

frontline

The Susan G. Komen Breast Cancer Foundation's International Newsletter Winter 2000

1999 Brinker International Awards for Breast Cancer Research Announced

The Komen Foundation presented the 1999 Brinker International Awards for Breast Cancer Research at the 22nd Annual San Antonio Breast Cancer Symposium this past December. Established by the Foundation in 1992, the two awards recognize leading scientists for significant work that advances basic research concepts or clinical application in the fields of breast cancer research, screening or treatment.

The 1999 Basic Science Award was presented to Mary-Claire King, Ph.D., for her work in understanding the role of genetics in breast cancer. The 1999 Clinical Research Award was presented to Nancy E. Davidson, M.D., for her work with the role of estrogen and steroid receptors in breast cancer growth. Past Brinker International Award recipients include such luminaries as V. Craig Jordan, Ph.D., D.Sc., and Gabriel Hortobágyi, M.D.

"I am especially pleased about this year's Brinker Award recipients," said Nancy Brinker, founding chair of the Komen Foundation. "Through their work, these women have made a real difference in the lives of breast cancer patients today, as well as made significant contributions to our body of knowledge about this disease in order to help future generations. Dr. King and Dr. Davidson are the embodiment of the vision we had for this prestigious award, and their dedication is truly inspiring."

The Brinker International Award for Breast Cancer Research was the vision of Komen Founding Chair Nancy Brinker and was established by the Komen Foundation in 1992. Each award recipient receives a \$10,000 honorarium, a citation and an inscribed crystal statuette from Tiffany & Co.

The annual deadline for Brinker Award nominations is April 1. The nomination process is open to all, including physicians, nurses, researchers and those in the advocacy community. A jury of scientific peers reviews the nominations

and makes the award selections. Nomination guidelines are available through the International Headquarters of the Komen Foundation.



Mary-Claire King, Ph.D., and Susan Braun, president and CEO of the Foundation.

Mary-Claire King, Ph.D., professor of medicine and genetics at the University of Washington School of Medicine, discovered that inheriting a mutation in a single gene could cause breast cancer. Until her presentation at the American Society

of Human Genetics meeting in October of 1990, geneticists thought that it was technically impossible to identify predisposing genes for a disease as complex as breast cancer. Not only did Dr. King find that a mutation in a single gene may cause breast cancer, she subsequently discovered that such a gene, now known as BRCA1, is located on chromosome 17.

Dr. King's lifelong pattern of dedication to breast cancer research started with a collection of DNA samples from 300 families with a strong history of breast cancer. She diligently analyzed those samples at a time when there was little support from the scientific community or much likelihood of success. This work, which was funded in part by a grant from the Komen Foundation, led to her concept of a mutated single gene causing breast cancer.



Gabriel Hortobágyi, M.D., past Brinker Awardee, and Nancy E. Davidson, M.D.

Nancy E. Davidson, M.D., professor of oncology occupying the Breast Cancer Research Chair at the Johns Hopkins School of Medicine, is the principal investigator for a National Cancer

(continued on page 5)

inside

A Letter from Nancy Brinker	2
Exercise, Stress and Breast Cancer	4
Drug Update	5
Survivorship Professors	6
1999 National Grant Conference	7
Going Global	8
1999 National Awards Luncheon	9
Happenings on Capitol Hill	10
Lee National Denim Day™	11
BMW Auction on eBay.com	12
Fly for the Cure™	12
New Education Materials	13
1999 Race for the Cure® Highlights	14
2000 Race for the Cure® Dates	15
Board Breaks for the Cure™	16



A Letter from Nancy Brinker

Dear Friends,

As we begin a new millennium, it is a perfect time to reflect for a moment upon how far we have come in our fight to end breast cancer. It seems like only yesterday, but it's been nearly 20 years since a few

friends and I gathered in my living room with a shoebox full of names and a few hundred dollars to begin the Susan G. Komen Breast Cancer Foundation.

Many events and people have shaped our world since then, changing our lives and our futures. The Cold War ended, and democracy broke out across the world. The Information Age replaced the Industrial Age, and people began to communicate in ways our grandparents could never have imagined. Prosperity grew, and millions climbed out of poverty into the bright light of opportunity.

Yet, as remarkable as these changes have been, I can't help but think that when we look back on this century, it is the courage, the creativity and the compassion of individual people working together that truly changed the world for the better.

The work that each of you and the Komen Affiliates have done to help eradicate breast cancer has been as noble a mission as any in these, the last decades of the twentieth century.

Together, we have raised more than \$214 million for breast cancer education, screening and treatment. We have awarded nearly 400 national and international grants totaling more than \$45 million.

The handful of volunteers in my living room has now grown to 35,000 members in 112 Affiliates throughout the United States. And as of New Year's Day, nearly 900,000 runners in 98 cities had participated in a Race for the Cure® in 1999.

That's the Komen record. But, in truth, it is really your achievement and I can't tell you how grateful I am to every Komen volunteer who runs or climbs or walks or works on behalf of those who will be diagnosed with breast cancer or who are living with this terrible disease today.

But, until we have found the answers to the cure and prevention of breast cancer, our shared mission remains unfinished. The Komen Foundation has grown and evolved over the years as we made progress, but we should recognize that our challenges are still great. We know that breast cancer can't be cured in the lab alone. Clinical trials are the only way to translate theoretical research progress into real cancer therapies; and, for many patients, they offer the best treatment available.

Breakthrough therapies, which are saving the lives of women with breast cancer every day, are the direct result of clinical trials conducted by hundreds of dedicated researchers working with thousands of women determined to beat their cancer and who are supported, in part, through your efforts.

Unfortunately, only three percent of women with breast cancer today are participating in clinical trials that might save not only their own lives, but also millions of others stricken with breast cancer in the future.

We must substantially increase those numbers and ensure that clinical trials are conducted equally through all cultural and economic subsets of patients. The Komen Foundation, in partnership with our Affiliates, has launched an exciting new initiative, Project CRAFT, Clinical Research – Affiliates Funding Trials, to help do just that. Starting with six pilot programs in 1999, our Affiliates in Denver, Little Rock, Maryland, New York City, Seattle and Wichita helped break down barriers to clinical trials by increasing financial support for trials in their communities and by providing information on local research studies and enrollment criteria to breast cancer patients and physicians.

In the next decade, along with continuing our research funding and breast cancer awareness and screening programs, one of the Komen Foundation's most important goals will be the expansion of Project CRAFT to all eligible Affiliates.

In the next millennium, however, our Affiliates will also expand and change. Breast cancer knows no boundaries. It doesn't stop at our borders nor should our efforts to fight breast cancer end at the water's edge. In much of the world over the past century, women's health has never been a government or even a private sector priority.

The United States was no different once upon a time. To help change these outdated attitudes as we have done here, I've spent much of the past year traveling as the Komen Foundation has begun to establish affiliations with other countries around the world. Through this new international effort, we hope to accelerate the pace of breast cancer awareness and the need for research funding so that what took 20 years to achieve here can be accomplished far sooner in other nations.

We have already launched programs with Greece, Argentina, Italy and Germany, and others are soon to follow. I can't tell you how exciting it is to see the enthusiasm and hope these new Affiliates are generating for our cause in their home countries. They have become a part of the growing Komen family, and each of you should be proud that your efforts are not only changing your own world, but also the lives of women a world away.

