

frontline

The Susan G. Komen Breast Cancer Foundation's Newsletter Fall 2006

Cancer Stem Cell Research Shows Promise

Still in the very early stages of development, cancer stem cell research is a growing area of interest in the scientific world. Due to continuing developments in this relatively new field, it's important to understand cancer stem cells and why researchers are anxious to study and perhaps use them for medical purposes.

Stem cells have some special properties:

- They can remain as a stem cell and make more stem cells (known as undifferentiated). These cells, through self-renewal, can survive for very long periods of time.
- They can develop along several pathways: they can divide, duplicate or become specialized into specific tissues, such as cells that produce insulin.
- When they reproduce more stem cells in large numbers, the result is called a stem cell line.

Embryonic stem cells (derived from embryos that develop from eggs that have been fertilized in vitro and then donated for research purposes) have the potential to give rise to many different types of tissue. Because of this, embryonic stem cells are currently considered to have the most potential for use in the regeneration of diseased or injured tissues. Another potential role is providing a better understanding of cancer development.



the development, growth and spread of cancer is an active area of research.

It is thought that a tumor could start from cancer stem cells (normal adult stem cells that somehow become cancer stem cells). In fact, in early research on acute myeloid leukemia, cancer stem cells were shown to be the only cells that could reproduce the cancer when transferred during laboratory testing. The interest in cancer stem cells has been fueled further by the identification of cancer stem cells in brain and breast cancers. Similar results to those seen in myeloid leukemia have been found in these cancers' ability to regrow from stem cells located in the tumor. Other tumor cells that were not cancer stem cells did not demonstrate this ability to regrow.

We know that sometimes, even when we treat cancer and it can no longer be found, it can come back or spread. One theory is that current therapies that target cancer and cause the tumor to get smaller might only be killing certain tumor cells (the differentiated ones), but leaving the cancer stem cells unharmed and able to produce more cancer cells later. If this proves to be true, it can change the way we understand and treat breast cancer in the future because we will have the cancer stem cell as a target. It might be possible to recognize these extremely early changes (from normal stem cells to cancer stem cells) and treat them before a tumor or metastatic disease ever exists.

(continued on page 5)

inside

The Many Faces of Breast Cancer	2
Komen Affiliate News	3
New Tools in the Fight Against Breast Cancer	4
Komen National Race for the Cure®	4
Komen Professors of Survivorship	5
Partners in the Promise	6
Public Policy Update	10
Howard University Receives Leffall Fellowship	11
Komen Foundation Awards more than \$54.8 Million for Research	12
Komen Grantees Develop New Way to Deliver Radiation Therapy	12
Passionately Pink for the Cure™	13
Suzy Komen Awardee Honored	13
Frist Lady Speaks	13
Komen Race for the Cure® Series	14
Breast Cancer 3-Day	14
New Advisory Council Members Named	15
Make a Difference - Donate Today!	15
Designate Your CFC Contributions	16
Sign Up for KomenLink TODAY!	16

Adult stem cells (sometimes called somatic stem cells) are different from embryonic stem cells. They are found in all humans at birth and exist throughout life. Adult stem cells are few in number and are hard to isolate. Their role is to maintain and repair the tissues where they are located. For example, liver stem cells might repair damage to the liver.

The fact that adult stem cells have the potential to replace and maintain tissues has led to research into other possible roles of adult stem cells. The theory that abnormal adult stem cells may play a role in

The Many Faces of Breast Cancer

By Nancy Brinker, Founder, The Susan G. Komen Breast Cancer Foundation



Nancy Brinker

In June, the Komen Foundation held its ninth annual Mission Conference in Washington, D.C. Called *Many Faces, One Voice*, the event brought together some of the world's leading scientists, patient advocates and survivors to translate the latest information in the fight against breast cancer.

When we talk about the “Many Faces” of the Komen Foundation, I always think of my sister’s face — beautiful, loving, determined; making me promise that I would do everything in my power to spare other women the pain of this disease.

There are of course so many other faces that we must remember. Faces that may not always be in the forefront of our minds, but are at the heart of our mission.

There’s the face of Julia Mulaha of Kenya, who after her own battle with the breast cancer formed Kenya’s first breast cancer group to promote awareness and screening. Africa has the highest death rate from breast cancer in the world.

There’s the face of Ira Zholnova of Ukraine, who several years ago did something unprecedented in Ukraine — she went on television and talked openly about her breast cancer, a taboo subject even though Ukraine has one of the highest death rates in Europe.

And there’s the face of Rivka Friedman of Israel, a country with one of the world’s highest incidence rates of breast cancer. Like many ultra-Orthodox women, Rivka was uncomfortable discussing her disease. But at a retreat with fellow survivors organized by Beit Natan, an ultra-Orthodox women’s center, she said she “felt safe” because survivors have a “common understanding.”

Julia, Ira and Rivka remind us — while we rightly focus on the many faces of breast cancer in our own country — that we must never forget the millions of faces of this disease around the world.

While more people are diagnosed with breast cancer in the United States every year than in any other country, let us never forget that more than one million new cases are also reported annually around the world. Let us never forget that while global mortality rates are dropping, the incidence rate is rising and that countries in the developing world are bearing the brunt of most new cases.

And let us never forget the many people around the world who die from breast cancer every year — the hundreds of thousands, one death every 90 seconds. Their fight is also our fight.

As the most medically advanced nation in the world, we have a moral obligation to help other countries deal with this disease. And as the largest breast cancer organization in the world, the Komen Foundation has a moral responsibility to lead the charge, recognizing that we are all tied together.

Fortunately, in the United States we have the talent and the tools to reach the world and we can do so by relying on the “three c’s” — culture, collaboration and computers.

Culture. Just as we’ve changed our own culture in regard to breast cancer, we can help other countries deal differently with the disease — ending the stigma and empowering patients. We must share our experience of changing a culture by mobilizing the grassroots. As in politics, all disease is local. Every country is unique, but the lesson is universal: Connect with people where they live. Focus on what they care about. Touch a person’s heart, and we can truly change the world.

Collaboration. Just as we partner with allies here at home, we must continue to forge innovative alliances abroad. Our collaborations occur in every corner of the world. For example, a Komen grant to Julia Mulaha’s breast cancer group in Kenya funded training for dozens of doctors and nurses and free clinics that screened thousands of women — most for the first time in their lives. Grants like these prove that our actions don’t always have to be huge to have a big impact; they just have to be meaningful.

Computers and Technology. Just as the Internet is empowering Americans with an arsenal of health information, we must seize new technologies to empower the world. Google the word “breast cancer” and among the very first sites to pop up is komen.org. Our website is now visited every year by more than three million people seeking life-saving information. Last year alone, our website received more than 500,000 visits from nearly 200 countries.

Your Fight Is Our Fight

We must continue to challenge ourselves to always see the many faces of breast cancer beyond our borders — like Julia Mulaha, Ira Zholnova, Rivka Friedman and the millions like them. And through this process, let us be brave enough to say to them “your fight is our fight.” Let us seize every tool at our disposal to change Cultures, to Collaborate with others, to harness the Computer Age and connect with the world.

And let us always remember — it’s our world, it’s our responsibility. We must never forget our founding promise — to do everything in our power to eradicate this disease — not just in our country, but to wipe it from the face of the earth, once and for all. 🌸

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



Komen Aspen Affiliate Rolls Along

More than 400 people from 19 states came together in the fight against breast cancer during the second annual *Ride for the Cure®* in Aspen,

Colorado, recently. In addition to the riders, 230 volunteers and more than 30 local area businesses were involved in the fundraiser — all spearheaded by founding Co-Chairs Elaine Grossman and Lisa Consiglio.

