

KOMEN CONNECTIONS

Official Newsletter of the St. Louis Affiliate of Susan G. Komen for the Cure®



Fall Edition - 2009

Inside this Issue

- 2** Four-star charity rating
Jeremy Patch joins staff
- 3** Grantee updates
Research Advocacy 101
- 4** Komen education
Breast cancer news
- 5** Letter from our president
Affiliate contacts
- 6** People of impact
- 7** Upcoming events
- 8** Komen event highlights
- 9** It's all about the shirt!
Komen event highlights
- 10** Thank you St. Louis!
Race photos and 2010 date
- 11** Give the gift of hope and life

Our Promise

To save lives and end breast cancer forever by empowering people, ensuring quality of care for all and energizing science to find the cures.

Where the Money Goes

Up to 75% of funds raised by the Komen St. Louis Affiliate stays in St. Louis to fund education, screening, treatment and support programs. A minimum of 25% goes to the national Susan G. Komen for the Cure® Grants Program to fund research.

The Power of One

Call us today (314) 569-3900 or email info@komenstlouis.org to see how you can make a difference in the fight against breast cancer.

Spare Nothing for the Cure Bowl to End Breast Cancer Forever

Dust off those bowling shoes and join the St. Louis Affiliate of Susan G. Komen for the Cure® for the first-ever Spare Nothing for the Cure presented by Saint Louis Bread Company on Sunday, October 11.

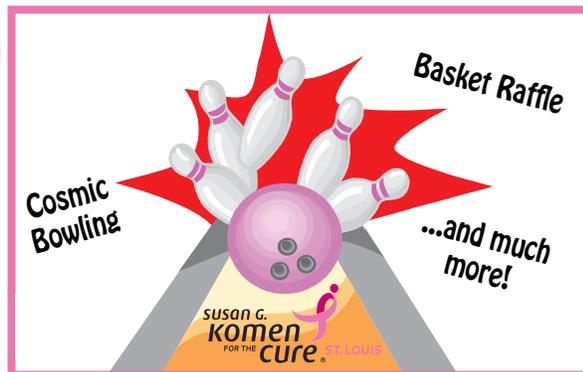
The bowling event will raise money for breast cancer screening, treatment, education and research programs in the 17-county service area.

For just \$30 per person (\$20 of which is tax deductible) or \$180 per lane (six people max.) participants get two hours of bowling and shoe rental and during those two hours, there will be cosmic bowling, raffle baskets, food and entertainment.

The event takes place at Brunswick Zone Chesterfield between Noon and 5 p.m., and you can choose a two-hour window to bowl during that time.

All participants will receive one free raffle ticket for a one-of-a-kind St. Louis Cardinals basket which will include an autographed Yadier Molina jersey.

This event is open to everyone so please encourage your friends, family and colleagues to join you on October 11th.



Join us on Sunday, October 11th
Brunswick Zone Chesterfield
Presented by Saint Louis Bread Company

Register online at www.komenstlouis.org

SURVIVORS - You will receive a FREE commemorative t-shirt if you participate!
(limited to first 250 Survivors)

All participants receive a FREE raffle ticket for a chance to win a one-of-a-kind Cardinals basket which includes a signed Yadier Molina jersey.

This October is

ALL ABOUT PINK!

Your link to our Breast Cancer Awareness Month Campaign

This October is All About Pink

At the Komen St. Louis Affiliate, October marks the launch of our month-long online "All About Pink" Campaign in support of National Breast Cancer Awareness Month.

Starting October 1 and throughout the month, visit our Web site, www.komenstlouis.org, and click on the pink icon at the top right of the page. This "All About Pink" icon is your one-stop shop to Komen St. Louis Affiliate updates, events and activities taking place throughout NBCAM, as well as helpful breast cancer information.

Also, look for updates on our Facebook page, and if you haven't become a fan of the St. Louis Affiliate of Susan G. Komen for the Cure on Facebook, now is the time! Go to www.komenstlouis.org/facebook to join.

At the Affiliate, we are dedicated to raising awareness and funds to support our vision of a world without breast cancer so join us this October in the fight to end the disease forever.

KOMEN FOR THE CURE RECEIVES CHARITY NAVIGATOR'S COVETED FOUR-STAR RATING FOR THIRD YEAR IN A ROW

Top Evaluation Applauds Fiscal Soundness, Sustainability of Programs

Susan G. Komen for the Cure®, global leader in the breast cancer movement, has received Charity Navigator's highest rating – four stars – for the third year in a row. With this rating, Susan G. Komen for the Cure becomes one of only 12 percent of the approximately 5,400 charities that Charity Navigator evaluates which has received at least three consecutive 4-star ratings.

