

frontline

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



The 1998 Brinker International Awards for Breast Cancer Research

The Brinker International Awards for Breast Cancer Research are awarded to leading scientists for outstanding contributions in the fields of basic and clinical research. Presented at the San Antonio Breast Cancer Conference in December, the recipients each received a \$10,000 stipend and a crystal statuette from Tiffany & Co. The endowment began from a partnership between the Komen Foundation and Brinker International, the world's premiere multi-operator restaurant company, which contributed the proceeds of the Chili's 10K race and chili cook-off. The endowment now assures the continuation and growth of the Brinker Awards.



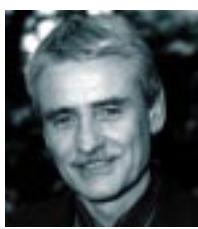
1998 Clinical Research Award

Henry T. Lynch, M.D.

Professor of Medicine

*Professor and Chairman, Department of Preventive Medicine
Creighton University School of Medicine*

Henry T. Lynch, M.D. was presented with the Brinker International Award for Clinical Research for his unparalleled contributions to the understanding of the genetic influences on breast cancer development. Dr. Lynch became intensely interested in breast cancer-prone families and was one of the first to delineate the genetic and clinical differences of these families. Early on, his work in cancer genetics was given little confidence, particularly during the belief of the "viral" etiology of breast cancer. Despite the lack of support in the medical community, Dr. Lynch kept documenting cancer of all anatomic sites in breast cancer-prone families, and his resource became one of the largest of its type in the world. In addition, Dr. Lynch demanded that, whenever possible, pathological verification be established on all members of these families reported to have cancer. This has enabled security of diagnosis as well as eventual studies of pathological differences in hereditary forms of breast cancer, for example, the differences between families with BRCA1 versus BRCA2 mutations. Dr. Lynch's surveillance and management strategies, based on the natural history of the particular hereditary cancer syndromes, are now used by physicians throughout the world.



1998 Basic Research Award

Leland H. Hartwell, Ph.D.

President and Director

Fred Hutchinson Cancer Research Center

Leland Hartwell received the Basic Science Award for his outstanding work in pioneering the use of yeast genetics to study basic mechanisms of cell cycle regulation. His work forms the foundation for the profound advances that have been made in understanding the control of cell division in all multi-cellular organisms. Hartwell's genetic analysis of the yeast cell cycle first led to the identification and characterization of the regulatory molecules that control cell division and has more recently led to the concept of cell cycle checkpoints. Dr. Hartwell discovered that yeast respond to DNA damage by temporarily arresting progression through the cell cycle. This checkpoint response permits the repair of DNA damage that would otherwise lead to cell death or inheritance of altered genetic information. One of the more important outcomes of this work has been new insights into the function of tumor suppressor genes, such as p53 and the Ataxiatelangiectasia genes. The proteins produced by these genes normally perform checkpoint functions throughout the cell cycle, and loss of their function in tumor cells causes genetic instability and rapid growth of increasingly aggressive cancers. Dr. Hartwell's contributions have been instrumental to much of our current understanding about the molecular basis of cancer. He is now attempting to apply these discoveries to finding novel agents for the treatment of cancer. ☺

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Komen Receives Grant for Development of Cutting-Edge Breast Cancer Imaging Technology

Generous Gift from the Joseph Drown Foundation Brings New Hope for the Early Detection and Treatment of Breast Cancer

The Susan G. Komen Breast Cancer Foundation, a pioneer in the funding of groundbreaking research for breast cancer, announced at its 1998 National Grant Conference that the Joseph Drown Foundation has awarded the Komen Foundation a matching grant of \$500,000 for the establishment of a new competitive grant category, Breast Cancer Imaging Technology. Imaging technology researchers will now be given the opportunity and priority needed to potentially save lives.

"Until researchers find the cause and ultimately the cure for breast cancer, early detection and proper treatment is the best defense against the disease," said Norman C. Obrow, president of the Joseph Drown Foundation.

The Foundation, based in Los Angeles, was formed in 1953 to provide an organized means for its founder, Joseph Warford Drown, to make charitable gifts during his lifetime and to have the Foundation continue making grants upon his death.

"Although mammography is an important tool in the diagnosis of breast disease, the advances that are now possible in screening and diagnostic imaging are exciting," Obrow said. "We are proud to join the Komen Foundation to fund the development of these new technologies."

While mammography is the standard for breast cancer screening, it is a method that has not yet been perfected. Experts estimate that approximately 10 percent of cancers

are missed by mammography. This number jumps as high as 25 percent among pre-menopausal women whose mammograms can be harder to read due to denser breast tissue.