Ride for the Cure® traveled 100 miles through the Rocky Mountains while raising funds in support of community programs funded by the Komen Aspen Affiliate. Many of the cyclists were survivors recovering from cancer treatments and were offered the opportunity to ride with Chris Carmichael, honorary co-chair, founder of Carmichael Training Systems, and coach to Lance Armstrong.

With the net proceeds of the Komen Aspen Race for the Cure® and the Ride for the Cure® event, the Komen Aspen Affiliate has increased its education, screening and treatment grant funding by almost 300 percent in the past two years and is now one of the largest health and human services grant-making organizations in the area.

Breast Center Opens with Help of NE Louisiana

The Komen Northeast Louisiana Affiliate recently helped open a much-needed breast center at St. Francis Hospital North in Monroe. The new center is a grantee of the Affiliate. Doris Fandal, Affiliate president, was one of the first patients at the center and said she was impressed with its “atmosphere of happiness and hope.”

Komen Philadelphia Education Event Targets Asian Americans

The Komen Philadelphia Affiliate, along with the American Cancer Society of Southeastern Pennsylvania, hosted its second annual education event targeting Asian American women in May. This year’s event was titled *When You Take Care of Yourself, You Take Care of Your Family*.

Based upon last year’s event feedback, two new languages were added, bringing the total number of languages represented to 10 (Chinese, Indonesian, Cambodian, Vietnamese, Laotian, Hmong, Korean, English, Hindi and Gujarati). Nearly 1,000 people were in attendance.

Opening remarks were offered by Komen Philadelphia Executive Director Elaine Grobman, WanLing Hung of the American Cancer Society and Dr. Giang Nguyen of the University of Pennsylvania. Lunch was served and entertainment was provided by South Philadelphia High School students who performed a variety of dances that reflected each of the ethnicities and cultures of the attendees.

Breakout sessions — by language — were held with each presenter and covered the following topics: Healthy Eating, Breast Cancer Myths and Why Women Should Get Mammograms.

Komen Milwaukee Hosts Breast and the City Event

More than 100 young women learned about the importance of early detection and breast self-exams while attending the Komen Milwaukee Affiliate’s *Breast and the City Season Two* event at the Hotel Metro on July 26. The purpose of the event was to promote the awareness of breast health and the importance of early detection among young women. Three young breast cancer survivors shared their stories and pink bags stuffed with Komen educational materials targeted for young women were distributed to each participant. Participants also enjoyed pink drinks, live music and door prizes, making this event a great way to reach out to younger women.



Ride Across Maryland Expands in 2006

Ride Across Maryland is a motorcycle ride that benefits the Komen Maryland Affiliate each year. The ride originates from various points around Maryland, traveling

over the bay bridge and across the Eastern Shore to a destination resort in Ocean City. Dick Gelfman, a local attorney and a retired television consumer reporter for WJZ in Baltimore, came up with the original concept for the ride as a way to support charitable work in the local community with his whole family (he has a wife and three daughters) and share his love of motorcycles with other bikers. His passion for motorcycles and the compelling mission of eradicating breast cancer as a life-threatening disease has propelled this event into a local phenomenon.

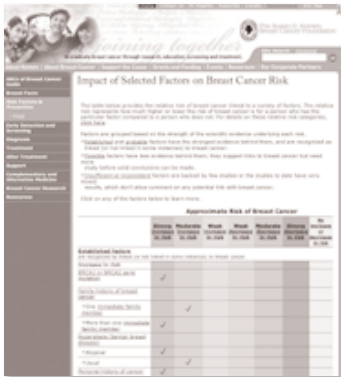
For the sixth year in a row, Ride Across Maryland has been the largest third-party fundraising event for the Komen Maryland Affiliate. Donations from the event increased 30 percent in 2006. In partnership with the Komen Maryland Affiliate, Ride Across Maryland has become more sophisticated each year and is quickly becoming the event in which to participate for motorcycle enthusiasts across the region. With Dick Gelfman’s leadership and vision, Ride Across Maryland has achieved a level of success that extends beyond what either organization could achieve alone. 🌟

New Tools in the Fight Against Breast Cancer



Brochure Explains Complementary and Alternative Therapies

What I Can Do to Take Care of Me: Women with Cancer Talk about Complementary and Alternative Medical Therapies is a new brochure that gives cancer patients an introduction to complementary and alternative medical (CAM) therapies. This full-color booklet describes CAM and talks about ways it can help cancer patients as they go through treatment and recovery. Special attention is paid to discussing your care with your doctor and learning all you can about CAM. Quotes from cancer survivors add a sense of realness to the material. Resources are also provided for additional information about CAM. To order, visit the Marketplace section of komen.org or call 1.877.SGK.SHOP.

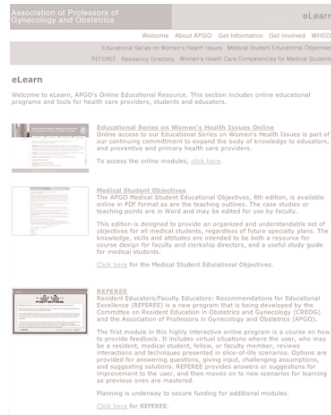


Access Risk Factor Table at komen.org

The Komen Foundation's website, www.komen.org, has a new tool that provides the approximate risk of breast cancer linked to a variety of personal, lifestyle and environmental factors. There are more than 50 factors listed, including things like age, alcohol consumption, weight

gain, hair dyes, deodorant use, secondhand smoke exposure and many more. For each factor, the relative risk represents how much higher or lower the risk of breast cancer is for a person who has the particular factor compared to a person who does not. Risk factors are also grouped into categories based on the strength of the scientific evidence (established, probable, possible, insufficient or inconsistent) that's connected

with each risk. Each factor has corresponding text that tells you where to go for more information. View the table at www.komen.org/riskmatrix.



Teaching Module Offers In-depth Breast Cancer Information

The Komen Foundation recently funded a fully accredited continuing medical education (CME) teaching module on breast cancer screening, detection and treatment. This teaching module is designed for ob/gyns and other primary care health professionals, and offers in-depth, up-to-date information on breast cancer — the most common cancer among women in the United States.

The module will be used by faculty to teach residents and medical students how to better care for women. Students will be taught how to assess at-risk patients; detect and diagnose breast cancer; learn the value of screening technologies; and understand the legal and ethical liabilities that need to be considered by patients and their physicians.

“This new teaching module has the ability to reach thousands of obstetricians and gynecologists, who for many, are the only physician a woman will see,” said Cheryl Kidd, M.P.H., director of education for the Komen Foundation. “This is an important resource not only for those currently practicing medicine, but for those in medical school.”

The module can be accessed at www.apgo.org under “eLearn.” The online module is free of charge to all Association of Professors of Gynecology and Obstetrics members and institutional departments. For a limited time only, non-members can also access the module free of charge.

Komen National Race for the Cure®



More than 40,000 runners and walkers gathered on the National Mall for the 17th annual Komen National Race for the Cure® in June. The 5K event was successful in raising \$2.5 million for breast cancer education, screening and treatment programs in the Washington, D.C., area and in support of innovative research worldwide.

Komen Professors of Survivorship Named

The founder of Native American Cancer Research and a Washington State University nursing professor were both recently honored with the Komen Foundation's Professor of Survivorship Award, an honor given annually to individuals who have made significant contributions to the field of breast cancer survivorship.

Linda Burhansstipanov, M.S.P.H., Dr.P.H., executive director of Native American Cancer Research of Pine, Colo., and **Frances Marcus Lewis, R.N., Ph.D., M.N., F.A.A.N.**, professor of family and child nursing at the University of Washington School of Nursing in Seattle, are the 2006 Komen Professors of Survivorship. Each awardee receives \$20,000 for use in advancing her work related to breast cancer survivorship. The term of the professorships lasts one year.