"This honor and distinction is a true telling of all the hard work the Affiliates and Komen National are doing in the fight against breast cancer," said Helen Chesnut, Executive Director of the Komen St. Louis Affiliate. "This is another transparent example of how the money raised at our events like the Komen St. Louis Race for the Cure, our signature fundraiser, is being used to better the lives of women and men in our community."

This most recent four-star rating from the nation's largest and most relied-upon evaluator of charities assures thousands of potential donors that Susan G. Komen for the Cure continues to excel in managing its finances and their donations.

The Komen St. Louis Affiliate granted out a record \$2.5 million to its service area this year, funding 28 local screening, treatment, education and research programs. Komen for the Cure, which raised more than \$325 million in revenue for the fiscal year ending March 31, 2008, received a 63.64 rating from Charity Navigator, exceeding last year's 63.34 rating.

Charity Navigator ratings show potential donors how efficiently a charity will use donor support and how the organization is positioned to continue providing programs and services in the future. Visit Charity Navigator's Web site for more details about Komen for the Cure's rating and for how Susan G. Komen for the Cure compares with other breast cancer organizations and institutes.

www.charitynavigator.org



A NEW KOMEN ST. LOUIS AWARENESS PROGRAM

Coming soon to the St. Louis Affiliate of Susan G. Komen for the Cure is a brand-new program that will bring awareness of breast cancer to the forefront by including a special group of local individuals in the fight against the disease.

Check back with the Komen St. Louis Affiliate in the coming months for the big announcement!

JEREMY PATCH NAMED DIRECTOR OF GRANTS AND MISSION INITIATIVES



Jeremy Patch has joined the St. Louis Affiliate of Susan G. Komen for the Cure as Director of Grants and Mission Initiatives, announced by the Affiliate's Executive Director Helen Chesnut. Patch has been serving as Grants Assistant at Komen St. Louis since May.

"I couldn't be more delighted to have Jeremy take on this role at Komen St. Louis," said Chesnut. "His experience with our organization over the past several months has proven to be invaluable to our strategic plans. Jeremy brings knowledge, excitement and professionalism to this position and is the perfect fit."

At Komen St. Louis, Patch will oversee all aspects of the Affiliate's grant-making process, and community outreach and mission programs. Additionally, he will work in conjunction with the Grants Committee, ensuring compliance by grant recipients with all related policies and procedures.

He will also be responsible for processing and reviewing incoming grant proposals, serving as the staff liaison to all grantees and coordinating grantee reports according to established organizational guidelines.

During Patch's time at Komen St. Louis, he has assisted in writing a community report that is a comprehensive summary used to better understand its service area, establish community-based grant priorities and allow the Affiliate to better tell the story of breast cancer in St. Louis. As Grants Assistant, he collected and processed final grant reports, followed-up with grantees regarding grant-funded personnel hiring and made referrals for breast cancer screening, treatment, and related assistance.

Patch graduated from Truman State in 1999 and received his Master's Degree in Public Health from Saint Louis University in May.

One in eight women or 12.6% of all women will get breast cancer in her lifetime.

RESEARCH ADVOCACY WORKSHOP

October 23 (afternoon only) &
October 24

Siteman Cancer Center at
Barnes Jewish Hospital and
Washington School of Medicine

*Lorry Blath and Judy Johnson, co-chairs of
the Komen St. Louis Affiliate Research
Advocacy Committee answer your
questions regarding the upcoming
workshop.*

Call today to sign up for this
once-a-year opportunity.

Phone: 314-569-3900

researchadvocacy@komenstlouis.org

Who participates in RA 101?

Breast cancer survivors, co-survivors,
and/or activists can participate. Men and
women with diverse ethnic, educational
and cultural backgrounds are encouraged
to join us.

What background do I need to participate?

No background is needed, just a passion
about the importance of research in finding
the cures for breast cancer.

Who will provide the training?

Co-founders of the Research Advocacy
Network will provide an introduction to
breast cancer, tell of local and national
opportunities and take all participants on a
tour of a working lab. They are assisted by
Komen St. Louis Affiliate staff and mem-
bers of the Affiliate's Research Advocacy
Committee.

What will I learn?

The medical research process and how
therapies are developed and processes
that protect participants in medical re-
search. Also, what is required of research
advocates and the types of opportunities
available to participate.

Are there any fees?