Through this generous gift from the Drown Foundation, the Komen Foundation will be able to fund research conducted in, but not limited to, the following areas of screening and diagnostic imaging: digital mammography using telemedicine, magnetic resonance imaging (MRI), positron emission tomography (PET) and ultrasound.

"Not enough research is being advanced in the field of imaging technology," said Susan Braun, president and chief executive officer of the Komen Foundation.

"Through its support, the Drown Foundation has enabled the Komen Foundation to become a leader in funding this important technology and to make major strides in the pursuit of our mission — eradicating breast cancer as a life-threatening disease."

The Breast Cancer Imaging Technology grant category is being administered under the current National Grants Program as a separate research topic. The grant funding, which will be matched by the Komen Foundation, will provide the Foundation with the means necessary to continue funding innovative new programs previously overlooked by other organizations.

The first recipients of the Breast Cancer Imaging Technology grants are:

Douglas J. Ballon, Ph.D., Sloan-Kettering Institute for Cancer Research

"Detection of Occult Breast Cancer in High Risk Women with Radiographically Dense Breasts Using Magnetic Resonance Imaging"

Carey E. Floyd, Jr., Ph.D. and Rene Vargas-Voracek, Ph.D., Duke University Medical Center

"Computer-Aided Diagnosis for Early Detection of Breast Cancer from Mammograms"

Robert M. Nishikawa, Ph.D., The University of Chicago

"An Intelligent Mammography Workstation to Aid Radiologists in Diagnosing Breast Cancer"

Lee National Denim Day™

Lee Company Raises More than \$5.5 Million for Breast Cancer



From left, Jennifer Lucas of the Cincinnati Affiliate and Nancy Brinker, Founder, celebrate the accomplishment of raising \$4 million in a single day with actress Yasmine Bleeth and Lee Company's Kathy Collins.

By wearing jeans on Friday, October 9, individuals made more than just a fashion statement. They made a statement about finding a cure for one of the most serious health risks to women, breast cancer.

"I'm all too familiar with this disease. In fact, I lost my mother to breast cancer. I still wish there was something I could have done, which is why I asked you to join me in finding a cure by being a part of Lee National Denim Day™. By making a \$5 donation to the Susan G. Komen Breast Cancer Foundation and wearing jeans to work on that Friday, you helped to raise more than \$4 million for breast cancer research in a single day. That says more about you than a suit ever could," said Yasmine Bleeth, Lee National Denim Day spokesperson.

In one day, over 17,000 companies and one million employees joined together to raise more than \$5.5 million for the fight against breast cancer, surpassing this year's goal of \$4 million!!! This marked the third year for this exciting program that reaches so many people with important breast health information and has helped raise over \$10 million for breast cancer research, education, screening, and treatment. ☺

Looking Forward

Chairman of the Board
Linda Kay Peterson



Dear Friends,

As we begin 1999 with the omnipresent thought we are approaching *"The Millennium,"* it is a bittersweet situation in which I find myself. Bittersweet because the beginning of my term as Chairman of the Board means the end of Diana Rowden's service in the same position.

While I am deeply honored at the thought of serving at the helm of the Komen Foundation as it embarks into the year 2000, I find myself reflecting frequently on what Diana did during her tenure. She, and Peggy Johnson before her, were in leadership positions as Komen began its explosive growth; I can only hope to steer this organization on as steady a course as did Peggy and Diana.

Secondly, 1998 in particular saw a breathtaking leap in advances in research (much of it funded by Komen) that may eventually lead to the prevention of breast cancer, for which everyone has worked so diligently. Diana, with her profound wealth of knowledge of the researchers and their fields of interest, has served as an eloquent and capable spokesperson for Komen on those advances.

I see the saving grace for me as three-fold:

- Diana will continue to serve in key advisory positions representing Komen on national boards.
- The staff of the Komen Foundation is incredibly talented and dedicated, thanks in large part to the insight and vision of President and CEO, Susan Braun. Additionally, we have a wonderful Executive Committee made up of key volunteer affiliates who bring their experience and expertise to the organization.
- Lastly, during my years of volunteering for the Foundation, it has been my privilege to meet and come to know so many of you among our Affiliate network. I know of very few organizations that have such a wonderful resource in their volunteers — all of whom are united in a single effort.

With those thoughts in mind, I will gladly take on the responsibilities handed me on one condition — that you must constantly keep in mind that we are here to help you and to serve you, and that we are first and foremost, profoundly grateful to all of you in the Komen Family.