(continued on page 5)

Fifth Annual American Airlines Celebrity Golf Weekend



Michael and Jody Brennan, Komen's Vice Chair of Education; Former NHL star Ron Dugai; Komen Board Chair Linda Kay Peterson; and Sue Ann Gilman, Komen's Vice Chair of Development, and her husband, John Gilman, hit the links at the American Airlines Fifth Annual Celebrity Golf Weekend.

The American Airlines Fifth Annual Celebrity Golf Weekend was held in Southern California at the Four Seasons Hotel Newport Beach, October 7-10. There were two sunny days of golf on Pelican Hill Golf Clubs' North and South Ocean Courses and the evenings were filled with live entertainment and a live auction. The proceeds from the auction benefited the Komen Foundation. The Sixth Annual American Airlines Celebrity Golf Weekend will be held October 8-11, 2000, once again in Newport Beach, Calif. For more information, please contact Lisa Beck at 972.855.4346. 📞

(Nancy Brinker continued from page 2)

When I was in Europe earlier this year, I saw an obituary of a woman who had died recently of breast cancer. The newspaper never mentioned the actual cause but said only that the woman had died of a "sad and lonely disease." I thought, if a newspaper could not tell the truth after her death, what kind of life must that woman have led as she fought her cancer? It was much the same in 1982 in the United States when we began the Komen Foundation.

Thanks to you and every Komen volunteer, we close the 20th century and begin a new millennium in a world where we can talk about breast cancer; a world where early detection is giving women with this disease a real chance for life; and a world of hope that a cure will be found and found soon.

My warmest wishes to each of you and your families for a healthy and happy new year and as this historic year 2000 begins, let us resolve that together we will make this the decade of the cure for breast cancer.

With warm regards and appreciation,
Nancy Brinker

Rally for a Cure® Exceeds Program Goal



From left to right, Nancy Vukmanovich, Rally general manager; Cathy Bligh; Lindsay Orr, Komen staff member; Sally Carrozi; Barbara Paul; Eileen Honey; and Connie Shine, Rally team leader.



Rally for a Cure®, the nation's leading amateur golf program, realized record participation in 1999. Some 2,100 clubs hosted a Rally for a Cure® event and 100,000 participants golfed on behalf of breast cancer awareness. While the primary mission of Rally for a Cure® is to educate women about breast cancer and raise awareness about the importance of early detection, the program also anticipates reaching the \$1 million mark for funds generated in 1999.

Komen staff member Lindsay Orr recently visited the Rally for a Cure® staff at the organization's headquarters in Ridgefield, Connecticut,

recognizing their accomplishments and thanking them for motivating so many women golfers to join in the fight against breast cancer.

Rally for a Cure®'s explosive growth and popularity has established the event as an annual fixture at golf and country clubs in all 50 states and six foreign countries. Program organizers hope to register 2,500 clubs and to continue to have an average participation of 50 or more women golfers at every host site.

For more information, please call Rally for a Cure® headquarters at 1.800.327.6811. 📞

(Brinker Awards continued from front cover)

Institute-sponsored multi-center clinical trial of chemotherapy with or without hormonal therapy for management of premenopausal breast cancer. She also has been an influential thinker in the field of hormones and breast cancer and has been invited to write two separate editorials for the *New England Journal of Medicine* on tamoxifen and hormone replacement therapy.

In addition to her outstanding accomplishments as a clinical researcher, Dr. Davidson conducts a very active laboratory research program. Her laboratory published the first description of the programmed cell death induced by chemotherapy. More recently, her group has conducted a series of studies delineating the role of DNA methylation as a means of regulating the estrogen receptors in breast cancer cells. 📞

Is There a Link Between Exercise and Breast Cancer? What About Stress?

Exercise and Breast Cancer

A recent Nurses' Health Study (NHS) examined the association between exercise and breast cancer and found that higher levels of moderate to vigorous exercise were associated with modestly reduced breast cancer rates.

The initial data was collected from 121,701 female nurses ages 30-55 in 1976. After 16 years of follow-up, 3,137 cases of breast cancer were reported among the 121,701 nurses.

Women reporting seven or more hours of exercise per week had a 20 percent lower risk for developing breast cancer compared to women reporting less than one hour of exercise per week. However, there was no evidence that



vigorous physical activity (i.e., aerobics) was any more likely to reduce breast cancer risk than less strenuous activity (i.e., walking).

Overall, the results demonstrate that higher levels of exercise provide modest protection against breast cancer. Future studies are necessary to clarify factors such as exercise duration, frequency and intensity and its effect on breast cancer. 📌

Archives of Internal Medicine 1999; 159:2290-2296.

Stress and Breast Cancer

According to a recent study conducted among 332 women ages 40-79, severe stress does not cause breast cancer. The case-control study classified stress as one of the following:

- severe life event
- severe difficulty
- severe two-year non-personal health difficulty
- severe two-year personal health difficulty

Of the participating 332 women, 106 women were diagnosed with breast cancer and 226 women were diagnosed with benign breast disease. After the initial diagnosis, the women were interviewed about personal factors (i.e., age and

menopausal status) as well as life stressors.

Data analysis revealed that stressful life experiences are common. Approximately two-thirds of the participating women with a breast lump experienced at least one severe life event or difficulty. However, women with breast cancer were no more likely to have experienced a severe stressor than women with benign breast disease.

Therefore, the data supports the idea that severe life stressors are not the cause of breast cancer. However, future studies are necessary to further confirm these findings. 📌

British Medical Journal 1999; 319:1027-1030.

Wyndham Helps Those Who Are 'Dreaming for a Cure'

Wyndham Hotels and Resorts offered its guests the opportunity to join in the fight against breast cancer through its recent Dream for the Cure™ program. Throughout the month of October 1999, specially designed pillow cards and pre-addressed donation envelopes were placed in each hotel room in an effort to encourage guests to make a contribution to the Komen Foundation to advance breast cancer research, education, screening and treatment.

In addition, as a way to give back to those guests who choose to stay with Wyndham while traveling, Wyndham also donated a percentage of October sales to the Foundation. What follows is a letter from a guest who stayed at a Wyndham property during the 1999 Dream for the Cure™ campaign. 📌

Dear Wyndham Staff,

I would like to compliment you on your corporation's donation to the Komen Foundation. You can't imagine how touched I was by the card in our room. I'm part of a tour group staying here at your lovely Andover property. I also have Stage IV breast cancer. The reason I can be here in New England is because I'm taking a new drug (approved in late 1998) called Herceptin. In January, I was nearly unable to breathe because the pain from my back tumor was so intense. Ten months later I am healthy enough to spend the day walking throughout Boston. No one on my tour knows about my illness, thanks to corporations like yours who give those with a once hopeless diagnosis new hope.

Seeing New England in the fall has been a lifelong dream. Thank you all for helping me achieve it and for helping others who are "dreaming for a cure."

*Deb Plitman
Richland, Washington*

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

Drug Update: Evacet™ and Epirubicin

FDA Vetoes Use of Evacet™

The FDA recently denied approval of Evacet™ (liposomal doxorubicin) in combination with cyclophosphamide. The oral drug was designed to be used in combination with cyclophosphamide for first-line treatment of metastatic breast cancer with less toxicity than current doxorubicin-containing chemotherapy treatments.