No! It is free! Parking and refreshments,
including breakfast and lunch on
Saturday, will be provided.

WHAT'S NEW WITH KOMEN ST. LOUIS GRANTEES?

A quick glance at what some current Komen St. Louis grantees have
been up to since the start of the grants cycle in April!



Wellness for Women at St. Clair County Health
Department reported 77 screening mammo-
grams.

**Reaching In - A Comprehensive Program for
Breast Cancer Screening** at St. Louis Univer-
sity. Komen-funding supports a nurse navigator
who has attended health fairs, talked about the
program, leaving pamphlets, at each department
at the hospital, asking those that have been

helped by the program to tell others, worked with the aid of many of co-workers and
compiled a list of community contacts to notify about the program and contacted the
Advertising Department for SLU Hospital, which will run some small news releases
for the Medical Center Community.

STEP-UP Grace Hill at Grace Hill Neighborhood Health Centers, Inc., has screened
346 women and educated 830 women.

Empower and Engage at SSM St. Mary's Health Center has seen 45 patients and
hired a nurse navigator. An educational session took place in late August to inform
the new physician residents of the Empower and Engage program as well as Bridg-
ing the Gap grant. Nurses and social workers were also in attendance.

The **MBMC Breast Health Care Center Reaches the Underserved** program has
provided services to over 350 women living in the St. Louis metropolitan area and
outreached to those underserved women living in eleven rural communities.

Suzanne Mahon of **Educating Women about Hereditary Risk for Breast Cancer**
at Saint Louis University Cancer Center has seen over 60 new and established fami-
lies for risk assessment, education, counseling and follow-up after genetic testing.
Additionally, Mahon has been featured on Great Day St. Louis and had an article
published: Mahon SM. (2009). Cancer Genomics: Advocating Competent Care for
Families. *Journal of Clinical Oncology Nursing*, 13(4), 373-376.

Gateway to Hope (GTH) has arranged comprehensive breast cancer care for 10
new patients and arranged additional care for 25 established GTH patients. There
have been 56 patient referrals made for resources including mammograms, prosthe-
sis, genetic counseling, food outreach, rent and utility assistance, and transportation.
Referrals were made to Komen grantees for these services when appropriate.

The Breakfast Club's Bra and Prosthesis Program for Breast Cancer Survivors
has provided 63 bras at full cost (58 co-pay amount), 23 prosthesis at full cost (31
at co-pay amount), 121 total bras and 54 total prosthesis. Additionally, the program
has served 61 clients.

**A Comprehensive Breast Health Education & Screening Program for Women
in Rural Communities** at Jefferson Regional Medical Center has helped 27 women
with mammograms.

The Radiology Department at Betty Jean Kerr **People's Health Centers (PHC)** has
successfully provided 112 Komen-funded mammograms through August. Addition-
ally, PHC has added a new patient navigator who is diligently working with the Internist
in the Internal Medicine Department to ensure that women of the appropriate age
are receiving mammograms.

Since May, the **Family Care Health Centers** have increased Siteman Cancer Cen-
ter mammography van visits at both sites to about once a month instead of every
other month. They have also increased the scheduling capacity from 25 patients per
van to 44 patients. A total of 380 mammograms have been performed to date.

Outreach, Education, and Screening in Madison County, Illinois through the
Madison County Health Department has outreached through newspaper ads and
mailings while also providing services that included: one office visit, 13 screening
mammograms, three diagnostic mammograms and one ultrasound. MCHD also
screened three men with breast lumps using Komen St. Louis funds.

The 2009 Susan G. Komen St. Louis Race for the Cure raised **more than \$3.25 million while 66,470 people**
participated. The St. Louis Race continues to be one of the top-three largest Races in the world.

SUSAN G. KOMEN FOR THE CURE EDUCATION

Except for skin cancers, breast cancer is the most common cancer in women, but it can be successfully treated. Screening tests can find cancer early, when it's most treatable. Susan G. Komen for the Cure® recommends the four steps below in breast self-awareness (BSA).

We encourage you to print off this page of the newsletter, cut out the information below and post it on your bulletin board, refrigerator or lunch-room wall. Make copies and pass them out to your friends and family!