Regards,
Linda Kay Peterson

Komen Foundation's 1998 National Grant Conference —

Bringing Together Leading Researchers and Survivors, Patients, Doctors Who Face Disease Every Day

Each year, the National Grants Conference presents a unique opportunity for researchers to "come out of the lab" and hear from the patients, survivors and doctors who face this disease every day. The researchers present their latest research projects being funded by the Komen National Grant Fund. This year's conference featured 51 presentations from Komen grant recipients representing 15 states and 3 countries, as well as 40 different institutions and organizations.

One of the stellar presenters was Steven Harms, M.D., professor and chief of VA Radiology at the Arkansas Cancer Research Center, University of Arkansas, Little Rock, Ark. Harms' presentation, "Rodeo Guided Laser Lumpectomy: The Potential for Treatment Without Disfigurement," discussed the next stage of research on this cutting-edge technology, which Komen funded in its early stages. This technology breakthrough can be performed in about an hour and leaves no surgical scar and little or no deformity after the treatment.

Other presenters at the conference were: Gil Friedell, M.D., Markey Cancer Center, University of Kentucky, Lexington, Ky.; M. Anne Blackwood, M.D., University of Pennsylvania, Philadelphia; Anna H. Wu, Ph.D., University of Southern California, Los Angeles; and Patricia A. Ganz, M.D., University of California at Los Angeles.

For fifteen years, the National Grant Program of the Susan G. Komen Breast Cancer Foundation has provided funding for basic, clinical and translational breast cancer research and for innovative projects in the areas of breast health education and breast cancer screening and treatment. In addition, the Foundation awards three-year postdoctoral fellowships to individuals working under the guidance of experienced cancer researchers in order to recruit and retain young scientists in the field of breast cancer research. In 1997, the Foundation also began a landmark public/private partnership with the National Cancer Institute to fund three unique research projects that study various issues surrounding breast cancer survivorship. ♦

The Komen Foundation Tops the 100 City Mark

Komen Foundation's Affiliate Network Expands to More Than 100 Cities Across the Country

The Komen Foundation has reached a major milestone. The addition of 14 new affiliates in 1999 has brought its volunteer network to a total of 104 affiliates representing 43 states and the District of Columbia.

"I'm amazed to see how the organization has grown from a roomful of friends at the time of its founding to a network of more than 30,000 volunteers throughout the United States," said Nancy Brinker, founding chair of the Komen Foundation. "It is through the support of committed volunteers that the Komen Foundation has been able to catapult breast cancer into the public conscience as a major issue uniting people of all backgrounds."

The Komen Foundation's newest affiliates are located in the following cities and/or regions: Tyler, Texas; Temecula Valley, Calif.; Tucson, Ariz.; Texarkana, Texas; Elmira (Twin Tiers), N.Y.; St. Louis, Mo.; Fresno, Calif.; Fayetteville, Ark. (Ozark); Boise, Idaho;

Milwaukee, Wis.; Northern Nevada (Reno); Clearwater, Fla.; Providence, R.I.; and Bloomington, Ill.

Since its inception in 1982, the Foundation has raised more than \$136 million for the fight against breast cancer (Gross audited revenues through 1997). Affiliates lead the charge through the Komen Foundation's successful Race for the Cure®, the largest series of 5K (3.1-mile) fitness runs/walks in the world. The Race has grown from a single event attended by 800 women in 1983, to a series of 85 events with nearly 600,000 runners and walkers participating in 1998. The 1999 Komen Foundation Race for the Cure® series will be held in record-breaking 99 cities across the country and will raise tens of millions of dollars for the Foundation and its affiliates.

A minimum of 25 percent of Komen's Race for the Cure® proceeds support the Foundation's National Grant Program, which, for the last 17 years, has provided much-needed funding for

ground-breaking breast cancer research and for innovative projects in the areas of breast health education and breast cancer screening and treatment. The remainder of the funds raised stays in local communities, funding non-duplicative breast health and breast cancer outreach programs for the medically underserved in those communities.

The first of the 1999 Komen Foundation Race for the Cure® events will take place in W. Palm Beach, Fla., on Jan. 30. Five-time Olympian Francie Larrieu Smith will again serve as National Honorary Chair of the Race series. The 1999 Komen Race for the Cure® Series is presented nationally by J.C. Penney and sponsored nationally by American Airlines, Ford Motor Company, Johnson & Johnson, the National Football League, New Balance Athletic Shoe, Pier 1 Imports and Tropicana Pure Premium®.

