Gore, Nancy Brinker and Vice President Al Gore after the race.



Nancy Brinker, founding chair of the Komen Foundation, stands in front of the throngs of race participants who made their way through the nation's capital during the 1999 Komen National Race for the Cure®.

The 10th Annual Komen National Race for the Cure® was held June 5 in Washington D.C. More than 66,000 people participated in the festivities, including Vice President Al Gore and his wife, Tipper. The 1999 Komen National Race for the Cure® was a celebration of breast cancer survivors. Race morning began with a Ten-Star Salute to Survivors — a sunrise breakfast at the Washington Monument in an area specially designated for survivors, their family and friends. The survivors were saluted by the Gores, members of Congress and the Clinton Administration, Komen National Race for the Cure® sponsors and diplomats from all over the world. Following the Ten-Star Salute, everyone regrouped in the streets of Washington D.C. to take part in the world's largest 5K footrace. 📍

## A Cure for All Time: 1999 Komen National Awards Luncheon

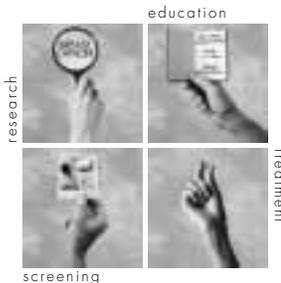
Monday, October 4, 1999  
Dallas, Texas

In one of the longest-running displays of support in the fight against breast cancer, the 17th Annual Susan G. Komen Breast Cancer Foundation National Awards Luncheon will be held in Dallas, Texas, on Monday, October 4. Each year, a distinguished group of individuals and organizations are honored at the awards luncheon for their outstanding work and dedication in the fight against breast cancer. The event attracts more than 2,000 guests, including leaders from the worlds of business, government, society, sports/entertainment, medicine and fashion.

The theme of this year's luncheon is "A Cure for All Time," which commemorates the tremendous strides made in the past year in the race for a cure for breast cancer. Luncheon chair is Sandra Cude. Co-chairs are Rita Duncan and Carol Huckin. Honored guests expected to attend are Nancy Brinker, founding chair of the Komen Foundation; Former First Lady Betty Ford; Dale Jarrett, NASCAR Winston Cup Series Driver, and his wife, Kelley Jarrett; Marvin Hamlisch, musician and entertainer; Larry Hagman, actor; and singer Clarissa Dane. Ellie Goodman, mother of Susan Komen and Nancy Brinker, will serve as honorary chair. 📍

## Komen National Grant Conference Reaching for the Cure: The Next Step

The Susan G. Komen Breast Cancer Foundation National Grant Conference will be held in Dallas, Texas, October 2-3, 1999. This annual conference allows National Grant Program recipients to communicate the results of their projects to the breast cancer "community," and it reinforces the need to work together to find answers to this disease.



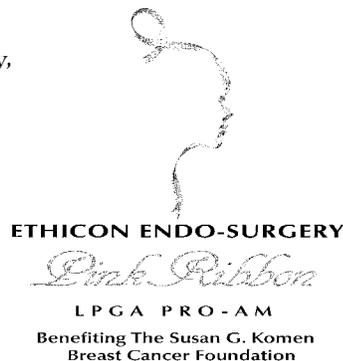
In order to facilitate better communication and dialogue between advocates and scientists, all presentations are made in language understandable by a lay audience. The 1999 conference will emphasize the "big picture," linking each project to the broad issues of diagnosis, treatment and prevention of breast cancer.

In addition to presentations by leading Komen researchers, several programs are being planned throughout the weekend specifically for Komen Affiliates. Saturday morning, October 2, will feature a "Train-the-Trainer" workshop to promote clinical trials advocacy in Affiliate communities. This four-hour workshop will train Affiliate representatives to become "Clinical Trials Ambassadors" by enabling them to conduct clinical trials education programs within their Affiliate and serve as a knowledgeable resource in their communities.

Also, for the first time, the Komen Foundation has added a component to honor Affiliate Grantees at the National Grant Conference. Twelve unique programs in the areas of minority breast health education, screening, treatment support and survivorship will be presented.

## Ethicon Endo-Surgery and LPGA to host first Pink Ribbon Pro-Am in Cincinnati in October

Ethicon Endo-Surgery, Inc., a Johnson & Johnson company, and the Ladies Professional Golf Association (LPGA), will host the first Ethicon Endo-Surgery Pink Ribbon LPGA Pro-Am on Sunday, October 17, at The Golf Center at Kings Island in Cincinnati, Ohio.