Doxorubicin (in the free form) is widely used today in the treatment of cancer. Although effective, doxorubicin can be associated with irreversible heart damage. Evacet™ was designed to deliver doxorubicin to tumors with more specificity; therefore, limiting the cardiac toxicity.

The FDA's decision was based on two randomized controlled trials, comparing Evacet™ to doxorubicin among 521 patients. The first study compared each drug, Evacet™ and doxorubicin, both in combination with cyclophosphamide. The response rate for Evacet™ compared to doxorubicin was 44% and 43%, respectively [Relative Risk (RR): 1.01; 95% Confidence Interval (CI): 0.78-1.34]. The overall survival rate was 21.2 months for Evacet™ compared to 16.4 months for doxorubicin (RR: 1.01; 95% CI: 0.71-1.43). Time to progression was similar for both drugs, 5.6 months for Evacet™ and 6 months for doxorubicin (RR: 1.07; 95% CI: 0.81-1.41).

The second study compared the two drugs, Evacet™ and doxorubicin, without cyclophosphamide. The 224 patients experienced the same response rate of 26% (RR: 1.00; 95% CI: 0.62-1.68). The overall survival rate increased for patients treated with doxorubicin, 20.1 months compared to 14.6 months (RR: 0.75; 95% CI: 0.54-1.03). The time to progression was 4.3 months compared to 3.8 months for doxorubicin and Evacet™, respectively (RR: 0.91; 95% CI: 0.66-1.26).

The two studies examined the drug's association with cardiac toxicity, congestive heart failure and time to cardiac event. In both studies, doxorubicin showed increased incidence of cardiac events and congestive heart failure when compared to Evacet™. Likewise, the time to cardiac event was significantly shorter for doxorubicin in comparison to Evacet™.

Despite the ability of Evacet™ to lessen cardiac side effects, the small size of the studies and the similarity of results of Evacet™ to doxorubicin prompted the FDA's recommendation against approval of Evacet™. 📌

FDA Approves Epirubicin for Treatment of Early Stage Breast Cancers

The FDA recently approved the drug epirubicin, also known as Ellence, for the treatment of early stage breast cancers that have spread to the lymph nodes under the arm. The chemotherapy drug provides another option in standard combinations often used for breast cancer adjuvant therapy, an anti-cancer treatment given to a patient in addition to the primary form of therapy, most often surgery. Although not completely understood, epirubicin interferes with the biochemical and biological functions of cancer cells.

The FDA approval of epirubicin is based on two long-term clinical studies of approximately 1,200 patients conducted by the National Cancer Institute of Canada Clinical Trials Group. The studies focused on the adjuvant therapy in terms of five-year survival rate, relapse rate and side effects.

The first study compared two different treatment groups. One of the groups received epirubicin in combination with cyclophosphamide and fluorouracil, whereas the other group received the standard therapy of cyclophosphamide, methotrexate and fluorouracil (CMF). The patients that received the epirubicin-containing regimen showed a significantly increased five-year survival without relapse rate (62% vs. 53%), as well as an increased five-year overall survival rate (77% vs. 70%).

The second study examined the differences in dosage among the two groups. Patients that received a higher dose of the epirubicin combination had a significantly greater five-year survival without relapse rate (65% vs. 52%) and five-year overall survival rate (76% vs. 65%).

Epirubicin is, however, associated with adverse side effects including nausea, vomiting, diarrhea, hair loss and low white blood cell counts. Epirubicin was also shown to slightly increase the risk of treatment-related leukemia and irreversible heart damage.

By gaining FDA approval, epirubicin becomes yet another chemotherapy agent used in combination with other existing agents for certain breast cancer patients. The drug has been available since mid-October, and women are encouraged to talk to their healthcare team about whether or not a regimen containing epirubicin is right for them. 📌

Komen Foundation Creates Two Professor of Survivorship Positions

Patricia Ganz, M.D., and Hester Hill Schnipper selected as first-time appointees

The Komen Foundation recently established two Professor of Survivorship positions in an effort to promote awareness of the challenges faced by breast cancer patients once active medical treatment is completed. Made possible by the Joanie Hatcher Memorial Endowment, these two unique professorships have been funded to help bring attention to the issues surrounding long-term breast cancer survivorship and to improve the quality of life for those living with the disease.

Introduced at the 1999 Komen National Grant Conference in October, this year's appointees are Patricia Ganz, M.D., and Hester Hill Schnipper, L.I.C.S.W., B.C.D. The one-year appointments include a \$20,000 honorarium for each recipient to be used for survivorship research and community outreach, respectively.

"Much attention is given to breast cancer patients at the time of initial diagnosis," says Elda Railey, director of grants for the Komen Foundation. "Once a patient completes

active treatment, however, there are many issues facing the patient and his or her family. The Komen Professor of Survivorship positions will break new ground by exploring the unique challenges faced by breast cancer survivors. The program will provide us with valuable information in areas such as follow-up care, reproductive issues and long-term effects of medical treatments."

Dr. Ganz is a medical oncologist and professor at the School of Medicine and Public Health at the University of California, Los Angeles (UCLA), and director of the Division of Cancer Prevention and Control Research at the Jonsson Comprehensive Cancer Center. Regarded as a pioneer in the study of breast cancer survivorship issues, Dr. Ganz has spent the past 20 years researching the impact breast cancer and breast cancer treatments have on a patient's quality of life. Through her research, she contributes to the understanding of how women adjust to the diagnosis of breast cancer. Dr. Ganz examines the

impact of treatment issues, including the type of surgery, predictors of psychosocial distress, positive changes associated with the disease, menopause and sexual changes/dysfunction. Her ongoing research will provide answers to many important questions for breast cancer survivors and will generate new questions for further breast cancer research.

Schnipper, chief of Oncology Social Work at Beth Israel Deaconess Medical Center in Boston, is a clinician in the area of psychosocial oncology. In 1993, she was diagnosed with breast cancer herself and has subsequently focused her clinical energies on the development and provision of services for breast cancer patients and survivors.

In addition to her daily clinical responsibilities, Schnipper has developed a number of programs for breast cancer survivors. In addition, she has organized a volunteer group called "Patient-to-Patient,



The 1999-2000 Komen Professors of Survivorship, Hester Hill Schnipper and Patricia Ganz, M.D., were introduced at the 1999 Komen National Grant Conference.

Heart-to-Heart." The group members are available to speak with newly diagnosed patients — matched by age, disease and social circumstances — to provide emotional support and useful information.

"As increasing numbers of women survive breast cancer and live many years after treatment, the focus of research has shifted to include survivorship issues," says Schnipper. "Everything about a woman's life is changed by breast cancer, and she will need to adjust for differences in her personal, physical, professional and family life. It is wonderful that the Susan G. Komen Breast Cancer Foundation is providing an opportunity to address these issues." 📌

Cookbook Benefits Komen Foundation

Edie Hand, author and breast cancer survivor, has created *Recipes for Life*, a cookbook that combines recipes with attitudes for healthy living. The foreword is written by the "Queen of Gospel," Vestal Goodman, and contains recipes and attitudes to live by from many influential people, including Komen founder Nancy Brinker, Jane Pauley, Dolly Parton, Zig Ziglar and others.