The Susan G. Komen Breast Cancer Foundation



Presented by JCPenney



NATIONAL SPONSORS:

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NATIONAL HONORARY CHAIR FRANCIE LARRIEU SMITH

Record-Breaking 99 Cities to Participate in the 1999 Komen Race for the Cure®

1999 Komen Race for the Cure® Series Sites

Date	Site	Date	Site	Date	Site
<small>Dates subject to change</small>					
Jan 30	W. Palm Beach, FL*	Jun 26	Decatur, IL*	Oct 2	Battle Creek, MI
Feb 7	El Paso, TX*	Jul 3	Greeley, CO*	Oct 2	Charlotte, NC*
Mar 20	Las Vegas, NV	Jul 17	Aspen, CO*	Oct 2	Houston, TX*
Apr 10	San Antonio, TX	Jul 24	Fresno, CA	Oct 2	Wichita, KS
Apr 17	Fayetteville, AR	Jul 25	Manchester, VT*	Oct 3	Baltimore, MD*
Apr 17	Fort Worth, TX*	Aug 8	Kansas City, MO	Oct 3	Denver, CO*
Apr 17	Indianapolis, IN	Aug 14	Cheyenne, WY	Oct 3	Nashville, TN*
Apr 18	Tucson, AZ	Sep 11	Monroe, LA	Oct 3	Omaha, NE
Apr 24	Detroit, MI	Sep 12	Boston, MA*	Oct 9	Jacksonville, FL*
May 1	Daytona Beach, FL	Sep 12	Cincinnati, OH*	Oct 9	Wichita Falls, TX
May 8	Boise, ID	Sep 12	Colorado Springs, CO*	Oct 9	Memphis, TN*
May 8	Clearwater, FL	Sep 12	Seattle, WA*	Oct 9	Miami, FL
May 8	New Britain, CT*	Sep 12	Toledo, OH	Oct 10	Phoenix, AZ
May 8	Ottumwa, IA	Sep 18	Birmingham, AL	Oct 10	Princeton, NJ*
May 8	Peoria, IL*	Sep 18	Scranton, PA	Oct 10	Reno, NV
May 8	Richmond, VA	Sep 18	Shreveport, LA	Oct 16	Baton Rouge, LA
May 8	Salt Lake City, UT	Sep 19	Bangor, ME	Oct 16	Knoxville, TN*
May 8	Tyler, TX	Sep 19	Chicago, IL	Oct 16	Charleston, SC
May 8	Sacramento, CA	Sep 19	New York, NY*	Oct 16	Dallas, TX*
May 9	Minneapolis, MN*	Sep 19	Tulsa, OK	Oct 16	Des Moines, IA
May 9	Philadelphia, PA	Sep 19	Portland, OR*	Oct 16	Terre Haute, IN
May 9	Pittsburgh, PA	Sep 25	Lexington, KY	Oct 17	San Francisco, CA
May 15	Columbus, OH*	Sep 25	Evansville, IN	Oct 23	Texarkana, TX
May 15	Helena, MT*	Sep 25	Grand Rapids, MI*	Oct 23	Atlanta, GA*
May 15	Syracuse, NY	Sep 25	Greenville, SC	Oct 23	Louisville, KY
May 23	Elmira, NY	Sep 25	Little Rock, AR*	Oct 23	Thibodaux, LA
May 23	New Orleans, LA	Sep 25	Lubbock, TX	Oct 24	Milwaukee, WI
Jun 5	Madison, WI*	Sep 25	Oklahoma City, OK*	Oct 30	Tupelo, MS*
Jun 5	Plano, TX*	Sep 26	Cleveland, OH	Nov 7	Austin, TX
Jun 5	Raleigh/Durham, NC*	Sep 26	Honolulu, HI	Nov 7	San Diego, CA*
Jun 5	National (Wash., D.C.)	Sep 26	Orange Co., CA*	Nov 7	Los Angeles, CA
Jun 12	Davenport, IA*	Oct 2	Albany, NY*	Nov 13	Temecula Valley, CA
Jun 19	St. Louis, MO	Oct 2	Amarillo, TX	Pending	Providence, RI

Bold type indicates a new 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.

**For more information on the 1999 Komen Foundation Race for the Cure® contact
1.888.603.RACE (7223) or visit www.raceforthecure.com**

The FDA APPROVES TAMOXIFEN for Reducing Incidence of Breast Cancer



In late October, the Food and Drug Administration (FDA) approved the use of Nolvadex (tamoxifen citrate) for reducing the incidence of breast cancer in women at high risk for developing the disease. The approval represents another step forward in the race for a cure to breast cancer.