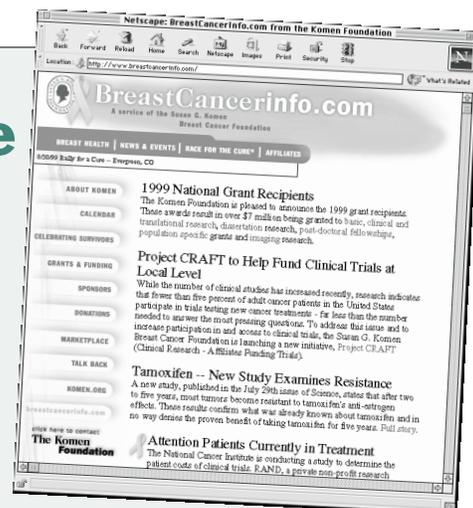
All proceeds of the Pink Ribbon LPGA Pro-Am will benefit the Susan G. Komen Breast Cancer Foundation, which has been a national charity of the LPGA since 1982. Twenty-five LPGA Tour players and celebrities will be featured. The event will include an LPGA golf clinic and exhibition and a health fair. Admission is free.

"Breast cancer is a devastating illness for women and their families. We are committed to helping eradicate this disease through the development of innovative products and procedures and by supporting research for a cure," said Nick Valeriani, President, Ethicon Endo-Surgery, Inc. "We hope this becomes a community event where companies and individuals throughout the area can get involved and make a difference in the fight against breast cancer."

A portion of all funds is specifically earmarked for breast cancer screening, treatment and education programs in the Greater Cincinnati area.

## Visit the Komen Foundation Online www.breastcancerinfo.com

Come join our online community and read the latest information on what's happening at the Susan G. Komen Breast Cancer Foundation. In addition to summaries of the most recent news in breast cancer, we have a listing of calendar events, personal stories of breast cancer survivors, and an interactive "Talk Back" section where you can share your thoughts and feelings. The Komen Foundation's Website continues to win numerous awards for its sensitive portrayal of breast cancer information. Come see what you've been missing!



## It's a Wrap:

Heidi Weisel  
Creates Special  
Design to Benefit  
Komen Foundation

**F**ashion designer Heidi Weisel has created a specially designed wrap for the Susan G. Komen Breast Cancer Foundation. For every wrap sold from the 1999 Fall Accessories Collection, Heidi Weisel will donate \$20 to the Komen Foundation. The wraps will be sold at Neiman Marcus, Barney's and Saks Fifth Avenue for \$195. 



### The Susan G. Komen Breast Cancer Foundation Holiday Cards

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Please join the Susan G. Komen Breast Cancer Foundation in the fight against breast cancer and Give the Gift of Life this holiday season. Individuals and organizations are invited to make a donation to the Foundation in honor of loved ones, friends and business colleagues. In return for your donations, the Foundation will provide a specially designed holiday card for everyone on your holiday list, letting them know that a gift has been made in their honor. Each card is available for a minimum donation of \$5 and can be personalized and mailed by the Foundation at your request.

★ Call 1.800.889.3665 for more details and to learn how to preview the Komen Holiday Card. ★

## Sing for the Cure™ A Proclamation of Hope!



**T**he Susan G. Komen Breast Cancer Foundation, the Women's Chorus of Dallas and the Turtle Creek Chorale, also based in Dallas, recently announced the commissioning of a major musical work to chronicle the journey through the ravages of breast cancer and the resulting hope of victory over the disease. The musical will debut at the Morton H. Meyerson

Symphony Center in Dallas on June 11, 2000. The Dallas Symphony, the Women's Chorus of Dallas and the Turtle Creek Chorale will perform the musical work. Dr. Maya Angelou will narrate at the premiere.

Pam Martin, a librettist from Austin, Texas, will put into words the stories of those affected by breast cancer. Brant Adams of Oklahoma will orchestrate the entire work. Shawnee Press will publish the work, and it will be made available to any school, church or community group wanting to perform it.



Linda Kay Peterson, chair of the board of the Susan G. Komen Breast Cancer Foundation; Pam Martin, librettist for the symphony; Dr. Maya Angelou, narrator of the symphony; and Dr. Timothy Seelig, artistic director of the Turtle Creek Chorale and the Women's Chorus of Dallas, officially announced the commissioning of *Sing for the Cure™: A Proclamation of Hope* at a recent event held at the Morton H. Meyerson Symphony Center in Dallas.