Breast Self-Awareness (BSA)



Breast Self-Awareness (BSA)

1. Know your risk

- Talk to your family** to learn about your family health history
- Talk to your doctor** about your personal risk of breast cancer

2. Get screened

- Ask your doctor** which screening tests are right for you if you are at a higher risk
- Have a mammogram** every year starting at age 40 if you are at average risk
- Have a clinical breast exam** at least every 3 years starting at 20, and every year starting at 40

3. Know what is normal for you

- See your health care provider right away if you notice any of these breast changes:
 - Lump, hard knot or thickening
 - Swelling, warmth, redness or darkening
 - Change in the size or shape of the breast
 - Dimpling or puckering of the skin
 - Itchy, scaly sore or rash on the nipple
 - Pulling in of your nipple or other parts
 - Nipple discharge that starts suddenly
 - New pain in one spot that does not go away

4. Make healthy lifestyle choices

- Maintain a healthy weight
- Add exercise into your routine
- Limit alcohol intake

For more information visit our website or call our breast care helpline.

www.komen.org 1-877 GO KOMEN (1-877-465-6636)

BREAST CANCER NEWS

For the latest information on breast cancer and the impact this life-threatening disease continues to have across the world, consider Komen for the Cure as your primary resource. Below is a glimpse of recent Breast Cancer News. Visit www.komen.org and click on latest headlines for full articles.

Surgical Decision-making in Early-stage Breast Cancer

According to the results of a study published in the Journal of the National Cancer Institute, patients' attitudes and perceptions play a powerful role in their treatment decisions. Patients with early-stage breast cancer who take an active role in decision-making tend to opt for mastectomy over lumpectomy, despite the fact that the procedures have been shown to produce equivalent outcomes. Read more online at komen.org.

Cancer Caregivers Devote Substantial Time and Effort

Results published in Cancer state that on average, informal caregivers of cancer patients devote more than eight hours per day to caregiving. Informal caregiving is an important part of cancer management. Family and friends often spend considerable time taking care of patients with cancer, which can result in lost wages. The recent emphasis on home care rather than hospitalization or nursing home care has increased this burden. Read more about recent research into caregivers on Komen.org.

Preoperative MRI in Newly Diagnosed Breast Cancer Shows Little Benefit

Preoperative magnetic resonance imaging (MRI) is increasingly being used in women with early-stage breast cancer who are undergoing breast-conserving surgery. According to the results of a study published in CA: A Cancer Journal for Clinicians, it leads to more extensive surgery without evidence of improvement in surgical outcomes or long-term prognosis. MRI causes false-positives and unnecessary surgery and does not appear to reduce re-excision rates. The researchers assert that preoperative MRI may actually do more harm than good.

AFFILIATE CONTACTS

Board of Directors

Daniel Bindler
Mikki Brewster
Kenita Collier
Renee Ribble Hall
President
Dede Hoffmann
Jen Kingston
Race Co-Chair
Susie Knopf
Paul Lovell
Treasurer
Patrick Morgan
Anne Rosenberg
Secretary
Peter Ruger
Joan Sehl
Rachel Walker
Kate Wall
Grant Chair

Affiliate Staff

Helen Chesnut
Executive Director
Kathy McMillan
Affiliate Coordinator
Jeremy Patch
Director of Grants and Mission Initiatives
Erica Stelling
Director of Public Relations and
Marketing
Allison Tonsing
Director of Fund Development
Alexa Pollokoff
Communications Assistant

Affiliate Contacts

General Information
info@komenstlouis.org
Volunteer Information
kmcmillan@komenstlouis.org
Research Advocacy
researchadvocacy@komenstlouis.org

Race Contacts

Race Sponsorship
sponsorship@komenstlouis.org
Race Registration
registration@komenstlouis.org
Race Teams
teams@komenstlouis.org
Race "In the Pink"
inthepink@komenstlouis.org
Race Volunteer
volunteers@komenstlouis.org
Race Pledge Program
pledge@komenstlouis.org
Website
website@komenstlouis.org

FROM THE DESK OF THE KOMEN ST. LOUIS AFFILIATE PRESIDENT



Renee Ribble Hall (center) participated in the Breast Cancer 3Day Walk in Denver in August.

In August, Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure®, was honored with the Presidential Medal of Freedom, the nation's highest civilian honor. Nancy, whose promise to her dying sister, Susan G. Komen launched the global breast cancer movement 27 years ago, received the Medal of Freedom for her leadership in building Komen for the Cure into a global force for change for people with breast cancer.