Tamoxifen is a drug taken in pill form that interferes with the activity of estrogen and has been used to treat both early and advanced stage breast cancer for more than 20 years. In 1992, the Breast Cancer Prevention Trial (BCPT) was launched to study tamoxifen as a breast cancer preventive agent. The trial was halted in March 1998, when interim results showed that tamoxifen reduced breast cancer incidence by 44 percent. The Komen Foundation was involved in the recruitment to the

BCPT, and its Founding Chairman Nancy Brinker and President/CEO Susan Braun participated on the steering committee for the trial.

Because breast cancer is the most common cancer among American women, and because so little of its etiology has been uncovered, this disease continues to be feared by many. Those who are known to be at high risk have had little available to them to proactively lower their risk of the disease. Tamoxifen provides an alternative to these women. In deciding whether or not to take tamoxifen, women need to consider their age, personal history and family history, and other known breast cancer risk factors. Further, the drug's side effects, some of which may be life-threatening, must be taken into account. The Komen Foundation urges all women to have an informed discussion with their medical provider in order to assess their individual risk of developing breast cancer and whether the benefits of reducing that risk outweigh the potential side effects of tamoxifen. ■

Breaking Boards Benefits Breast Cancer

The Susan G. Komen Breast Cancer Foundation and the American Taekwondo Association (ATA) Black Belt Academy, Home of Karate for Kids, have joined forces in National "Board Breaks for the Cure™" Day. This unique event took place at many of the 700 ATA schools across the country on October 30, 1998.

The students of the Academy, aged 3 to 18, secured contributions for this one-hour-long event where they strived to break 1,000

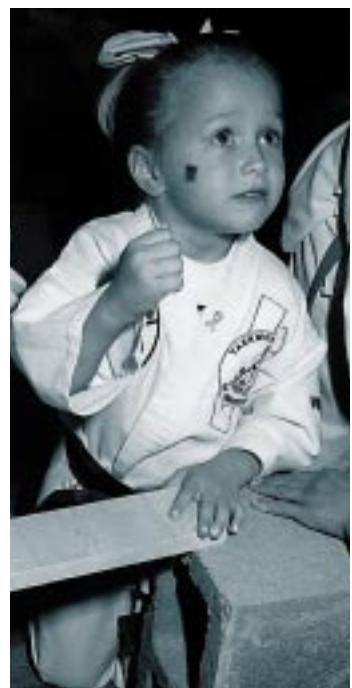
boards. Leland Brandon, chief instructor of the Karate for Kids in Henderson, Nev., hosted the First Annual Board Breaks for the Cure, which raised \$8,000 for the Komen Foundation.

"This is entirely the kids' idea. They conceived it, they developed it, and they are responsible for executing it," Brandon said.

The ATA has chosen to join in the fight against breast cancer because it feels women are an important part

of all families in their roles as mothers, grandmothers, wives, daughters and sisters. "Board Breaks for the Cure" offers parents and children the opportunity to come together to give something back to their communities. Grand Master Lee, founder and president of the ATA, feels "Board Breaks for the Cure" will help in the fight for a cancer-free future.

Embracing his philosophy, "today not possible, tomorrow possible," the potential of "Board Breaks" is limitless. ■



Madison Allemer, a Tiny Tiger of Allemer's ATA Black Belt Academy, participated in Board Breaks for the Cure on October 30th.

Hallmark Gold Crown Stores Launch Cards for the Cure™

Hallmark Gold Crown Stores invite consumers to help raise more than \$1 million for the Susan G. Komen Breast Cancer Foundation with Card for the Cure™ this Mother's Day. Hallmark Gold Crown Stores care about women, and in the weeks leading up to Mother's Day — when people naturally think about the women in their lives — they'll show just how much they care by launching Cards for the Cure with hopes of raising more than \$1 million for breast cancer research, education, screening and treatment programs.



Hallmark Gold Crown Stores' way to help find a cure for breast cancer.

The stores will donate a minimum of \$1 million to the Komen Foundation. With every Hallmark card consumers buy at a Hallmark Gold Crown store between April 18 - May 2, they can help raise even more. The more cards that are sold, the more dollars can be raised.

In addition, consumers who purchase any Hallmark greeting card at a Hallmark Gold Crown store during the Cards for the Cure program will receive a free specially designed Hallmark card. Designed by Hallmark artist Paula Krekovich, a breast cancer survivor, the card includes a caring reminder of the importance of yearly mammograms and monthly breast self-exams in the early detection of breast cancer. The card features a detachable postcard with complementing art and the same caring message about early detection. The person who receives the card can then send the postcard to someone they care about. "We're making more than 7 million copies of the card available to our consumers during the April 18 - May 2 time period. And thanks to the unique detachable postcard, that means up to 14 million people can be touched with this important message," says Aviva Ajmera Hebbar, marketing project manager for Hallmark. "It's an interesting and vivid illustration of the ripple effect of breast cancer itself. If you haven't been touched by it personally, you're probably only one person away from someone who has."