For more information about Sing for the Cure™, please call 972.855.4350, or visit the Website at [www.singforthecure.org/](http://www.singforthecure.org/). 

## Wyndham's Dream for the Cure™ Benefits Komen this October



**WYNDHAM**  
HOTELS & RESORTS™

*Dream for the Cure™*  
The Wyndham Way to help fight breast cancer.

**W**yndham Hotels and Resorts has joined with the Susan G. Komen Breast Cancer Foundation in honor of National Breast Cancer Awareness Month this October. The Dream for the Cure™ program will help raise funds for the fight against breast cancer in two ways: for every night a guest spends at a Wyndham property during the month of October, Wyndham will donate a percentage of the price of that stay to Komen (minimum of

\$250,000). In addition, Wyndham is offering its guests the opportunity to make donations to the Komen Foundation. Wyndham will place specially designed pillow cards and pre-addressed donation envelopes in each room during the month of October to encourage guests to join the Komen Foundation in the fight against breast cancer.

Wyndham will also donate \$700,000 in cash and in-kind gifts to the Komen Foundation

to further its mission to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. Wyndham has also created a breast health education program for its 30,000 employees, to whom the life-saving message of early detection will be spread. Wyndham has 311 hotels and resorts worldwide. 

## SELF Magazine Sponsors Workout In The Park™ this Fall



## Carlisle Collection's Fabric of Hope Program Benefits Komen Foundation in 1999

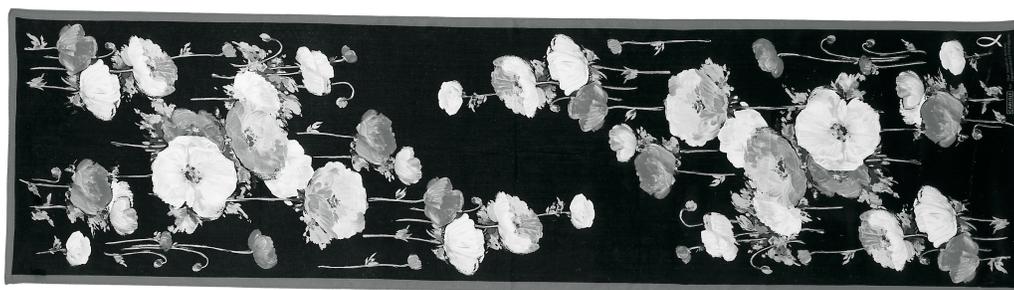
**F**or the second year, the Carlisle Collection, Ltd., is sponsoring its Fabric of Hope program to benefit the Susan G. Komen Breast Cancer Foundation. And once again, the designers at Carlisle have created a one-of-a-kind gift for their customers who donate \$125 or more to the Komen Foundation. This year's gift is a specially designed pink and red floral scarf with the inscription, "Carlisle for the Susan G. Komen Breast Cancer Foundation." The scarf also features a pink ribbon, the symbol for breast cancer awareness. The Carlisle Collection is sold exclusively by appointment-only through a nationwide network of sales consultants.

For more information about the Fabric of Hope program, please visit the Carlisle Collection Website at [www.carlislecollection.com/](http://www.carlislecollection.com/). 

**J**oin SELF Magazine in San Francisco and Los Angeles this fall for a day of fitness and total well being at its Workout In the Park™ event. The action-packed agenda includes classes in step, spinning, kickboxing, in-line skating, yoga, swing dancing, basketball, massage therapy and much more! Tickets are \$10 in advance and \$15 at the park. All ticket proceeds, after processing fees, benefit the Komen Foundation. For more information, call 1.888.844.SELF 

San Francisco, California    October 9  
Golden Gate Park – Sharon Meadow

Los Angeles, California    October 16  
Lake Balboa – Beilenson Park



## Rally for a Cure™ Program Directors Win Award



**R**ally for a Cure™, the nation's largest amateur women's golf program, takes the Foundation's breast cancer awareness message to women golfers nationally while also raising funds for the Foundation. Program directors Bill Lawler and Pat Norton recently received the Metropolitan Golf Writers Association's Mary Bea Porter 1999 Humanitarian Award for their creation of the program. The award is presented to "a golfer who through a heroic or extraordinary humanitarian act has saved or helped the life of his fellow man." Komen's Chair of the Board, Linda Kay Peterson, represented the Foundation at the awards dinner in New York on June 22. 📍



Pat Norton, Bill Lawler and Linda Kay Peterson at the awards dinner.