Linda Burhansstipanov, M.S.P.H., Dr.P.H.

"Dr. Burhansstipanov and Dr. Lewis have brought greater understanding of survivorship issues and challenges to all of us through their clinical and research endeavors," said Rebecca Garcia, the Komen Foundation's vice president of health sciences. "Through the work of these two pioneering women, breast cancer survivors enjoy a better quality of life and health care professionals gain a better understanding of the challenges breast cancer survivors often face."

Dr. Burhansstipanov is credited with making significant contributions to Native American breast cancer survivorship, having facilitated culturally sensitive strategies to increase mammography screening among Native American women. She created a web-based interactive educational program to


enhance survivorship and quality of life for Native American survivors. She hosted the first national Native American cancer conference in 2001, which led to the founding of the Native People's Circle of Hope (NPCOH), a coalition of Native American survivor and support groups.



Frances Marcus Lewis, R.N., Ph.D., M.N., F.A.A.N.

Dr. Lewis is recognized for her significant contributions to quality of life and survivorship for women and families affected by breast cancer. Her work and research have resulted in the development of family programs offered to the community through Cancer Lifeline and programs to advance breast cancer care in the Ukrainian cities of Odessa, Kiev and Chernobyl. She has been invited to present her study results at the President's Cancer Panel twice, and is respected internationally for her research and commitment in the field of breast cancer survivorship.

The Komen Foundation's Professor of Survivorship Award was established in 1999 in recognition of the concerns survivors face after completion of treatment. Survivor issues can include anxiety related to the possibility of disease recurrence, concerns about reproductive capabilities among younger survivors, employment and insurability concerns, cognitive challenges, body image and intimacy concerns and questions about the long-term effects of breast cancer treatment.

A specially appointed committee of past awardees, peers and advocates selects the Komen Professor of Survivorship awardees based on nomination criteria. 

(Cancer Stem Cell continued from front cover)


Komen Foundation Contributes to Cancer Stem Cell Research

One researcher whose group is working with cancer stem cells through a Komen grant is **Robert A. Weinberg, Ph.D.**, a founding member of the Whitehead Institute for Biomedical Research at the Massachusetts Institute of Technology.

In 2004, the Komen Foundation awarded Dr. Weinberg's group a \$250,000 grant for his *Origins of Mammary Tumor Stromal Cells* research. In 2006, Dr. Weinberg and his group were awarded a second grant in the amount of \$135,000 for their latest project, *Dissecting the Mechanism of Cancer Stem Cells in Mammary Tumorigenesis*.

If successful, this latest project by Dr. Weinberg's lab could potentially change what we understand about how cancer develops and progresses and the way we treat it. It also could make extremely early detection of cancer possible (and perhaps even lead to management of cancer as a chronic disease).

In a recent issue of *Time* magazine, Dr. Weinberg commented on cancer stem cell research saying, "This represents a conceptual revolution in cancer biology."

"Research such as this could change the way we understand and treat cancer," said Rebecca Garcia, vice president of health sciences for the Komen Foundation. "It could lead to the identification of targets for treatment at a point where 'cure' might be possible if we can intervene at this very early point." 

PARTNERS IN THE PROMISE



KitchenAid®

KitchenAid, the Komen Foundation and Digitas (KitchenAid's marketing agency) were recently honored with a Cause Marketing Halo Award, America's highest honor for companies and causes that do well by doing good. *Cook for the Cure*®, presented by KitchenAid, received the Gold Cause Marketing Halo Award for Best Health Program at the fourth annual Cause Marketing Forum conference.

Cook for the Cure® raises funds for the Komen Foundation through a donation-with-purchase program that includes sales of KitchenAid pink countertop appliances and cooking products. A major appliance donation-with-purchase program, celebrity chef auctions and a home dinner party fundraising initiative help raise additional funds. Since the program's inception, KitchenAid has helped raise more than \$3 million for the Komen Foundation.



Better Homes and Gardens

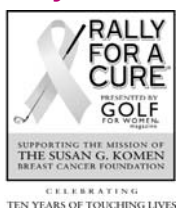
The best-selling *Better Homes and Gardens*® *New Cook Book* was published as a Limited Edition "Pink Plaid" cookbook to benefit the Komen Foundation and is available at retailers nationwide. The cookbook contains a special 64-page survivor section filled with healthful dietary and lifestyle recommendations and 60 recipes. Meredith Books has made a donation of \$400,000 to the Komen Foundation to assist in the fight against breast cancer.



Lean Cuisine®

For the fifth year, the Komen Foundation has partnered with Lean Cuisine to present *Do Something Good for the Cure*™. In August, Lean Cuisine distributed several million specially marked packages highlighting their partnership with the Komen Foundation. Additionally, Lean Cuisine unveiled a series of designer lunch bags, back by popular demand, with sales benefiting the Foundation. Since 2001, Lean Cuisine has donated more than \$1 million in the fight against breast cancer.

Rally For A Cure®



Rally For A Cure, presented by *Golf For Women*® magazine, works to increase breast health awareness among amateur women golfers by supporting the mission of the Komen Foundation. A registration fee of \$15 per person entitles each Rally

participant to enter a closest-to-the-pin contest at a designated par-3 hole. Rally Headquarters provides each player with breast cancer information from the Komen Foundation, a signature pink ribbon Rally For A Cure pin and a chance to win event favors and a significant golf prize. Additionally, each participant is entitled to a one-year subscription of *Golf For Women*® magazine. Since Rally's inception in 1996, more than \$20 million has been generated to support research and outreach programs.



Yoplait USA

Yoplait continues its support of the Komen Foundation as National Series Presenting Sponsor of the Komen Race for the Cure®. In addition to supporting the Komen Race for the Cure®, Yoplait sponsors the highly successful *Save Lids to Save Lives*® program. This year, Yoplait has expanded the program to run twice — in the spring from March through May and again in the fall from September through October. For each pink lid mailed in by customers, Yoplait donates 10 cents to the Komen Foundation up to \$1.5 million (\$500,000 guaranteed donation).



Ford Division

Ford Division and the Komen Foundation were recently honored with a Cause Marketing Halo Award, America's highest honor for companies and causes that do well by doing good. *Get Tied to the Cause* received the Silver Cause Marketing Halo Award for Best National/Local Integration at the fourth annual Cause Marketing Forum conference.

In 2006, Ford marks its 12th year as a National Series Sponsor of the Komen Race for the Cure®. Since its initial sponsorship, Ford Division, its dealers, employees and other Ford groups have contributed millions of dollars in support of the Komen Foundation. In 2006, Ford stepped up its longstanding marketing and financial support of the Komen Race for the Cure® through a new initiative called *Warriors in Pink*. Ford has developed a collection of Warriors in Pink apparel for women, men and children that can be purchased at www.fordcares.com. Forty to 80 percent of the retail sales price of each item benefits the Komen Foundation. The apparel features bold symbols that embody the Warrior credo of taking charge, living out loud, harnessing power and standing together.

PARTNERS IN THE PROMISE



CHI-CHI'S® Salsa

Hormel Foods has chosen the Komen Foundation as the beneficiary of the CHI-CHI'S® Salsa coupon redemption program. For each specially marked coupon redeemed, the maker of CHI-CHI'S® Salsa will donate 25 cents to the Komen Foundation, with a guaranteed minimum donation of \$100,000, and a maximum donation of \$150,000. Visit www.chichissalsa.com for more information.



Qwest and SANYO

Through the end of October, wireless phone users can help raise funds and awareness for the fight against breast cancer by purchasing a new SANYO® pink phone with Qwest Wireless®. For each phone sold, 10 percent of the retail sales price will be donated to the Komen Foundation with a minimum guaranteed donation of \$50,000 up to a maximum donation of \$100,000. For more information, visit www.qwestwireless.com or www.sanyo.com/wireless.