A television and magazine advertising campaign for Cards for the Cure, debuting in April, emphasizes that breast cancer does indeed hit close to home. The ads will feature Hallmark Gold Crown store owners who have survived breast cancer. ☺

Wireless Information Company Joins the Cause



PageNet, title sponsor of the 1998 LPGA season-ending event — the PageNet Tour Championship — donated \$100,000 and six broadcast spots during tournament coverage to the Komen Foundation. The Komen Foundation is the official charity of the LPGA.

"The Komen Foundation is grateful to PageNet for its sponsorship of this tournament and its contribution to our mission," said Susan Braun, president and chief executive officer of the Foundation. "PageNet's monetary donation and gift of national broadcast advertising enables us to increase the public's understanding of breast cancer." ☺

Frank's Nursery and Crafts Christmas Tree Promotion



Frank's Nursery and Crafts donated \$1 for every fresh cut tree sold between November 12 and December 25, 1998 to the Komen Foundation. Frank's is the largest retailer of Christmas Trim-a-Tree and Fresh-cut Trees in the country. The promotion took place at all 254 stores within Frank's fifteen state area. This special Holiday program helped raise over \$162,000 for the fight against breast cancer. ☺

Strasburger and Price, Thank You

The Komen Foundation would like to thank Strasburger and Price for all their pro bono legal expertise which they have generously donated. ☺



The Gillette Challenges Come to a Close for the Year

The 1998 Gillette Sports Challenges came to an end at the JCPenney Classic at the Westin Innisbrook Resort in Palm Harbor, FL on November 29th. The Gillette Sports Challenges is a national point-of-sale contest ending with winners taking a final shot in their challenge sport for an opportunity to win \$1 million for themselves and \$1 million for the Komen Foundation. This year the Challenges took place at the NCAA Basketball Final Four, the World Series and the Tour Championship.

Al Flowers won the opportunity to putt for \$2 million at the JCPenney Classic. He didn't sink the putt, but Gillette still awarded both Flowers and the Komen Foundation a \$50,000 consolation prize.

In addition to the money donated from the Sports Challenge, Gillette made a \$1 million donation to Komen at the Tour Challenge Championship in Bermuda. The Gillette Tour Challenge was a unique series because it was the first on-going series to involve golfers from all three Tours: the PGA, LPGA and Senior PGA. The series involved 45 one-day events across the three Tours on the Tuesday of a tournament week, ending with the top money winners from both the Challenge and the Tour competing at the Championship. ☺



The winners of the Tour Challenge Championship were (from left) Lee Trevino (senior PGA), Michelle McGann (LPGA) and Jim Furyk (PGA).

Stomp It Out Snow Shoe Festival

The Stomp It Out Snow Shoe Festival is a new program benefitting the Komen Foundation which will be held in five markets. It is a snowshoe event that offers participants the opportunity to choose between a competitive 5K race, a 3K hike or a 1.5K walk. YubaShoes Sports Showshoes will be on hand with over 500 pairs of snowshoes for event participants to try free of charge. Other activities will include product sampling, demonstrations and educational seminars. 100% of the proceeds from ticket sales of the event will be donated to the Komen Foundation. ☺



Schedule

February 14	Welch Village, MN
February 20	Copper Mountain, CO
February 27	Park City, UT
March 13	Bozeman, MT
March 20	North Star/Tahoe, NV

Atlanta Falcons Dance for the Cure™



Jazzercise teamed up with the Atlanta Falcons to bring football fans a spectacular halftime show and the opportunity to help fight breast cancer. Atlanta Jazzercise participants collected pledges for the Komen Foundation and then

performed a halftime show at the Atlanta Falcons' game on December 5. The Jazzercise participants collected over \$100,000 for breast cancer research and then gave the fans the opportunity to donate at the stadium the day of the game.

Jazzercise is a partner of the Komen Foundation and has helped raise funds for breast cancer research through its instructors across the country who hold different fundraisers like this one. ☺

Cynthia Cooper Inspires Youth in Basketball and Breast Health

Cynthia "Super" Cooper joined the second Annual Shoot for the Cure™ at the University of Pittsburgh Field House. The event was presented by the YWCA Breast Health Coalition, underwritten by the Pittsburgh Susan G. Komen Breast Cancer Foundation Race for the Cure®. More than 250 young women between the ages of 12 and 18 participated in a basketball clinic, learning pointers from the WNBA's Most Valuable Player. During the clinic, the girls

took "time-outs" to learn about the importance of early detection of breast cancer and how to do a breast self-examination. While the girls were playing ball, the mothers and other family members met and listened to a panel of breast cancer survivors speaking from their hearts about their experiences with the disease.