## BMW of North America and the Komen Foundation are Turning Miles into Dollars



**B**MW's The Ultimate Drive™ for the Susan G. Komen Breast Cancer Foundation is off and running in its third year. This nationwide test drive and breast

health awareness program has successfully raised more than \$2 million for the Foundation in the past two years.

The 1999 program kicked off in New York City's Union Square in May. Two fleets of specially marked BMWs will visit 200 cities across the country through the end of October. Participants are invited to test-drive the BMW of their choice. For every mile driven, BMW will donate \$1 to the fight against breast cancer.



Closing ceremonies for The Ultimate Drive will be held in Los Angeles in early November. At that time, the Komen Foundation will be presented with its third \$1 million check from BMW. To find out when The Ultimate Drive will be in your city, call 1.877.4.A.DRIVE. 📍

## Hallmark's Angel of Hope Inspires Six Products to Benefit the Komen Foundation

**I**n support of National Breast Cancer Awareness Month, Hallmark Gold Crown® Stores are offering six exclusive products to benefit the Susan G. Komen Breast Cancer Foundation. Beginning in October and continuing throughout the holiday season, a portion of the sales of each of these items will be donated to the Komen Foundation.

The inspiration for the offering comes from the Angel of Hope porcelain Hallmark Keepsake Ornament, sculpted by Keepsake artist Patricia Andrews. The ornament, dated 1999, embodies compassion, understanding, beauty and strength.

Other Hallmark items produced to benefit the Komen Foundation include an Angel of Hope gift bag, two choices



of boxed Christmas cards, and *Music to Celebrate Life* on CD and cassette.

These products are a continuation of the Cards for the Cure™ campaign, Hallmark Gold Crown® Stores' way to support the Komen Foundation and help find a cure for breast cancer. 📍

## October is Be An Angel Month



In honor of the second annual Be An Angel Month — slated for October 1999 to coincide with National Breast Cancer Awareness Month — Roman, Inc., has marshaled the efforts of its nationwide network of authorized Seraphim Classics Dealers in support of the Komen Foundation.

Throughout the month of October, thousands of participating retailers will host a variety of activities centered around the fight against breast cancer. The event-exclusive musical version of *Hope — Light in the Distance*, which has been dedicated to Komen, is the primary focus of the retailer-based promotion. This musical follows two successful predecessors from the Seraphim Classics Collection. To find out more about Be An Angel Month contact a Seraphim Classics retailer near you. 📞

## Samsung, Sprint PCS and Christie Brinkley Speak Out for Breast Cancer Awareness



The Susan G. Komen Breast Cancer Foundation has once again partnered with Samsung and Sprint PCS in the *Speak Out For Breast Cancer Awareness* program. In 1998, Samsung and Sprint PCS donated phones to Komen Affiliates and grant recipients for the purpose of communicating with newly diagnosed women. The companies also made a \$500,000 contribution to the foundation.

**Sprint PCS®**

In addition to a monetary contribution, this year their support will include a slightly different focus: children. Samsung and Sprint PCS will provide children with a free book to help them cope with a loved one's breast cancer. This book is available by calling the Foundation's Toll-Free Helpline, 1.800.I'M AWARE, or by ordering it at any Sprint PCS retail store this October.

Christie Brinkley will write the foreword to the book and serve as this year's celebrity media spokesperson. She will appear in a series of radio public service announcements supporting the program and the fight against breast cancer. 📞

## National Board Breaks for the Cure™ Day is October 22

The American Taekwondo Association and the Susan G. Komen Breast Cancer Foundation are proud to announce the Second Annual Board Breaks for the Cure™. The event will take place at many ATA schools across the country on October 22, 1999. This program raises funds to support breast cancer research, education, screening and treatment programs. Students of the ATA, ages 3-50, collect donations for the Komen Foundation in return for their pledge to break a designated number of boards in this one-hour event.



Jeffery Lorenzen, a 6-year-old black belt, demonstrates a flying side kick over an obstacle. He is a student of Brandon's ATA Black Belt Academy in Henderson, Nevada. Mr. Leland Brandon and Ms. Marcie Banks, co-owners of the school, won the 1998 Board Breaks for the Cure™ contest.