Quilted Northern Ultra®

Georgia Pacific, the makers of Quilted Northern Ultra, has served as a National Series Sponsor of the Komen Race for the Cure® for three years. In addition to its support of the Race, Quilted Northern Ultra donates 50 cents to the Komen Foundation for every proof-of-purchase collected from specially marked pink ribbon packages of Quilted Northern Ultra through December 31, 2006 (up to a maximum of \$500,000).



SunChips®

In 2006, SunChips brand became National Sponsor of the Komen Race for the Cure® Volunteer Recognition Program. SunChips partners with more than 110 local Komen Race events to recognize the dedication and contribution of the more than 75,000 volunteers who make these events a success. In addition to supporting the Race, SunChips brand has created the *Crunch for the Cure™* SunChips pink ribbon bag program. Consumers submit proofs of purchase from specially marked bags of SunChips snacks online at www.sunchips.com, and SunChips donates 25 cents to the Komen Foundation for each proof of purchase submitted (up to \$250,000). The program will run in select markets through December 15, 2006.



Kellogg Company

Kellogg's® marks its 10th year of support of the Komen Race for the Cure® Series in 2006. This is Kellogg's fifth year as a National Series Sponsor. In addition to its Race sponsorship,

Kellogg's encourages consumers to make a "Promise in Action" by submitting two UPCs from specially marked packages of participating Kellogg's cereals and cereal bars, along with a minimum \$5 donation to the Komen Foundation. Participating consumers receive a "Promise in Action" pink wristband. Information about this offer appears on specially marked Kellogg's cereals and cereal bars and at www.kelloggs.com.



Hallmark Gold Crown® Stores

Hallmark Gold Crown Stores have been offering words of inspiration and encouragement to benefit the Komen Foundation for nine years. Hallmark Gold Crown Stores give away thousands of specially designed *Cards for the Cure®* to spread the message about the importance of early breast cancer detection — and to represent their ongoing commitment to help find a cure. In 2006, Hallmark Gold Crown Stores will also offer an exclusive CD, *Stronger than Before*, by Grammy® Award winner and breast cancer survivor Olivia Newton-John, and an Angel of Life Keepsake Ornament. Hallmark will donate \$2 from the sale of each CD and ornament to the Komen Foundation. In addition, Hallmark is now offering a new women's lifestyle magazine called *Hallmark Magazine*. The company will donate 20 percent of the subscription price to the Komen Foundation. For more information, please visit www.hallmarkmagazine.com/komen. Through all of these promotions, Hallmark will make a guaranteed minimum donation of \$100,000.



Payless ShoeSource

During October 2006, Payless ShoeSource will continue its *Taking Steps to Fight Breast Cancer* program by selling \$2 cell phone charms. One hundred percent of the net profits earned from the sale of the charms will be donated to the Komen Foundation with a minimum guaranteed donation of \$100,000. Net profits are calculated as gross sales (\$2/charm) less cost of charm (\$0.89/charm), including the cost of any unsold charms. Charms will be available for purchase in Payless ShoeSource stores nationwide and on www.payless.com beginning September 28 and continuing through October 31, 2006.



M&M'S® Brand Chocolate Candies

Masterfoods USA will sell specially packaged bags of dark pink and light pink M&M'S Chocolate Candies in select retail outlets nationally from mid-August through November 30, 2006. For each bag sold, Masterfoods USA will make a donation to the Komen Foundation, with a minimum contribution of \$250,000. Masterfoods will donate 35 cents for each 14-ounce package and 50 cents for each 21.3-ounce package sold to the Komen Foundation. For more information, visit www.mms.com.

PARTNERS IN THE PROMISE



BMW of North America, Inc.

In 2006, BMW will celebrate the 10th anniversary of *The Ultimate Drive*[®], a fundraising and awareness program with fleets of specially marked BMWs that travel across the country to honor breast cancer survivors and inspire communities to become more involved in the fight against breast cancer. At every stop along the way, participants are encouraged to test drive as many vehicles as they like and celebrate a local hero. It's easy, fun — and free! BMW donates \$1 to the Foundation for every mile driven.

Not able to attend an event? BMW offers a line of pink ribbon merchandise for sale to support the cause. Dependent upon the product, BMW donates between 22 and 55 percent of the suggested retail price to the Komen Foundation. Since 1997, more than a quarter-million people have participated in *The Ultimate Drive*, logging more than nine million miles. So far, BMW has donated more than \$9 million. Your drive can help BMW reach its 10th anniversary goal of donating a grand total of \$10 million.



Holland America Line Foundation

ON DECK
FOR THE CURE™
HOLLAND AMERICA LINE

The Komen Foundation is pleased to welcome the Holland America Line Foundation as a partner in the fight against breast cancer. Through March 31, 2007, the Holland America Line will host 5K walks on board each of its cruise ships while at sea. Guests will be asked to make a minimum donation of \$15 to participate in the *On Deck for the Cure*[™] program. The Holland America Line Foundation will donate 75 percent of each registration fee (a minimum of \$11.25) to the Komen Foundation, with a minimum guaranteed donation of \$250,000.



Serta Mattress Company

Serta Mattress Company is again encouraging everyone to fight breast cancer while they sleep! Throughout 2006, Serta's limited-edition pink mattress sets designed by Vera Wang will be sold by select retailers. Additionally, everyone who purchases the Vera Wang by Serta[™] mattress will receive a free collector's edition pink Serta-branded Counting Sheep. As part of its commitment to the cause, Serta will donate \$290,000 to the Komen Foundation. The Canadian Breast Cancer Foundation will receive \$30,000 of the donation.

SIMON
MALLS

more choices[®]

Simon Malls[®]

Through August 31, 2008, Simon Malls will sell a pink ribbon gift card in all its retail centers nationwide and online at www.simon.com. The gift cards will be sold in denominations ranging from \$20 to \$500. Simon Malls will donate \$1 to the Komen Foundation for each gift card sold, with a guaranteed minimum donation of \$250,000 per year.

Wrangler[®] Wrangler[®]

Wrangler, a division of VF Jeanswear, proudly supports the Komen Foundation in its distinctive design of the *Tough Enough to Wear Pink*[™] Rodeo shirt. The shirts will be sold in specialty stores nationwide from October 5, 2005, through December 31, 2006. The Komen Foundation will receive 10 percent of the retail price for each shirt sold with a guaranteed minimum donation of \$100,000.



Belk

The Komen Foundation is proud to partner once again with Belk department stores. Belk will conduct special events throughout the month of October to support breast cancer awareness efforts and raise funds for the Komen Foundation with a minimum guarantee of \$200,000. For more information, visit www.belk.com.

CARLISLE The Carlisle Collection, Ltd.

Each year, the efforts of the Komen Foundation are promoted by the Carlisle Collection, Ltd., a company specializing in direct sales of fine women's apparel. As part of its commitment to women's good health and well-being, whenever a Carlisle customer makes a donation to the Komen Foundation of \$125 or more through a Carlisle consultant, she receives a special-edition luxury scarf. Contributions from the program have totaled more than \$1 million to date.



eBags[®]

In support of the Komen Foundation, eBags has developed a *Pick Pink* program on its website. For each bag highlighted with a pink ribbon on its website, eBags will donate 10 percent of the retail sales price to the Komen Foundation for each special pink bag sold with a minimum guaranteed donation of \$100,000. To learn more about the *Pick Pink* program, visit www.ebags.com.



Energizer[®]

Through December 31, 2006, Energizer will sell Energizer AA and AAA batteries and flashlights to benefit the Komen Foundation. In conjunction with the *Power to Keep Going*[™] program, Energizer will donate \$350,000 to the Komen Foundation. In addition, Energizer will offer a proof-of-purchase promotion to consumers. For more information, visit www.energizer.com.