Seventy of the basketball participants signed up for the Shoot for the Cure Contest, which tracks how many women the girls can reach

Photographer: Maria Jonas



with breast health information. The three girls who reached the most women by November 12 received valuable prizes, including four tickets and limousine transportation to Cleveland to watch a WNBA game.

Ms. Cooper's basketball reputation is certainly proven, but

the presentation of her inspirational message is indeed her greatest skill.

For more information about Shoot for the Cure™, please contact the Susan G. Komen Breast Cancer Foundation Pittsburgh Race for the Cure® at 412-521-2873. ♦

Helping STAMP OUT Breast Cancer



Nancy Brinker and Laura Bush admire the beautiful artwork of the breast cancer research stamp.

the extra seven cents going to pay for breast cancer research. The National Institutes of Health gets 70 percent of the money raised, and the Department of Defense receives the remaining 30 percent for its breast cancer research projects.

Senator Hutchinson remarked that thanks to scientific and medical breakthroughs, more and more people are becoming cancer survivors rather than victims. "Next time you come to the post office, you can enlist in the war against cancer," Mrs. Hutchinson said. If all 200 million of the stamps are sold, \$16 million would be given to research agencies.

U.S. Senator Kay Bailey Hutchinson joined with Nancy Brinker in a statewide tour of Texas cities to promote the breast cancer research stamp during Breast Cancer Awareness Month this past fall. The stamp sells for 40 cents, with

Nancy Brinker also promoted the unique stamp with First Lady of Texas Laura Bush at the Texas State Capitol on October 2nd, Texas' Breast Cancer Awareness Day. Mrs. Bush encouraged citizens to help raise awareness through Tell-A-Friend Friday. "You don't have to be directly affected by breast cancer to make a difference," said Mrs. Bush. "Take a moment every Friday this month to encourage five of your friends to get a breast exam or mammogram." ♦



Senator Hutchinson joined Nancy Brinker to raise awareness during October.

1998 NATIONAL AWARDS LUNCHEON

Celebrating Progress in the Fight Against breast cancer



Candice Bergen, recipient of the Betty Ford Award, is joined by Nancy Brinker, Edsel B. Ford II of the Ford Motor Co., Betty Ford, and her daughter, Susan Ford Bales.

More than 2,100 guests attended the October 19th luncheon, which honors those who have made strides in the fight against breast cancer. This year's event, *Celebrations and Affirmations — There Will Be a Cure*, was chaired by Jimmy Westcott, with Norma Myers and Carol Seay as co-chairmen. Nellie Connally, the former Texas First Lady, was the 1998 Honorary Chairman.

LeVar Burton, actor, producer and director, and Scott Murray, sports director on the Dallas NBC affiliate WXAS-TV, emceed the ceremony. Ms. Bergen, the star of the former CBS sitcom "Murphy Brown," received the Foundation's most prestigious honor — the Betty Ford Award — for her portrayal of the character's battle with breast cancer during the show's final season. Other celebrity guests at the luncheon included First Lady of Texas Laura Welch Bush, former "First Daughter" Susan Ford Bales, designer Carolina Herrera and her daughter Carolina Adriana Herrera and five-time Olympian and Komen Race for the Cure® National Honorary Chair Francie Larrieu Smith.

In addition to Candice Bergen, 1998 National Award recipients included:

- Steven E. Harms, M.D., professor and director of Imaging Research, Department of Radiology, University of Arkansas, who received the Komen Award for Scientific Distinction for developing a minimally invasive method for destroying small breast cancer;
- Edsel B. Ford II, the grandson of Henry Ford, and Ann Kalass, Southwest regional marketing manager of the Ford Division of the Ford Motor Company, who received the Komen Award for National Philanthropy on behalf of the company for its efforts in raising breast cancer awareness and its support as a national sponsor of the Komen Race for the Cure® since 1995. Additionally, Ford has donated more than \$2 million to the Foundation since September 1997 and was the exclusive sponsor of an entire episode of "Murphy Brown" featuring the character's recovery from breast cancer surgery;