To order a copy of *Recipes for Life*, please call 1.800.844.8190. The cost of the book is \$16.95 plus shipping and handling. The Komen Foundation will receive 4% of the proceeds from each cookbook sold to be used in support of breast cancer research, education, screening and treatment. 📌



Top Breast Cancer Researchers Convene at 1999 Komen National Grant Conference

Some of the nation's leading breast cancer experts shared their cutting-edge research with members of the breast cancer community as part of the Komen Foundation's National Grant Conference held Oct. 2-3 in Dallas. The annual conference provides breast cancer researchers with the opportunity to present — in easy-to-understand lay terms — their latest projects which have been funded through the Komen International Grant Program.

Highlighted presentation categories included:

- **Brinker International Award for Breast Cancer Research**
Brinker award winners present their outstanding work in breast cancer research.
- **Basic/Clinical/Translational Research**
Grants in this category address breast cancer with methodologies from a diverse array of scientific disciplines.
- **Population-Specific Research**
This program offers innovative projects focusing on the epidemiology of breast cancer within specific populations at risk for the disease.
- **Imaging Technology**
This grant funds research and development of new methods for early detection and diagnosis of breast cancer.

In addition, 12 unique community outreach programs from around the country were also profiled at the conference. These innovative projects were selected from the hundreds of breast health education and breast cancer screening and treatment programs funded by Komen Affiliates in more than 100 communities throughout the United States.

"Casting for Recovery" was just one of the unique community programs featured at the conference. Funded by the Vermont Affiliate of the Komen Foundation, "Casting for Recovery" provides a wonderful opportunity for women with breast cancer to experience physical, emotional and spiritual healing through fly-fishing retreats. Survivors gather in a natural setting to learn the sport of fly-fishing, enjoying both physical and psychological benefits. Physical benefits are derived from the exercise of fly-casting, which provides a motion for joint and soft tissue stretching, restoring motion that can be compromised by breast cancer surgery. The experience also offers the social support of other survivors, as well as the opportunity for self-reflection in a beautiful, peaceful environment.

"This and the other Affiliate programs featured at the conference were selected as ideal examples of how the Komen Foundation's Affiliates fund community-based programs that 'fill in the gaps' and meet the needs of women fighting breast cancer today," says Elda Rayley, director of grants for the Komen Foundation.

Additional community programs highlighted included:

- **"Cancer and the Law," Los Angeles County, California Affiliate**
This new outreach program reaches women with breast cancer in underserved communities.
- **"Breast Cancer Education, Screening, Diagnosis and Treatment in Homeless Women," New York Affiliate**
The program incorporates breast examinations, instruction in breast self-examination and mammography.
- **"The Patient Navigator Program," New York City Affiliate**
The program focuses on the concrete needs of the cancer patient and reflects a special concern for ensuring prompt follow-up of all patients with cancer and/or cancer-related symptoms.
- **"Enhancing Breast Cancer Early Detection for Women in Maine Correctional Facilities," Maine Affiliate**
This comprehensive project enhances breast cancer detection in incarcerated women.
- **"Work Site Mammography Program," Arkansas Affiliate**
The program takes breast care directly to women who work in industrial settings and do not have easy access to breast health services during working hours.
- **"Los Angeles County Komen Affiliate Breast Cancer Treatment Fund Project," Los Angeles County, California Affiliate**
The project was established to improve the accessibility and affordability of breast cancer treatment and related costs for Los Angeles County residents without discrimination due to race, ethnicity, culture, religion or sexual orientation.
- **"Bridge Breast Center, Inc.," Dallas, Plano and Tarrant County, Texas Affiliates**
The Bridge links low income, uninsured women to diagnostic and treatment services for breast cancer.
- **"Financial and Emotional Support," Tarrant County, Texas Affiliate**
This service assists in providing financial, emotional and social support for cancer patients and their families.
- **"A Retreat and Follow-up Support Program for Women Cancer Survivors," Orange County, California Affiliate**
The Healing Odyssey provides a weekend of extraordinary opportunities to learn self-healing tools with professional support.
- **"Survivorship in Rural Oregon," Greater Portland, Oregon Affiliate**
The project provides support and education to the women of Lake County, Oregon, who are breast cancer survivors.



Tomasine Fodera, M.D., and Kristin C. Smith, M.D., are recipients of the Komen Foundation's Breast Fellowship at the University of Texas Southwestern Medical School.



Susan Braun, Komen Foundation president and CEO, and David Page, M.D., 1999 Komen Scientific Distinction Award winner, during a panel discussion at the conference.

Going Global: Komen Spreads Its Message Around the World

The Susan G. Komen Breast Cancer Foundation officially became an international organization in 1999 with the launching of its first non-U.S. Affiliates. In 1998, the Komen Board of Directors appointed a committee to advise Foundation staff on international expansion. After careful study, four pilot countries were selected, including Italy, Greece, Argentina and Germany. Two of the four pilot countries — Argentina and Greece — became official Komen Affiliates in 1999. Germany and Italy have been approved as Affiliate sites and will officially launch their partnerships with Komen in 2000.

“The founding of these Affiliates is a very important step in the fight against breast cancer,” says Susan Braun, president and CEO of the Komen Foundation. “Breast cancer is a disease that knows no borders or boundaries. It strikes women and men in every corner of every country in the world.”

One of the initial objectives in taking the Komen Foundation abroad is to reduce the number of late stage diagnoses of breast cancer by employing mechanisms that encourage early detection. And to that end, the Foundation has been actively working to help promote breast cancer awareness and the importance of early detection in each of these countries. The Foundation has also increased staffing in the area of international development and operations. Nancy Macgregor has been named director of the department and Paula Perryman is international business manager.

“Our goal is controlled strategic growth,” says Macgregor. “We are still in the process of defining criteria for our international Affiliates and evaluating our markets around the world.”

The Fundacion Susan G. Komen Argentina was launched in Buenos Aires on August 27, 1999. Dr. Manuel Cymberknoh, Director of the Centro de Investigaciones de Mamarias and President of SOLADIM (the Society of Latin American



Dr. Manuel Cymberknoh and Nancy Brinker at the launch of the Argentina Affiliate in Buenos Aires in August.

Society on Breast Imaging), is spearheading the organizational efforts in Argentina, with the help of a collaborative team. A Komen Affiliate was established in Athens, Greece, on November 1, 1999, thanks to the efforts of Dr. Lydia Ioannidou-Mouzaka, Associate




Nancy Brinker, left, and Susan Braun, right, in Athens, Greece, in November with Daisy Mouzaka, daughter of Lydia Mouzaka, who helped establish the Komen Affiliate in Greece.

Professor of Athens University Medical School and President of the International Association for Breast Cancer Research.

A team of Komen delegates from the United States, including Foundation founder Nancy Brinker and Susan Braun, traveled to Argentina and Greece for the “opening ceremonies” in each country.

The official announcement of the Rome Affiliate was made February 13-16, 2000, when the Komen Foundation, along with the University of Florida and the Catholic University of Rome, co-hosted the 5th Annual Multidisciplinary Symposium on Breast Disease in Rome. The Italian Affiliate was initiated by Dr. Riccardo Masetti and a team of breast health experts from four major universities and several community hospitals and women’s associations in Rome. The group currently operates a breast cancer educational program that provides information and support to women diagnosed with breast cancer and works to improve breast health awareness and breast health advocacy among the general population of southern Italy.