PARTNERS IN THE PROMISE



Einstein Bros.®

In support of the Komen Foundation, Einstein Bros. will sell *Rally 'Round the Pink* mugs in all 373 Einstein Bros. neighborhood stores through March 31, 2007. Einstein Bros. will donate \$1.50 per mug to the Komen Foundation with a minimum guaranteed donation of \$100,000. To learn more, visit www.einsteinbros.com.



Mattel's Pink Ribbon™ Barbie®

For nearly 25 years, the Komen Foundation has led the fight against breast cancer. Beginning in 2006, Barbie® will partner with the Foundation to help educate children about the disease and offer support, hope and comfort. The new *Pink Ribbon™ Barbie®* doll offers a way to help open up a dialogue about breast health and breast cancer with family members and friends. Additionally, Mattel will provide a minimum donation of \$100,000 directly to the Komen Foundation to help support the cause.



PepsiAmericas

The Komen Foundation is proud to partner with PepsiAmericas in the fight against breast cancer. PepsiAmericas will donate \$100,000 to the Komen Foundation and help to increase breast cancer awareness through special packaging on 12- and 24-packs of Diet Pepsi products through October 31, 2006.



Pier 1 Imports®

For the 10th consecutive year, Pier 1 Imports has partnered with the Komen Foundation to light the way in the fight against breast cancer through the sale of its commemorative *Komen Candle*. Pier 1 introduces a new candle design each August, with quantities available in stores through the following spring. Pier 1 donates 25 percent of the purchase price (excluding tax) from sales of the \$14 candle to the Komen Foundation to support breast cancer research, education, screening and treatment programs. For more information, visit www.pier1.com.



WorldWinner

The Komen Foundation continues its partnership with WorldWinner in 2006 as the beneficiary of its *Compete for Pink* tournaments to support the fight against breast cancer. All year long, with special promotions during the months of May and October, WorldWinner hosts a series of *Compete for Pink* tournaments in various online games. WorldWinner will donate 10 percent of each tournament entry fee to the Komen Foundation. For more information, visit www.worldwinner.com/komen.



WYNDHAM
HOTELS & RESORTS™

Wyndham Hotels & Resorts®

Wyndham Hotels & Resorts is the National Hotel Partner of the Komen Foundation. In 1999, Wyndham began observing National Breast Cancer Awareness Month by providing specially designed pillow cards in guest rooms as a way for individuals to make a donation directly to the Komen Foundation. In addition, Wyndham will donate \$100,000 to the Komen Foundation to help in the fight against breast cancer.



The Republic of Tea

The Komen Foundation and The Republic of Tea have been partners in the fight against breast cancer through the *Sip for the Cure®* program since 2001. The *Sip for the Cure®* line features five pink teas and a pink ceramic tea mug and pink ceramic teapot. All of the products are sold in natural and specialty food stores, department stores and other retailers nationwide. To date, The Republic of Tea has donated more than \$449,000 to the Foundation. For more information, visit www.republicoftea.com.



RE/MAX Real Estate

RE/MAX and Zeta Tau Alpha

RE/MAX International and Zeta Tau Alpha Fraternity co-sponsor the Komen Race for the Cure® National Series Breast Cancer Survivor Recognition Program. This program celebrates breast cancer survivors by providing the signature pink t-shirts and caps for survivors to wear during Komen Race for the Cure® events. Race participants are invited to recognize special people who have been touched by breast cancer by wearing "In Memory of" and "In Celebration of" back signs to honor that special person.



Coldwater Creek Coldwater Creek

2006 marks the second year for the Komen Foundation's partnership with Coldwater Creek. In addition to its support of the Komen Race for the Cure® as a National Series sponsor, Coldwater Creek will produce the *IN PINK* collection. Coldwater Creek will donate 10 percent of the retail sales price on items purchased from this collection. The *IN PINK* collection is available in Coldwater Creek stores, online at www.coldwatercreek.com or by calling 1.800.968.0980. 📞

Looking for a way to get involved and support the fight against breast cancer? Visit www.komen.org for a complete list of all of our unique partners and programs.

PUBLIC POLICY UPDATE



Actions ARE THE WINGS OF HOPE.

Champions for the Cure™ Take to the Hill



Doris Fandal, Annie Staten and Dianne Guillot, Komen Northeast Louisiana Affiliate

Nearly 100 breast cancer advocates assembled on Capitol Hill May 24 to seek Congressional support for the Komen Foundation's legislative priorities. Representatives from 30 Komen Affiliates representing 23 states visited nearly 200 Congressional offices as part of the Komen

Foundation's annual lobby day. The advocates championed appropriations for Nurse Reinvestment Act programs, reauthorization of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and support for and sustained funding of translational research. In addition to advocating for these important issues, participants put a "face" to breast cancer by sharing their inspirational stories.

2006 Komen Public Policy Awards Presented



Senator Robert Menendez

On May 23, as part of the Komen Foundation's annual lobby day, the Komen Foundation honored two members of Congress for their leadership in breast health and breast cancer initiatives. Komen Affiliates nominated

members as a way of honoring the legislators whose efforts have been instrumental in the fight against breast cancer. The Komen Foundation awarded Senator Robert Menendez (D-NJ) with the *Komen Champion of Change Award*, for his commitment to advancing the interests of minorities and the medically underserved with regard to healthcare access and quality. Congressman Timothy Murphy (R-PA) received the *Komen Women's Health Advocate Award* for his advocacy on behalf of women's health issues, enhancing awareness about such issues and bringing about positive change for women.

Komen Foundation Holds Congressional Briefings

The Foundation recently held two Congressional briefings on Capitol Hill to educate members of Congress and their staffs on issues of vital importance to breast cancer patients. The first briefing related to the need for reauthorization of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) and was held, jointly, with the American Cancer Society. Established in 1991, the NBCCEDP provides

low-income, uninsured and underserved women with access to services for early detection of breast and cervical cancer. Bills to reauthorize the program have been introduced by Representative Tammy Baldwin (D-WI) and Representative Sue Myrick (R-NC) in the House and Senator Kay Bailey Hutchison (R-TX) and Senator Barbara Mikulski (D-MD) in the Senate. The Komen Foundation urged Congress to appropriate \$250 million for this program in 2007.

On May 23, the Komen Foundation held a Congressional briefing luncheon in collaboration with the Oncology Nursing Society to discuss the impact of the nursing shortage on quality breast cancer care. Congresswoman Lois Capps (D-CA), a former registered nurse, attended the briefing and remarked about the important role that oncology nurses play during the cancer journey. Thousands of quality applicants are being turned away due to inadequate resources to educate and train the next generation of nurses. Steps must be taken to address this shortfall to meet increasing need for quality cancer care for the aging baby boomer population. The briefing also called for \$150 million in 2007 for Nurse Reinvestment Act programs.

Foundation Supports Breast Cancer and Environmental Research Act

In observance of Earth Day, eChampions sent nearly 15,000 letters to Congress in support of the Breast Cancer and Environmental Research Act. Scientists believe that non-genetic or environmental risk factors play a role in the development of breast cancer. Only 5 to 10 percent of breast cancers are caused by gene mutations in the BRCA1 and BRCA2 gene. Legislation would expand current efforts to explore and address the role of potential environmental risk factors in cancer development.

Importance of Translational Research Recognized

The Komen Foundation has been actively working to ensure that translational research is a top priority at the National Cancer Institute (NCI). Translational research — taking what we learn in the laboratory and translating it into clinical applications for patients as rapidly as possible — is essential to saving lives from cancer. The Foundation urges NCI to keep translational research a priority and to maintain the Specialized Program for Research Excellence (SPOREs) funding at FY04 levels of \$135 million and to administer the program following FY04 guidelines until such time as the Translational Research Working Group (TRWG) completes its evaluation and makes its recommendations.