- James L. McDowell, vice president of marketing of BMW of North America, Inc., who received the Komen Award for Corporate Community Service on behalf of all company employees for helping to raise more than \$1 million in support of breast cancer awareness through its grassroots campaign, *The Ultimate Drive for the Susan G. Komen Breast Cancer Foundation*;
- Gilbert F. Friedell, M.D., director emeritus of the Markey Cancer Center, University of Kentucky, who received the Komen Award for Individual Community Service for innovative cancer education programs and research;
- Madeline Peerce, vice president, Creative Services/Artist Revelations, who accepted the Komen Award for National Media on behalf of CBS Television Network for devoting a year-long storyline of "Murphy Brown" to the issues women and their families face when dealing with breast cancer;
- Jane Rodney, director of the Breast Cancer Resource Center at the YWCA Princeton and chair of the Komen Foundation New Jersey Race for the Cure®, who received the Jill Ireland Award for Voluntarism;
- Randi Martin, a radio personality on WASH-FM, a leading adult contemporary station in Washington, D.C., and the official station for the Komen National Race for the Cure®, who received the Komen Award for Local Media on behalf of the station;
- The Arkansas Affiliate of the Komen Foundation, which received the Komen Affiliate Award for its successful collaboration with other breast health organizations to save lives;
- The Greater Cincinnati Affiliate of the Komen Foundation, which received the Komen Affiliate Award for making great strides in bringing positive breast cancer awareness to their community. ☺



Kelley and Dale Jarrett are greeted by Norma Myers (center), co-chair of the luncheon.



From the left, LeVar Burton, Nancy Brinker, Mrs. John B. (Nellie) Connally, and Ellie Goodman, mother of Nancy and Suzy Komen.



Pictured here are Co-chair Carol Seay, Texas First Lady Laura Bush, and Luncheon Chair Jimmy Westcott.



Dr. Gilber Friedell (right) receives the Komen Award for Individual Community Service Award from Dr. Clyde Yancy.

1998 NATIONAL AWARDS LUNCHEON



President & CEO Susan Braun, her husband Bernd Braun, and Linda Kay Peterson congratulate Scientific Distinction Award winner, Dr. Steven Harms.



Jane Rodney accepts the Jill Ireland Award for Voluntarism from Carolina Herrera (right) and her daughter Carolina Adriana Herrera.



Nancy Brinker congratulates award-winner James McDowell of BMW of North America, Inc.

Former Spice Girl GERI HALLIWELL SPEAKS OUT About Breast Cancer



In one of her first public appearances since leaving the Spice Girls, Geri Halliwell, formerly known as Ginger Spice, joined Nancy Brinker, founding chairman of the Susan G. Komen Breast Cancer Foundation, as part of her effort to raise awareness about the disease during National Breast Cancer Awareness Month.

Halliwell joined Brinker to visit a program at Harlem Hospital in New York, funded in part by a grant from the Komen Foundation, which provides breast cancer education, screening, treatment and support services to medically underserved women in the Harlem community.

Ms. Halliwell has joined forces with the Komen Foundation because of her own personal experience with breast cancer. In addition to having an aunt diagnosed with the disease, Ms. Halliwell underwent surgery to remove a lump on her breast when she was 18. Although the lump was found not to be cancerous, it made her realize that all women are at risk for the disease and that it is critical for women to be well informed of the importance of early detection.

"Information is power when it comes to breast cancer," said Ms. Halliwell, who as a Spice Girl brought the "Girl Power" message to millions of fans around the world. "I urge everyone to get involved in the fight against breast cancer by learning more about the disease and getting involved with organizations like the Komen Foundation."



The Susan G. Komen
Breast Cancer Foundation

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The Susan G. Komen
Breast Cancer Foundation

The 1998 BMW Ultimate Drive® Meets its 1,000,000 mile and \$1 million Goal!

The Ultimate Drive for the Susan G. Komen Breast Cancer Foundation came to a successful close in Atlanta, GA on November 14, 1998. BMW President Victor Doolan presented Komen Foundation Founding Chair Nancy Brinker with a check for \$1 million at the closing ceremonies. Senator Paul Coverdell, R-Georgia, drove the ceremonial millionth mile.

BMW of North America, Inc. and the Komen Foundation would like to congratulate and thank all the volunteers who made these events possible.

Thanks to everyone who participated in the Ultimate Drive and helped us reach our goal. We could not have done it without you! ☺

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



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 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 affiliates fund innovative breast cancer education, screening and treatment projects for the medically underserved.

frontline newsletter

<i>Founding Chairman</i>	<i>Nancy Brinker</i>
<i>Chairman of the Board</i>	<i>Linda Kay Peterson</i>
<i>Chief Executive Officer</i>	<i>Susan Braun</i>
<i>Editor</i>	<i>Emily Downward, CHES</i>