Germany’s Affiliate launch was held February 9, 2000.

An international group of lay women has been working in collaboration with breast cancer groups in Germany, as well as medical leadership from the universities of Marburg and Frankfurt to establish a Komen Affiliate in the Frankfurt area. Representatives from this group attended Komen’s annual Affiliate Conference in February 1999 where they met Foundation staff and volunteers. In addition, the German delegation attended regional training seminars in the U.S. in 1999 in an effort to become familiar with guidelines relating to the Foundation’s International Grant Program and the Komen Race for the Cure® Series. 

1999 National Awards Luncheon Was a Celebration of Progress



1999 Tour de France Champion Lance Armstrong and Komen Foundation founder Nancy Brinker.

More than 2,300 guests attended the Komen National Awards Luncheon in Dallas this past October. Themed *A Cure for All Time*, the 17th annual event honored those who have made great strides in the fight against breast cancer over the past year.

Ann Curry, news anchor for NBC's *The Today Show*, and Scott Murray, sports director for Dallas NBC affiliate KXAS-TV, emceed the ceremony. Sandra Cude served as the luncheon's chairman and Rita Duncan and Carol Huckin were co-chairs. Ellie Goodman, mother of Susan G. Komen and Nancy Brinker, founder of the Komen Foundation, was honorary chair.

Former First Lady and breast cancer advocate Betty Ford presented Harold P. Freeman, M.D., with the 1999 Betty Ford Award for his significant work in the fight against breast cancer. Dr. Freeman, president, chief executive officer and director of surgery of North General Hospital in New York, is the primary architect of the American Cancer Society's initiative on cancer in the poor and is a leading authority on the interrelationships between race, poverty and cancer.

Other celebrity guests at the luncheon included cancer survivor and 1999 Tour de France Champion Lance Armstrong; former "First Daughter" Susan Ford Bales and her daughter, Tyne; five-time Olympian and Komen National Race for the Cure® Honorary Chair Francie Larrieu Smith; Janine Turner; Larry Hagman; Marcia Wallace; Marvin Hamlisch; Stephanie Spielman; Rudy Gatlin; Mary Ann Mobley Collins; and Gary Collins.

In addition to Dr. Freeman, other 1999 National Award recipients were:

- **David Page, M.D.**, professor of pathology and preventive medicine, and director of anatomic pathology at Vanderbilt University, received the Komen Award for Scientific Distinction for his distinguished efforts in the field of benign breast conditions and for his recent work in understanding the role of BRCA1 and BRCA2 genes in calculating a woman's risk of developing breast cancer.
- Mike Thomas accepted the Komen Award for Corporate Philanthropy on behalf of the **Hallmark Corporation** and Hallmark Gold Crown® Stores for their efforts in raising breast cancer awareness and their support as a national partner of the Foundation. In 1999, Hallmark launched Cards for the Cure™, a unique program that allows store owners to make a million-dollar difference for the Komen Foundation.
- **Angela and Bill Barrett** received the Komen Award for Individual Philanthropy for their remarkable philanthropic support of the Komen Foundation since its inception.
- Karen Kafer, director of marketing and communications, accepted the Komen Award for Corporate Community Service on behalf of **Kellogg Company** for its support of the Komen National Breast Cancer Survivor Recognition Program and the Komen Race for the Cure® Series. In addition, Kellogg was honored for its development of the "You Can Make a Difference Award" and for its many efforts to teach the public about the role of healthy living in reducing the risk of cancer.
- **Linda Burhansstipanov** of the Native American Cancer Initiatives received the Komen Award for Individual Community Service for her efforts to establish projects and programs to provide breast cancer education and screening to Native Americans.

(continued on page 11)



Scott Murray, luncheon emcee and sports director for Dallas NBC affiliate KXAS-TV; Lovell Jones, 1999 Jill Ireland Award recipient; Susan Braun, Komen Foundation president and CEO; Linda Kay Peterson, chair of Komen's Board of Directors; and Harold P. Freeman, M.D., 1999 Betty Ford Award recipient.



Former First Lady Betty Ford and her daughter, Susan Ford Bales, and Dr. Harold Freeman, 1999 Betty Ford Award recipient.



Artist Sarah Eyestone interpreted this year's luncheon theme, *A Cure for All Time*, into a painting that was reproduced on the cover of the program and invitation.



Luncheon chair Sandra Cude, her daughter, Jenny, and Ellie Goodman, mother of Susan Komen and Nancy Brinker and honorary chair of the 1999 luncheon.

Happenings on Capitol Hill



Breast Cancer Stamp

The General Accounting Office (GAO) is presently conducting a Congressionally mandated study concerning the breast cancer research stamp to determine whether reauthorization of the stamp is appropriate. The GAO asked the Komen Foundation to provide its opinions regarding the breast cancer stamp as a means of raising funds for and awareness about breast cancer. Specifically, the GAO was interested in whether the Foundation has been supportive of the stamp, whether the stamp is a convenient way for the public to contribute to the cause and whether it is appropriate for the postal service to be involved in the business of fund-raising. The Foundation was one of only a few organizations from whom this information was solicited.

On November 10, representatives from the Komen Foundation met with the GAO to provide the solicited information. The GAO meeting was an excellent opportunity for the Foundation to lend its support to the breast cancer research stamp and to provide suggestions that might enhance revenue and awareness generated by the stamp. The GAO is scheduled to complete its study of the breast cancer research stamp within the next few months. The Foundation's opinions and suggestions will be included in the study.

To date, the breast cancer research stamp has raised over \$9 million for innovative breast cancer research. The money raised from the sale of the stamps is divided between the National Institutes of Health and the Defense Department's Health Research Division, as called for by Congress. The breast cancer stamp is the first so-called semi-postal stamp offered by the United States.

Without Congressional action, the breast cancer stamp will expire on July 29, 2000. To secure reauthorization of the stamp, Senators Dianne Feinstein and Kay Bailey Hutchison have introduced legislation that would permit the sale of the stamp for two additional years. The Komen Foundation has endorsed the efforts of Senators Feinstein and Hutchison.

Medical Records Privacy

Congress failed to pass legislation on confidentiality of medical records by the August 21 deadline. As a result, the Department of Health and Human Services (HHS) has now issued regulations that would govern electronically stored medical data only. The regulations are scheduled to become law on February 21, 2000, with enforcement commencing in 2002. A number of committees in both the House and the Senate have expressed an intent to hold hearings on the regulations, and

Congress may attempt to enact legislation that would delay enforcement of the regulations. It is likely that Congress will push forward with broad medical confidentiality legislation next year to protect all patient records, not just those stored electronically.

The Komen Foundation recently sent out a survey to more than 1,000 members of the Foundation's research constituency to learn more about the opinions of the research community concerning the privacy issue. The Foundation is currently evaluating the responses of the researchers. The Foundation has been supportive of legislation that provides meaningful patient protections without compromising breast cancer research.