Komen advocates have been busy raising awareness around this issue and Komen eChampions sent nearly 14,000 letters to members of Congress expressing the importance of translational research. In addition, Komen representatives advocated for this issue during the Komen Foundation's

(continued on page 11)

(Public Policy Update continued from page 10)

lobby day and 100 eChampions called their members of Congress in support. We are pleased that both the House of Representatives and the Senate have included Komen-recommended legislative language in both House and Senate Labor/HHS/Education Appropriations bills for fiscal year 2007 for the SPORes program.

Members Make Visits to Komen Grantees

Senator Debbie Stabenow (D-MI) visited the Barbara Ann Karmanos Cancer Institute, a grantee of the Komen Detroit Race for the Cure®, on April 3. The site visit included a tour of the facilities, a community forum and a press conference in support of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP).

Congresswoman Tammy Baldwin (D-WI), one of the original sponsors of the House NBCCEDP reauthorization bill, visited the Access Community Health Centers, a grantee of the Komen Madison Affiliate in Madison, Wisconsin, on May 31. These Affiliate grantees are NBCCEDP providers and demonstrate the program's success in providing life-saving mammograms to women with little-to-no health insurance. Both legislators met with coalitions of medical service providers and advocate groups to discuss the importance of this program and their strong support of this proposed legislation.

Komen Champions Work on State Issues

Komen Affiliates throughout the nation are joining forces to work on critical state breast cancer issues, with in-state collaborations achieving great results. Komen California Affiliate representatives continued to travel to Sacramento to meet with legislators about state breast cancer research funding and early detection programs to garner support of a ballot initiative that would raise \$65 million per year for early detection programs.

In addition, Texas Affiliates have been working collaboratively to secure a first-time, \$4 million state appropriation for the Texas Breast and Cervical Cancer Control Program. Affiliate representatives traveled to Austin to meet with Texas' Health Commissioner Eduardo Sanchez about the effort. In Illinois, the Peoria Memorial and Chicagoland Affiliates are riding high after the Illinois legislature approved more than \$6 million in new funding for screening and treatment. They will soon be working together to launch an innovative campaign for full funding of an early detection program for low-income women in the state.

If you are interested in working on state public policy issues with other Affiliates in your state or becoming involved in Komen Champions for the Cure™, contact Meghan Evett at mevett@komen.org. 📧

Howard University Receives First Annual Leffall Fellowship in Health Disparities



The Komen Foundation awarded Howard University the first annual Dr. LaSalle D. Leffall, Jr., Komen Fellowship in Health Disparities. Komen Founder Nancy G. Brinker presented the fellowship award during the Komen Foundation's annual Mission Conference, *Many Faces, One Voice*, held June 11-13 in Washington, D.C.

The Leffall Fellowship will be awarded annually to support the training of underrepresented racial and ethnic groups in the field of breast cancer. The fellowship provides funding at the post-doctoral level to a host institution for a three-year program supporting training and research addressing health disparities as they pertain to breast cancer. The award amount is \$50,000 a year for three consecutive years.

The Leffall Fellowship was created to honor the career and work of LaSalle D. Leffall, Jr., M.D., F.A.C.S. Dr. Leffall is Komen Foundation chairman of the board and the Charles R. Drew Professor of Surgery at the Howard University College of Medicine. He is a surgeon, oncologist, medical educator and leader in professional and civic organizations. In May 2002, Dr. Leffall was appointed to the President's Cancer Panel.

"It is altogether fitting that the first annual Leffall Fellowship in Health Disparities will be awarded to Howard University, the institution where Dr. LaSalle Leffall has studied, taught, mentored, practiced and inspired others for more than 50 years," said Nancy Brinker. 📧



LaSalle D. Leffall, Jr., M.D., F.A.C.S.

Komen Foundation Awards more than \$54.8 Million for Breast Cancer Research

The Komen Foundation recently awarded 247 research grants totaling more than \$54.8 million as part of its Award and Research Grant Program. The amount of research grants funded by the Foundation this year represents a 21 percent increase over last year's research grants total of just over \$45 million. Every year for the past 10 years, the Foundation has significantly increased monies for research.

"Every major scientific advance to date in the fight against breast cancer has been supported in some way by a Komen grant," said Nancy G. Brinker, founder of the Komen Foundation. "This is Komen making good on its promise to do everything possible to end breast cancer. We will not stop seeking new ways to attack the disease and we will continue to cultivate the best and brightest researchers around the globe."

The Foundation's comprehensive and innovative approach to the fight against breast cancer is again reflected in this year's research grants portfolio. Grants have been awarded for qualified researchers at leading institutions in the United States and around the world to investigate breast cancer from all angles, including cell biology, what causes breast cancer (etiology), risk reduction measures, early detection strategies,



diagnosis, treatment, survivorship, scientific model systems and cancer control. In many cases, the Komen Foundation is the only source of funding for innovative research approaches to finding answers.

The Komen Foundation funds research in three programs: basic, clinical and translational research (awards of up to \$300,000 for a two- or three-year period); post-doctoral fellowship research (awards of up to \$45,000 a year for a two- or three-year period); and breast cancer disparities research (awards of \$300,000 for a two- or three-year period). 🌸

Komen Grantees Develop New Way to Deliver Radiation Therapy



Radiation therapy has long been used as a treatment to reduce the risk of recurrence after surgical treatment of primary breast cancer. This limited use of radiation is being challenged by the work of **Katherine Vallis, Ph.D.**, and **Raymond Reilly, Ph.D.**, at the University of Toronto. Drs. Vallis and Reilly have developed a new way to deliver radiation therapy that may

change the very way we think about the use of radiation as a treatment for breast cancer.

In short, radiation kills cancer cells by inducing fatal damage to the cell's genes. Since radiation affects the genes of the cell, it has its greatest killing effect on cells that are constantly using the instruction encoded in their genes to stay alive. The faster

growth rate of breast cancer cells requires that they use the instruction coded in their genes much more often than normal cells. Therefore, radiation affects breast cancer cells much more profoundly than normal cells.

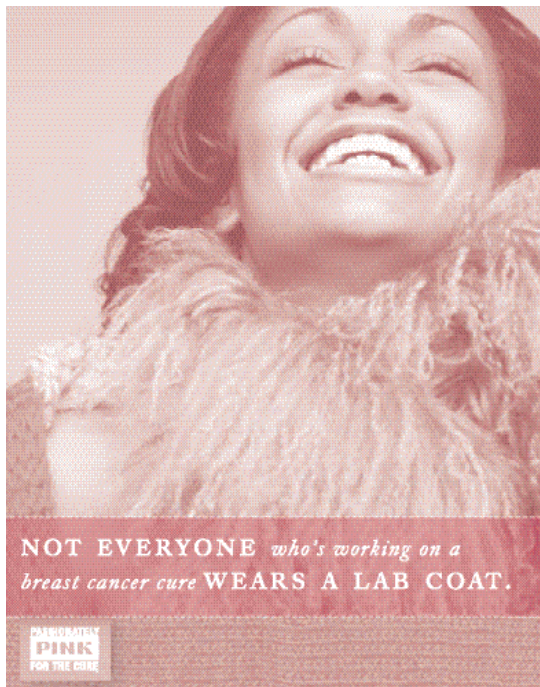
Not all radiation is the same, however. Some radiation is stronger than others and has greater or lesser ability to penetrate the skin and tissues to reach the place in the cell where the genes are located. High energy radiation has the disadvantage of damaging normal tissue. Low energy radiation has the disadvantage of not being able to reach the cancer cells to kill them.