More than 90 ATA schools across the country participated in the First Annual Board Breaks for the Cure™, an event which raised more than \$90,000 for the fight against breast cancer.

"Our strength comes from our steadfast foundation," says Grand Master H.U. Lee, President and Founder of the ATA. "That base is comprised of three levels, our organization of management, school owners, and instructors; the terrific students; and finally, the family system, which provides solidity to the students and our team. With breast cancer being the leading cause of death for women ages 40-59, the ATA's firm standing is threatened. We at the ATA are proud to partner with the Komen Foundation to eradicate breast cancer as a life-threatening disease and in helping to insure a breast cancer-free future for all women." 📞

## Remaining 1999 Komen Race for the Cure® Dates

### Saturday, October 2

Albany, N.Y. \*  
 Amarillo, Texas  
 Battle Creek, Mich.  
 Charlotte, N.C. \*  
 Houston, Texas \*  
 Wichita, Kan.

### Sunday, October 3

Baltimore, Md. \*  
 Denver, Colo. \*  
**Reno, Nev.**  
 Omaha, Neb.  
 Princeton, N.J. \*

### Saturday, October 9

Birmingham, Ala.  
 Jacksonville, Fla. \*  
 Memphis, Tenn. \*  
 Wichita Falls, Texas

### Sunday, October 10

Phoenix, Ariz.

### Saturday, October 16

Baton Rouge, La.  
 Charleston, S.C.  
 Dallas, Texas \*  
 Des Moines, Iowa  
 Knoxville, Tenn. \*  
 Miami, Fla.  
 Terre Haute, Ind.

### Sunday, October 17

San Francisco, Calif.

### Saturday, October 23

**Texas**  
 Texarkana, Texas  
 Atlanta, Ga. \*  
 Louisville, Ky.  
 Thibodaux, La.

The Susan G. Komen Breast Cancer Foundation



Presented by JCPenney



NATIONAL HONORARY CHAIR: FRANCE LARREU SMITH

### Sunday, October 24

Milwaukee, Wis.

### Saturday, October 30

Tupelo, Miss. \*

### Sunday, November 7

Austin, Texas  
 Los Angeles, Calif.  
 Nashville, Tenn. \*  
 San Diego, Calif. \*

### Saturday, November 13

Temecula Valley, Calif.

For the latest information on the 1999 Komen Race for the Cure® Series contact our automated hotline at **888.603.RACE** or visit our Website at **www.raceforthecure.com**

## NFL Players Lend a Hand at Komen Aspen Race for the Cure®



At the recent Komen Aspen Race for Cure®, several players from the National Football League were on hand to help out with the event, as well as to film for an upcoming series of NFL-sponsored public service announcements promoting the Susan G. Komen Breast Cancer Foundation. Participating NFL players included, from the left, Jason Sehorn, New York Giants; Cordell Stewart, Pittsburgh Steelers; Hardie Nickerson, Tampa Bay Buccaneers; Jonathan Ogden, Baltimore Ravens; Jamal Anderson, Atlanta Falcons; and Tony Gonzales, Kansas City Chiefs. Tricia Cunningham was the Aspen Race Chair. 🏈

### Crime doesn't pay...or does it?

*The Susan G. Komen Breast Cancer Foundation does not condone criminal activity in any way, shape or form. However, when someone who has broken the law offers to join in the fight against breast cancer, we are not going to turn them away. What follows are a couple of tales from the front about how some people have elected to repay their debts to society.*

- A judge in Fort Lauderdale, Fla., offered a man who appeared in his court two options as a form of punishment for a crime he had committed: The man could either perform a designated number of community service hours, or donate money to a charitable organization. Rather than physically perform the work, the man in question opted to fulfill his community service obligation by donating money to charity. His organization of choice? The Susan G. Komen Breast Cancer Foundation.
- The Fresno Affiliate of the Komen Foundation recently held its first Komen Race for the Cure® with nearly 900 people participating in the event. Support for the Fresno Affiliate and its first Race for the Cure® was not limited to runners and walkers, however. The day before the Race, the Mayor of Fresno proclaimed Saturday, July 24 "Komen Fresno Race for the Cure® Day." In connection with the proclamation, the Fresno Affiliate received a check totaling approximately \$4,000 from one local correctional institution for women. The inmates could not physically participate in the race, but wanted to show their support in the fight breast cancer by raising and donating funds.