Patients' Bill of Rights/Clinical Trials

Both the House and Senate passed managed care bills last session. The Senate approved S. 1344 in July, and the House passed H.R. 1090 in October. The two bills vary greatly with regard to patient protections. The Senate bill covers self-insured ERISA plans and cancer clinical trials while the House bill covers all private health insurance and clinical trials for all life-threatening diseases. The Komen Foundation has worked with key members of Congress to ensure that the language mandating coverage for routine care associated with clinical trials is included in any managed care bill that might ultimately be enacted. While the Komen Foundation did not endorse a specific bill, it did support the clinical trials provisions in the House bill. Managed care remains a volatile issue in Congress. It is unclear whether Congress will enact a managed care bill this year. A significant obstacle will be finding common ground between two extremely different bills. Both the House and the Senate have selected conferees, but no meetings have taken place and none are scheduled.

Legislation to establish a demonstration project for coverage of routine costs for Medicare beneficiaries enrolled in cancer clinical trials was reintroduced in the House (H.R. 1388; Johnson/Cardin) and Senate (S. 784; Rockefeller/Mack). The Senate bill has 42 co-sponsors and the House bill has 127 co-sponsors. Clinical trials language was almost included in the Senate version of major Medicare legislation that passed in November. Senator Mack reportedly remains interested in pushing it through the Finance Committee and to passage before his retirement next year. Komen has been vocal in its support of this initiative.

NIH/NCI Funding

Groundbreaking legislation was enacted this year to provide \$17.9 billion to the National Institutes of Health (NIH), a 14.7% increase, and \$3.332 billion to the National Cancer

(continued on page 11)

(1999 Komen Awardees continued from page 9)

- Susan Walter, vice president for corporate government relations, accepted the Komen Award for National Media on behalf of **NBC/MSNBC Television Network** for its consistent dedication to cover breast cancer issues and to communicate important information about breast cancer and breast health to the public.
- **Dale Jarrett and his wife, Kelley**, received the Jill Ireland Award for Volunteerism in conjunction with **Ford Credit** for their volunteer and philanthropic support of the Komen Foundation through both fund-raising and public awareness efforts.
- The **Intercultural Cancer Council** received the Jill Ireland Award for Volunteerism by an Organization for its unique and vitally important commitment to ensure representation of minority and underserved populations in cancer research and public policy development.
- The **Evansville Affiliate** and the **Northeast Louisiana Affiliate** of the Susan G. Komen Breast Cancer Foundation received the Komen Affiliate Award for fulfilling the Komen mission by making great strides in bringing positive breast cancer awareness to their communities. 🌟

(Happenings on Capitol Hill continued from page 10)
Institute (NCI), a 14.8% increase. These increases represent a deep commitment on the part of Congress to conquer cancer and double the federal budget for cancer in the first decade of the new millennium.



The Komen Foundation was actively engaged in efforts to secure these historic increases and met with numerous members of Congress in this endeavor. Securing additional funding for breast cancer research will continue to be a priority for the Foundation during the next Congressional session.

National Breast and Cervical Cancer Early Detection Program

The Centers for Disease Control and Prevention is entering its 10th year of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). The program provides screening, outreach and case management services to assist high-risk, low-income and medically underserved women in all 50 states.

The Komen Foundation has aligned with other advocacy organizations to encourage Congress to appropriate sufficient additional funding for this important screening program. In response to the effort of advocacy organizations, including the Komen Foundation, \$167 million was secured for the NBCCEDP. 🌟

More Than One Million Wear Jeans to Work for 1999 Lee National Denim Day™

Nearly 1.5 million Americans wore denim to work on October 8, 1999, in celebration of the fourth annual Lee National Denim Day™, a special day on which more than 18,000 companies from all across the country allowed their employees to wear jeans to work in exchange for a \$5 donation in the fight against breast cancer.



The employees of GE Capital-Simulflite, located at Dallas-Fort Worth International Airport, participated in Lee National Denim Day™.

As of December, the 1999 event had raised more than \$5.5 million for breast cancer research, education, screening and treatment, and donations were still coming in.

“We have always said that every individual has the ability to make a difference, and this is a great example of how millions of people coming together for a single cause can change the world,” says Nancy Brinker, founder of the Komen Foundation. “Lee National Denim Day™ truly impacts the advancements made in breast cancer research and outreach, and the Komen Foundation is honored to be the conduit to progress.”

Brinker and several Foundation representatives were at Lee Company Headquarters on October 8 for a special program for Lee Company employees. Joining them was actress Patricia Arquette, who served as spokesperson for the 1999 Lee National Denim Day™. In the months prior to the event, Arquette, who lost her own mother to breast cancer, worked to increase breast cancer awareness and spread the message of early detection.



Also wearing jeans to work on October 8 were Milcor employees in Lima, Ohio.

“To think that more than a million people are coming together on the same day and doing something significant for this cause is really extraordinary,” said Lee Company’s Kathy Collins, vice president of marketing. “All across America, people did this for their mothers, their sisters and their friends.” 🌟

American Airlines Creates Fly for the Cure™ to Raise Funds and Awareness



American Airlines launched its Fly for the Cure™ program last fall as a fund-raising initiative in the western United States to benefit the Komen Foundation and its drive to eradicate breast cancer as a life-threatening disease.

Between the months of October and December 1999, donors who made a contribution to the Komen Foundation through Fly for the Cure™ were rewarded with 10 AAdvantage miles for every dollar donated. For example, a \$100 donation earned 1,000 AAdvantage miles. There was a minimum donation of \$10, and the maximum miles awarded was 5,000 for a \$500 donation. If donors were not currently AAdvantage members, their gift to the Komen Foundation automatically enrolled them.

"The ongoing support and commitment American Airlines has shown for the Komen Foundation over the years has helped us make great strides in raising awareness of breast cancer and funding research, education, screening and treatment programs," says Cindy Schneible, vice president of national programs for the Komen Foundation. "American's Fly for the Cure™ is a great example of a program that will help launch breast cancer into the wider public conscience as a serious issue that touches all people from all backgrounds."

A portion of the funds raised from Fly for the Cure™ are earmarked specifically for breast health education and outreach efforts throughout the western United States. 🌱

Going Once, Going Twice... DONATED for \$159,100!

The highest bidders in a 10-day eBay.com auction of a BMW X5 Sports Activity Vehicle were Brad and Dawn Fire of Olathe, Kansas. Thanks to BMW of North America, a national partner of the Komen Foundation, 100 percent of the Fires' bid — \$159,100 — was donated to the Komen Foundation.

The Fires said their lives had been touched by breast cancer and thought the auction would provide a fun way to donate to the Komen Foundation.

"This online auction was the 'icing on the cake' — capping off an exciting year in our partnership with BMW," says Nancy Brinker, founding chair of the Komen Foundation. "With BMW's help, we're able to devote more resources to breast cancer research, education, screening and treatment, thus moving closer to our goal of eradicating this disease."

The online auction was BMW's final event of the year in support of the Komen Foundation. During the last three years, BMW has donated more than \$3 million to the Foundation through The Ultimate Drive™ program, which invites customers and the general public to test drive a BMW. For every mile that is "test driven" during these events, BMW donates \$1 to the Komen Foundation.