The research being done by Drs. Vallis and Reilly and funded by the Komen Foundation is aimed at developing a new treatment protocol that kills breast cancer cells with radiation but avoids the side effects of high energy radiation. The drug Drs. Vallis and Reilly have developed achieves the goal of killing cancer cells in the same way high energy radiation does, while increasing the therapeutic utility of low energy radiation.

(continued on page 15)

Passionately Pink for the Cure™

You Choose the Date. You Choose the Outfit. You Make the Difference.



Inspired by the passion and creativity of our supporters, *Passionately Pink for the Cure™* is an exciting new fundraising and awareness program from the Komen Foundation. Kicking off at the start of National Breast Cancer Awareness Month, individuals, companies, schools and organizations are invited to pick any day in October as Passionately Pink for the Cure™ Day, make a \$5 or more personal contribution to the Komen Foundation and wear pink to share in the promise of finding a cure.

More than the color of breast cancer awareness, pink represents the promise between two sisters — Nancy G. Brinker and her dying sister, Susan G. Komen — to find a cure. That promise started the Komen Foundation and ignited the passion of millions to bring an end to the disease. Passionately Pink for the Cure™ is a great way for people to share in that promise, make it their own and make a

difference by supporting breast cancer research, education, screening and treatment.

Breast cancer touches millions of lives each year. In 2006, more than 200,000 women and men will be diagnosed in the U.S., and more than 40,000 people will die from the disease. Together, we can change these statistics for the better. Passionately Pink for the Cure™ is an easy, creative program that will have you seeing pink everywhere you look every day in October. Our goal is to get millions of people nationwide involved in the promise for the cure. For more information, send an e-mail to passionatelypink@komen.org or visit www.komen.org. 📧

First Lady Speaks at Ninth Annual Komen Mission Conference



Mrs. Laura Bush

Mrs. Laura Bush announced the formation of the United States-Middle East Partnership for Breast Cancer Awareness and Research, the first major women's health campaign in the Middle East, during the ninth annual Komen Mission Conference, *Many Faces, One Voice*, in Washington, D.C., in June.

Mrs. Bush addressed an audience of 900 conference attendees about the need to fight breast cancer around the globe, reminding the audience that many women around the world still don't talk about breast cancer or have access to the necessary resources.

The United States-Middle East Partnership for Breast Cancer Awareness and Research, organized by the U.S. State Department's Office of Public Diplomacy and the Middle East Partnership Initiative, connects researchers, physicians and advocates from the Komen Foundation, M.D. Anderson Cancer Center, Johns Hopkins Medicine, the United Arab Emirates and Saudi Arabia. Mrs. Bush said the partnership will help Middle Eastern women find hope when facing breast cancer.

The Komen Mission Conference brings together leading scientists, patient advocates and breast cancer survivors to translate the latest breast cancer research into information that will improve people's lives. To read Mrs. Bush's remarks or to learn more about the Mission Conference, visit www.komen.org/missionconference. 📧

Suzy Komen Awardee Honored



Nancy G. Brinker and Connie Smith

Connie Smith from the Komen Colorado Springs Affiliate was recently honored as the 2006 Suzy Komen Award recipient. Connie was recognized at the 2006 Komen National Race for the Cure® and joined Komen Founder Nancy G. Brinker in leading more than 3,000 breast cancer survivors in the Parade of Pink. A 10-year survivor, Connie was diagnosed at the age of 33. Inspired by her children, then 8 and 10, Connie started running and entered her first 5K at the 1997 Komen Colorado Springs Race for the Cure®. Since that time, Connie has chaired the Colorado Springs event three times and competed in a number of Komen Races across the country. Connie was also recognized in front of family and friends at the 2006 Komen Colorado Springs Race for the Cure® on September 10.

The Suzy Komen Award was established in 2001 in honor of Susan G. Komen, the namesake of the Komen Foundation. This award recognizes a breast cancer survivor's dedication to the fight against breast cancer through the sport of distance running and competitive participation in the Komen Race for the Cure® Series. 📧

2006 Komen Race for the Cure® Series

The Susan G. Komen Breast Cancer Foundation

RACE FOR THE CURE

Presented by

NATIONAL SERIES SPONSORS: AA Coldwater Creek Challenge new balance

NATIONAL SERIES HONORARY CHAIR: PRINCE LARRY SMITH

Site	Date	Site	Date	Site	Date
Albany, NY	Oct 7	Greeley, CO	Jul 4	Peoria, IL	May 13
Albuquerque, NM	Jun 11	Greenville, SC	Sep 30	Philadelphia, PA	May 14
Amarillo, TX	Sep 30	Hartford, CT	Jun 3	Phoenix, AZ	Oct 8
Aspen, CO	Jul 15	Helena, MT	May 20	Pittsburgh, PA	May 14
Atlanta, GA	May 13	Hickory, NC	Oct 21	Plano, TX	Jun 3
Austin, TX	Nov 5	Honolulu, HI	Oct 22	Portland, OR	Sep 17
Baltimore, MD	Oct 21	Houston, TX	Sep 30	Princeton, NJ	Oct 29
Bangor, ME	Sep 17	Indianapolis, IN	Apr 22	Raleigh-Durham, NC	Jun 10
Baton Rouge, LA	Mar 11	Jackson, MS	Apr 1	Reno, NV	Oct 1
Birmingham, AL	Oct 14	Jacksonville, FL	Oct 21	Richmond, VA	May 13
Boise, ID	May 13	Kalamazoo, MI	May 20	Sacramento, CA	May 13
Boston, MA	Sep 10	Kansas City, KS	Aug 13	Salt Lake City, UT	May 13
Brainerd, MN	Jul 1	Kingsport, TN	Oct 1	San Antonio, TX	Apr 1
Buffalo, NY	Jun 3	Knoxville, TN	Oct 28	San Diego, CA	Nov 5
Charleston, SC	Oct 21	Lafayette, LA	Mar 18	San Francisco, CA	Sep 24
Charleston, WV	May 6	Lansing, MI	Apr 30	Scranton, PA	Sep 9
Charlotte, NC	Oct 7	Las Vegas, NV	May 6	Seattle, WA	Jun 17
Chattanooga, TN	Sep 24	Lexington, KY	Sep 23	Shreveport, LA	Sep 16
Cheyenne, WY	Aug 12	Little Rock, AR	Oct 7	Spokane, WA	Apr 30
Chicago, IL	Sep 30	Los Angeles, CA	Feb 26	St. Louis, MO	Jun 10
Cincinnati, OH	Sep 10	Louisville, KY	Oct 14	St. Petersburg, FL	Oct 7
Cleveland, OH	Oct 14	Lubbock, TX	Sep 30	Syracuse, NY	May 13
Coeur d'Alene, ID	Sep 24	Macon, GA	Oct 28	Temecula Valley, CA	Oct 15
Colorado Springs, CO	Sep 10	Madison, WI	Jun 3	Terre Haute, IN	Oct 14
Columbus, OH	May 20	Manchester, VT	Jul 30	Texarkana, TX	Oct 21
Dallas, TX	Oct 21	Memphis, TN	Oct 28	Thibodaux, LA	Oct 21
Davenport, IA	Jun 10	Miami, FL	Oct 21	Toledo, OH	Sep 17
Decatur, IL	Jun 24	Milwaukee, WI	Sep 24	Tucson, AZ	Apr 2
Denver, CO	Oct 8	Minneapolis, MN	May 14	Tulsa, OK	Sep 16
Des Moines, IA	Oct 28	Monroe, LA	Sep 9	Tupelo, MS	Oct 28
Detroit, MI	Jun 10	Nashville, TN	Nov 4	Tyler, TX	May 13
El Paso, TX	Feb 19	New Orleans, LA	Oct 1	Virginia Beach, VA	Oct 21
Elmira, NY	May 21	New York City, NY	Sep 10	Waco, TX	Apr 8
Evansville, IN	Sep 17	Oklahoma City, OK	Oct 14	Washington, D.C.	Jun 3
Fayetteville, AR	Apr 22	Omaha, NE	Oct 8	West Palm Beach, FL	Jan 21
Fresno, CA	Oct 28	Orange County, CA	Sep 24	Wichita, KS	Sep 30
Ft. Worth, TX	Apr 15	Orlando, FL	Oct 7	Wichita Falls, TX	Oct 14
Grand Rapids, MI	Sep 30	Ottumwa, IA	May 13	Winston-Salem, NC	May 6

Dates subject to change.