*Bold type indicates a new Komen Race for the Cure® site for 1999.*

*\* Indicates the city hosts either an all-women's 5K, an all-women's 5K and a men's 5K, or separate 5K events for women and men.*

*If the city does not have \* symbol after its name, the city hosts co-ed 5K events only.*

## Pier 1 Designs Special Komen Candle to Benefit Foundation

**P**ier 1 Imports, a national sponsor of the Susan G. Komen Breast Cancer Foundation Race for the Cure® Series, recently increased its support of the Foundation by creating a specially designed Komen Candle. Pier 1 will donate 25 percent of all proceeds from the sale of the candle to the Komen Foundation.

Pier 1 began selling these special Komen Candles in its stores in 1997 as a way to help increase breast cancer awareness and raise funds to fight the disease. The 1999 Pier 1 Komen Candle is scented with a Vanilla Hazelnut fragrance and is self-contained in an etched glass holder. The Komen Candle became available at all U.S. Pier 1 stores in September 1999.



Promise • Hope • Courage • Belief

**Pier 1 imports®**

For more information, please visit a Pier 1 store near you. 📍

## Kellogg® Launches Third Box Tops for the Cure™ Campaign

**N**ext time you eat a bowl of Kellogg's® Special K® cereal, you could be helping in the fight against breast cancer. Kellogg USA kicked off a Box Tops for the Cure™ initiative in June in order to help raise funds for breast cancer research, education, screening and treatment programs through the Susan G. Komen Breast Cancer Foundation's National Survivor Recognition Program. This is the third year for Kellogg to sponsor the National Survivor Recognition Program, which is held in conjunction with the Komen Foundation's Race for the Cure® Series.

For every specially marked Box Tops for the Cure™ box top that runners and spectators bring to local Komen Race for the Cure® events, Kellogg will make a donation (up to \$325,000) to the Komen Foundation. Kellogg's® Special K® cereal is leading the Box Tops for the Cure® effort. Other Kellogg cereal brands participating in the promotion include: Kellogg's® All Bran®, Kellogg's® Complete Wheat Bran Flakes, Kellogg's® Cracklin' Oat Bran®, Kellogg's® Crispix®, Kellogg's® Just Right® and Kellogg's® Product-19®.

A complete listing of the 1999 Komen Race for the Cure® events is printed on the inside of each box. A breast self-examination guide is also printed on the inside of the cereal boxes in an effort to encourage early detection. And in order to remind consumers to make time for a healthy lifestyle, Kellogg has created a special pink ribbon breast cancer awareness watch that will be offered on the side panels of the participating cereal brands. All proceeds from the wristwatches will be donated to the Komen Foundation.

For the second year, Kellogg is also sponsoring the "You Can Make a Difference Award," which is given to outstanding people who have educated the public about breast cancer and the importance of making healthy lifestyle choices. Kellogg presents the "You Can Make a Difference Award" plaque at the majority of Komen Race for the Cure® events, and provides pink T-shirts to survivor participants at all Komen Race for the Cure® events as part of the survivor recognition program. 📍





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## Lee National Denim Day™

OCTOBER 8, 1999

Friday, October 8 marks the fourth annual Lee National Denim Day™, the day in which companies from coast to coast allow their employees to wear denim to work in exchange for contributing just \$5 towards breast cancer research and community outreach programs.



Actress Patricia Arquette, 1999 Lee National Denim Day™ spokesperson, lost her own mother to breast cancer nearly two years ago. Patricia will spend Lee National Denim Day™ at the Lee Company headquarters in Kansas City, Missouri.

Response to last year's Lee National Denim Day™ was overwhelming. More than 17,000 companies participated and more than one million individuals raised more than \$5.5 million to fight breast cancer. This is the largest amount ever raised in a single day to fund breast cancer research, education, screening and treatment. Lee, sponsor company for the special day, has set a goal of \$6 million for 1999.



## The Susan G. Komen Breast Cancer Foundation

The 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. The Foundation is a national organization with a network of volunteers working through 106 local Affiliates across the country, fighting to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment.

The Foundation runs one of the country's most innovative, responsive grant programs in breast cancer today. In addition to funding research, the Foundation and its Affiliates fund innovative breast cancer education, 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