"BMW is doubly thrilled by the overwhelming response to this auction," says Tom Purves, chairman and CEO of the BMW (US) Holding Corp. "People are obviously excited about the all new X5 and we're delighted to continue our ongoing support for the Komen Foundation." 🌱



Survivors Take to Field at Cowboys-Redskins Game



More than 400 breast cancer survivors took to the field at halftime during a Dallas Cowboys-Washington Redskins football game in October. Dressed in pink, the survivors formed a continuous "living" pink ribbon — the universal symbol for breast cancer awareness — on the field at Texas Stadium as a salute to breast cancer survivors everywhere. It was a celebration of hope and awareness. The National Football League is a national sponsor of the Komen Race for the Cure® Series.



The survivors were joined on field by Mary Wilson, a former member of the Supremes, and W.T. Greer. The duo sang "Embrace the Dream," a tribute to survivorship written by Greer.

New Education Materials

Facts for Life

Facts for Life, a series of 50 fact sheets addressing a variety of breast health and breast cancer topics, is now available. The fact sheets, which will replace the Foundation's *Get the Facts* series and *Questions to Ask Your Doctor*, are an excellent educational resource with topics ranging from Chemotherapy and Breast Health Resources to Clinical Trials and Breast Health Risk Factors.



The individual fact sheets can be ordered in increments of 50. To place your order, please call 1.877.SGK.SHOP.



Coping Booklets

A series of four booklets addressing the psychosocial needs of the breast cancer survivor, her significant other, family members and children is now available. The series consists of:

What's happening to the woman I love? Couples coping with breast cancer
What's happening to the woman we love? Families coping with breast cancer
What's happening to me? Coping and living with breast cancer
What's happening to mom? Helping children cope with breast cancer

Please call 1.877.SGK.SHOP to place your order. 📞

Michigan Affiliate Honored



State (Michigan) Representative Mark Schauer with Tony the Tiger, Kellogg's Cynthia Brazell and Komen board member Wayne Young.

Wayne Young, national board member of the Komen Foundation and long-time supporter of the SW Michigan Affiliate, traveled to the Michigan State House of Representatives to receive House Proclamation 194 citing the Komen Foundation, the SW Michigan Affiliate, the Komen Detroit Race for the Cure®, the Komen Grand Rapids Race for the Cure® and the Kellogg Company for their work in the fight against breast cancer. 📞

Pony Express 2000 Scheduled for July 7-10



Two months before her leg of duty on the Pony Express Tour '98, Rebecca Kugler was so weak with disease and the devastation of chemotherapy that she could not even walk. Being healthy for her assigned mission became her focus. Riding for her children became her goal. "Can I really do this?" she wondered.

Yes.

Joining the '98 Tour in Houston, Rebecca was not only walking, but piloting her own motorcycle. She had also raised more than \$7,000

for the Komen Foundation. Rebecca's courage and fortitude, like the Pony Express riders of old, underscores just how much one committed individual can accomplish.

Rebecca was one of more than 1,200 riders in the '98 Pony Express Tour, which raised more than \$612,000 for breast cancer research and community outreach programs. The original Pony Express was established in 1860 as a fast mail service. It was a massive venture involving 120 riders, 400 horses, and hundreds of employees. Today, the original Pony Express is viewed as a shining example of American determination, stamina and creativity. In July 2000, another Pony Express ride will take place.

Carrying special delivery mail, with strength in numbers, and again showing determination, stamina and creativity, year 2000 Pony Express riders are intent upon raising \$1 million for breast cancer research, education, screening and treatment.

This time the riders will come together in the central part of the country through an event billed as Pony Express Round-Up 2000. Riders will literally become a part of a "Rolling, Growing, Community of Hope" as they report to one of seven cities over the course of four days, July 7-10, 2000.

By the time the riders reach Springfield, Illinois, on Monday, July 10, their ranks



Members of the Leg 150 Medallion Pass Team of the Pony Express Tour '98 were breast cancer survivors Rebecca Kugler, Norma Nyikos, Margaret Kline and Dawn Coleman.

will have grown to 2,000 strong. The final leg of the journey will take these dedicated motorcyclists on to Peoria, Illinois, birthplace of Susan G. Komen, for the closing ceremonies.

For more information about how to support and/or participate in the Pony Express Round-Up 2000, please call 1.800.442.3550, ext. 3550. 📞

1999 Komen Race for the Cure® Series Highlights

The Komen Race for the Cure® Series grew by leaps and bounds in 1999. What follows is a recap of interesting facts and tidbits from the 1999 Race season.

Numbers on the Rise

The 1999 Komen Race for the Cure® Series was the largest to date, with 98 Races and nearly 900,000 participants, an increase of almost 44%. Congratulations are in order for the 11 cities that hosted first-time Races in 1999:

- Fayetteville, Arkansas
- Tampa Bay, Florida
- Boise, Idaho
- Tyler, Texas
- Elmira, New York
- St. Louis, Missouri
- Fresno, California
- Reno, Nevada
- Texarkana, Texas
- Milwaukee, Wisconsin
- Temecula Valley, California

Wedding Shower Power

Carrie Swartzbaugh and George Meiers put a new spin on the traditional bridal shower this past year during the Komen Kansas City Race for the Cure®. Instead of giving shower gifts, the couple asked their friends and family to walk with them in the Race and make a contribution to the Komen Foundation and its fight against breast cancer.

The Race seemed a logical site for a wedding shower because Carrie and George actually met while serving as volunteers during a previous Kansas City Race for the Cure®. The couple, both of whom work for Hallmark, found they had a great deal in common that first day, including mothers who have fought breast cancer.

"We don't need more things," says Swartzbaugh. "Everyone can celebrate the way we met and raise money for a good cause. We're walking in celebration of our moms."



Roger and Marianne Staubach and family joined Komen Foundation founder Nancy Brinker at the start of the Dallas Affiliate's first "1-Mile Family Fun Run/Walk."

for the Cure® was held after the one-mile event. Dallas was the site of the very first Komen Race for the Cure® in 1983. 📌



Stephanie Komen, daughter of Susan G. Komen, was honorary chair of the inaugural Komen St. Louis Race for the Cure®.

Breast Cancer Survivor and Daughter Featured in Magazine Insert

Ford Division and Conde Nast Publications recently published the fifth in a series of breast cancer awareness and breast health magazine inserts included in the October issues of *Vogue*, *Glamour*, *Mademoiselle*, *Self* and *Women's Sports and Fitness*. The newest insert features Donna Prlich Morris, a six-year breast cancer survivor, and her daughter, five-year-old Ellen. In a previous insert, Ford (a national sponsor of the Komen Race for the Cure® Series) asked readers to share their loved one's story of breast cancer. Ellen's essay about her mom was one of many Ford received. To read Donna's story, as well as those of the other finalists, please visit the Ford Force Website at



www.fordvehicles.com/fordforce/



Breast cancer survivor Donna Prlich Morris, third from right, and her family were flown to New York City to participate in the Komen Race for the Cure® on September 19.