International Race Dates

Site	Date
Frankfurt, Germany	Sep 24
Rome, Italy	May 21
San Juan, Puerto Rico	Oct 15

For the most up-to-date information about the 2006 Komen Race for the Cure® Series, call 1.888.603.RACE or visit www.komen.org.

Be a Part of the Breast Cancer 3-Day



Thousands of women and men will unite in cities across the country this year and walk 60 miles over the course of three days. It's a weekend of hope, as we honor lives lost,

celebrate survivors, promote breast cancer research and help bring breast cancer care to those who so desperately need it.

You don't have to be an athlete to participate. This event is for all kinds of people — mothers, fathers, daughters, grandparents, friends, breast cancer survivors. All you need is compassion and a commitment to fighting breast cancer. It will be a challenge, but that's exactly what makes it so meaningful.



For more information, visit www.the3day.org or call 1.800.996.3DAY.

Net proceeds from the Breast Cancer 3-Day benefit the Komen Foundation to fund breast cancer research and community outreach, as well as the National Philanthropic Trust Breast Cancer Fund, to provide an endowment for breast cancer initiatives.



2006 Breast Cancer 3-Day Schedule


Boston (August 4-6)	Philadelphia (October 6-8)
Michigan (August 11-13)	Tampa Bay, Fla. (October 13-15)
Twin Cities, Minn. (August 18-20)	Atlanta (October 20-22)
Seattle (August 25-27)	Dallas/Ft. Worth (October 27-29)
Chicago (September 8-10)	Arizona (November 3-5)
Kansas City, Mo. (September 15-17)	San Diego (November 10-12)

(Radiation Therapy continued from page 12)


Dr. Reilly synthesized a drug by attaching a radioactive compound called Indium 111 (¹¹¹In) to the human Epithelial Growth Factor (hEGF) protein resulting in the radioactive drug ¹¹¹In-hEGF. The radiation of Indium 111 is not strong enough to penetrate skin and tissue to reach breast cancer cells and has not been thought of as a useful therapy for breast cancer. However, when combined with hEGF, the new compound is selectively taken up by breast cancer cells (because breast cancer cells have more of the receptor that attracts the hEGF), placing it very close to the cell's genes. The close proximity of the low energy radiation to the genes makes the genes vulnerable to damage by Indium 111.

This "Trojan Horse" method of delivering radiation to breast cancer cells has never been done before using Indium 111. Previously thought of as having limited use because the radiation it produced was so low energy, Indium 111 has not been used in the therapeutic setting. However, Dr. Vallis reasoned that if she could get the Indium inside the cell, it would have a profound destructive affect on the cell and kill it.

In clinical studies, Drs. Vallis and Reilly demonstrated there was very little toxicity associated with the Indium in patients that received ¹¹¹In-hEGF. This is likely due to the rapid rate in which the drug is eliminated from all other parts of the body and the specialized way it targets breast cancer cells. In clinical studies, there has been no liver or kidney toxicity and no evidence of tissue damage has been observed.

The Komen Foundation funded an initial grant to Drs. Vallis and Reilly for \$250,000. As the promising data began to come in regarding their study, the research community became more enthusiastic for the approach. Since that initial Komen grant, more than \$3.4 million additional dollars have been generated by other funders for further research and development of this new breast cancer treatment. 

New Advisory Council Members Named

The Komen Foundation recently named new members to its advisory councils, including the African American National Advisory Council, National Hispanic/Latina Advisory Council, Asian American/Pacific Islander National Advisory Council and the newly formed Native American National Advisory Council. Each advisory council provides guidance and direction to the Komen Foundation and are strong advocates for education and support to reduce the disparities in morbidity and mortality of breast cancer among specific populations. For more information about each advisory council and its members, please visit www.komen.org. 

Make a Difference – Donate Today!

The simple act of writing a check or placing a donation on your credit card could quite literally save someone's life. Any contribution (large or small) helps us continue our quest in the fight against breast cancer.

Please accept my contribution to the Susan G. Komen Breast Cancer Foundation to support breast cancer research, education, screening and treatment programs.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____

E-mail: _____

Amount of contribution: \$ _____

Check enclosed Charge to: American Express Visa MasterCard Discover

Card number: _____

Expiration date: _____

Name as it appears on credit card: _____

Signature: _____

If this donation is a tribute, please complete one of the following:

In honor of: _____ (name)

In memory of: _____ (name)

Please send the tribute card to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Please remember the Susan G. Komen Breast Cancer Foundation in your will and United Way, federal employee and local employee campaigns.

Increase your donation with employer matching funds.

Many employers will match your personal donation. Check with your company for more information on matching gift programs. Employer matching gifts may also be available to you if you are the spouse of an employee, a retired employee or the spouse/widow/widower of a retiree.

I have included the Komen Foundation in my will.

I would like information on making a gift to the Komen Foundation through my estate plan.

Mail this form and your donation to:

The Susan G. Komen Breast Cancer Foundation
5005 LBJ Freeway, Suite 250
Dallas, Texas 75244

Or, you may also place your donation on a credit card by using the secured server on our website at www.komen.org or by calling our toll-free donor line at 1.888.888.3317.




The Susan G. Komen Breast Cancer Foundation


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

Non Profit Org.
U.S. Postage
PAID
The Susan G. Komen
Breast Cancer Foundation

Designate Your CFC Contributions

If you are a federal employee and plan to participate in the upcoming 2007 Combined Federal Campaign (CFC), please consider designating your contributions to the Komen Foundation by selecting #9703. Your CFC contributions help support much-needed breast cancer research, education, screening and treatment programs. 

Sign Up for *KomenLink* TODAY!

The Komen Foundation's e-Newsletter, *KomenLink*, features topical and timely information about breast health and breast cancer as well as news about our programs, partners, Affiliates, events, volunteers and the Foundation. Sign up at www.komen.org/kl to receive this free monthly e-Newsletter. 

**For more information about breast health or breast cancer:
www.komen.org 1.800 I'M AWARE**

The Power of a Promise

The Susan G. Komen Breast Cancer Foundation was founded on a promise made between two sisters — Susan Goodman Komen and Nancy Goodman Brinker. Suzy was diagnosed with breast cancer in 1978, a time when little was known about the disease and it was rarely discussed in public. Before she died at the age of 36, Suzy asked her sister to do everything possible to bring an end to breast cancer. Nancy kept her promise by establishing the Komen Foundation in 1982 in Suzy's memory. More than 20 years later, the Komen Foundation is a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs. Working through a network of Affiliates and events like the Komen Race for the Cure®, the Komen Foundation is fighting to eradicate breast cancer as a life-threatening disease by funding research grants and meritorious awards and supporting education, screening and treatment projects in communities around the world.

frontline newsletter

Founder Nancy Brinker
Chair, Komen Foundation Board of Directors LaSalle D. Leffall, Jr., M.D.
Acting President and Chief Executive Officer Patrice Tosi
Editor Maureen O'Donnell