In addition, for the first time, Ford expanded its message to the Hispanic community. The insert was translated into Spanish and appeared in *Vogue En Espanol* and *Glamour En Espanol*. 📌

NASCAR Legend Presents Check to Komen Foundation

NASCAR champion Dale Jarrett, his wife Kelley, Ford Quality Care, Ford Credit and Robert Yates Racing presented a check in the amount of \$86,018.26 to help in the fight against breast cancer at the 1999 Komen National Awards Luncheon. The monies were generated by special promotions, including the sale of dye-cast cars, T-shirts and caps that featured a pink ribbon, the Komen Website address and Toll-Free Helpline. Dale Jarrett was the 1999 NASCAR Winston Cup Champion and contributed \$102,500 to the Komen Foundation from his 1999 winnings. Ford Credit's contributions to the Komen Foundation brought the 1999 program total to over \$300,000. 📌

Mark Bondoni, left, of Ford Quality Care, Linda Kay Peterson and Dale and Kelley Jarrett during a check presentation at the 1999 Komen National Awards Luncheon.



2000 Komen Race for the Cure® Series



Dates are subject to change. For the most up-to-date Komen Race for the Cure® information, please contact the automated Race hotline at 1.888.603.RACE, or visit the Komen Foundation Website at www.breastcancerinfo.com/.

JANUARY

Saturday, January 29
W. Palm Beach, FL*

FEBRUARY

Sunday, February 13
El Paso, TX*

MARCH

Saturday, March 11
Las Vegas, NV

Saturday, March 25
Lafayette, LA

APRIL

Sunday, April 2
Tucson, AZ

Saturday, April 8
Fort Worth, TX*
San Antonio, TX

Saturday, April 15
Detroit, MI
Fayetteville, AR
Indianapolis, IN
Winston-Salem, NC

Saturday, April 29
Daytona Beach, FL

MAY

Saturday, May 13
Boise, ID
Jackson, MS
New Britain, CT*
Ottumwa, IA
Peoria, IL*
Richmond, VA
Sacramento, CA*
Salt Lake City, UT
Tyler, TX

Sunday, May 14
Minneapolis, MN*
Philadelphia, PA
Pittsburgh, PA

Saturday, May 20
Columbus, OH*
Helena, MT*
Syracuse, NY

Sunday, May 21
Elmira, NY

JUNE

Saturday, June 3
Madison, WI*
Plano, TX*
Washington, DC (Komen National Race for the Cure®)

Saturday, June 10
Davenport, IA*
Raleigh/Durham, NC*

Saturday, June 17
St. Louis, MO

Saturday, June 24
Decatur, IL*

JULY

Saturday, July 1
Brainerd, MN

Tuesday, July 4
Greeley, CO*

Saturday, July 15
Albuquerque, NM
Aspen, CO*

Saturday, July 22
Fresno, CA

Saturday, July 30
Manchester, VT*

AUGUST

Sunday, August 13
Kansas City, MO

Saturday, August 19
Cheyenne, WY

SEPTEMBER

Saturday, September 9
Monroe, LA

Sunday, September 10
Boston, MA
Cincinnati, OH*
Toledo, OH

Saturday, September 16
Chicago, IL
Scranton, PA
Shreveport, LA
Tulsa, OK

Sunday, September 17
Bangor, ME
New York City, NY*
Portland, OR*

Saturday, September 23
Evansville, IN
Lubbock, TX
Tampa Bay, FL

Sunday, September 24
Cleveland, OH
Honolulu, HI
Orange County, CA*

Saturday, September 30
Battle Creek, MI
Chattanooga, TN
Grand Rapids, MI*
Lexington, KY
Oklahoma City, OK*
Wichita, KS

To Be Determined
Colorado Springs, CO*
Greenville, SC
Seattle, WA*

OCTOBER

Sunday, October 1
Coeur d'Alene, ID
Denver, CO*
Omaha, NE

Saturday, October 7
Albany, NY*
Amarillo, TX
Baton Rouge, LA
Birmingham, AL
Charlotte, NC*
Houston, TX*
Macon, GA
New Orleans, LA

Sunday, October 8
Baltimore, MD*
Phoenix, AZ
Reno, NV

Saturday, October 14
Des Moines, IA
Jacksonville, FL*
Lenoir, NC
Little Rock, AR*
Terre Haute, IN
Wichita Falls, TX

Sunday, October 15
Los Angeles, CA
San Francisco, CA

Saturday, October 21
Atlanta, GA*
Dallas, TX*
Louisville, KY
Memphis, TN*
Texarkana, TX
Thibodaux, LA
Virginia Beach, VA

Sunday, October 22
Milwaukee, WI
Temecula Valley, CA

Saturday, October 28
Charleston, SC
Tupelo, MS*

Sunday, October 29
Princeton, NJ

To Be Determined
Buffalo, NY
Knoxville, TN*
Miami, FL

NOVEMBER

Sunday, November 5
Austin, TX
Nashville, TN*

To Be Determined
San Diego, CA*

Komen Website Wins Another Award!

The Susan G. Komen Breast Cancer Foundation's Website, www.breastcancerinfo.com/, recently took home the gold in the World Wide Web Health Awards for patient education from the Health Information Resource Center. The awards, given in gold, silver, bronze and merit, recognize the world's best electronic health information and are designed to assist customers and health professionals in distinguishing which Websites offer accurate and timely information. The World Wide Web Health Awards are an extension of the National Health Information Awards, the largest awards program of its kind to bestow a "seal of approval" on the best consumer health information programs and materials published each year. 🌐

Diana Rowden Honored



In honor of the dedication of the W.H. and Peggy Smith Baylor Sammons Breast Center, five women previously treated for breast cancer at Baylor University Medical Center in Dallas were recognized. Diana Rowden, center, immediate past chair of the Komen Board of Directors, was honored. Pictured with Diana are Stephanie Patrick, medical industry reporter for the *Dallas Business Journal*, and Dr. Stephen Jones, director of the center.

Bold type indicates a new Komen Race for the Cure® site for 2000.

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



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Breast Cancer Foundation

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The Susan G. Komen
Breast Cancer Foundation

Board Breaks for the Cure™ on *Rosie O'Donnell*

The American Taekwondo Association's (ATA) Board Breaks for the Cure™ campaign was featured on *The Rosie O'Donnell Show* this past October. Honorary co-chair and spokesperson for the program, Denise Ashbaugh, and her two children, Troy, 7, and Elizabeth, 13, were invited to demonstrate the proper way to break a board on the TV talk show and explain how the Board Breaks for the Cure™ program works.



Rosie O'Donnell invited Denise Ashbaugh and her children, Troy and Elizabeth, to appear on her popular television talk show this past October.

In 1998, ATA and the Komen Foundation joined forces for the First Annual Board Breaks for the Cure™ event, raising more than \$90,000 for the fight against breast cancer. Students of the ATA, ages 3-50, collected donations on behalf of the Komen Foundation in return for their pledge to break a designated number of boards during a one-hour time frame.

The goal for the 1999 Board Breaks for the Cure™ was \$200,000. At press time, contributions were still being calculated. 📌



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. Today, the Foundation is an international organization with a network of volunteers working through local Affiliates and Komen Race for the Cure® events to eradicate breast cancer as a life-threatening disease by advancing research, education, screening and treatment. The Foundation runs one of the most innovative, responsive grant programs in breast cancer today. In addition to funding research, the Foundation and its Affiliates fund non-duplicative, community-based breast health education and breast cancer screening and treatment projects for the medically underserved.

frontline newsletter

Founding ChairmanNancy Brinker
Chairman of the BoardLinda Kay Peterson
President and Chief Executive OfficerSusan Braun
EditorMaureen O'Donnell