One month before that memorable and defining moment at the White House, I had the privilege of traveling to Dallas to attend a leadership and training session for presidents and executive directors of Komen Affiliates. The timing coincided with the announcement that Nancy was selected to receive

the honor and Ambassador Brinker made a surprise visit as well as speaking to the group gathered in attendance. If you have ever heard Nancy speak before, you know she is very well spoken, straight forward, dynamic and engaging. She mentioned how honored she was to be receiving the Presidential Medal of Freedom, but that this was not her award, it was Susan G. Komen for the Cure's award - something for all of the thousands of volunteers, advocates, activists and staff that give so much of their time, dedication and passion to this cause. I knew immediately that this experience would be part of another great moment in my association with Komen for the Cure. I could not have been more proud.

Over my 12-year history with the Komen St. Louis Affiliate, I have had the incredible honor to work with so many talented and

passionate people, including simply amazing volunteers. I have seen first-hand how their dedication, passion and talents have grown this Affiliate and the impact we are making as an organization right here in St. Louis, in addition to the national and global level.

To reiterate the thoughts of Nancy G. Brinker, this organization's continued success is because of each and every one of you - the supporters giving each and every day to end breast cancer forever. I thank you for your time, thank you for your talents, dedication and passion. And I'm eager to have so many more of those **proud** moments in the future.



Renee Ribble Hall
President - Board of Directors
Komen St. Louis Affiliate

12-year advocate for keeping the promise of ending breast cancer forever

Seventy-one percent of black women diagnosed with breast cancer experience a five-year survival rate, while **eighty-six percent of white women** experience a five-year survival rate.

PEOPLE OF IMPACT: JANIE MORRELL AND SHELLY WEIBLE

RALLY FOR THE CURE @ THE COUNTRY CLUB OF ST. ALBANS



The St. Louis Affiliate of Susan G. Komen for the Cure® would be lost without its dedicated volunteers. In each edition of our newsletter, Komen St. Louis will spotlight a person(s) of impact who contributes so much to the organization.

When looking up the word rally in the dictionary, it is defined as “bringing into order, gathering and organizing or inspiring a new.” If a picture was to be placed next to this definition, it would be of Janie Morrell and Shelly Weible (pictured, with Shelly on the left).

Janie and Shelly inspire so many people in so many ways through their tireless work and efforts as faithful volunteers in the yearly golf fundraiser Rally for the Cure at The Country Club of St. Albans (CCSA) – an event held every May that continues to raise thousands of dollars that go directly to the local fight against breast cancer.

It all started just four short years ago, with their love of golf and determination to keep the promise of Komen for the Cure – ending breast cancer forever.

“The story behind breast cancer itself is it touches so many lives,” Janie said. “My mom’s sister (aunt) died of breast cancer when she was 49-years old. She battled a long time. That was years ago. I have seen so much progress and research has come so far in my short time with Komen. The progress and tremendous amount of success stories is overwhelming.”

“I come from a medical background,” added Shelly. “I was in the Washington University Neurosurgery Department for 13 years. I understand it takes money to have progress in medicine. That is where we came in.”

The Rally was an annual event at The Country Club of St. Albans, but it really lifted off once Janie and Shelly took over. One of their main efforts when doing so was establishing the fact that the funds raised would stay in St. Louis. It was, and still is, the most important part of their fundraising efforts, that they have final say in where the money goes.

“Rally for the Cure is great, but we want to know exactly where the funds are going,” Shelly continued. “We want to make sure the money we raise is going towards what we want it to go towards, which is our local Affiliate, funding women who may not have access to health care or education of early detection. That is really one of the reasons people are so supportive. We are in it for the money staying in St. Louis.”

And their drive for making sure that happens has translated into over \$225,000 raised in the past four years. They had a goal of raising \$10,000 their first year, and successfully doubled it. Year two, they doubled their goals as well. Without any monetary



goals for years three and four, they raised over \$80,000 each year. Janie and Shelly have decided not to set any more monetary goals.

“We just want to do the best job we can. We don’t want the emphasis to be on the monetary goal, but on the cause and why we are here and that seems to have worked the past two years. This event is for raising awareness for breast cancer.”

This Rally stands out because not only do the women participate, but men also make up a large portion of the teams, something Janie and Shelly introduced to the event. Before the two started heading up the event, only women participated in the Rally. Shelly and Janie both think that men should be involved because “they are affected by the disease as well.”

The job of coordinating the CCSA Rally for the Cure takes far more than a few weeks of planning; nearly eight months to be

exact. Janie mentioned “without the amazing support of the Rally Team and incredible dedication of the management and staff of The Country Club



of St. Albans this event could not be this successful.”

Between securing sponsors and silent and oral auction items, planning lunch and dinner, signing entertainment and producing a recap video, Janie and Shelly, along with a dedicated committee, have their work cut out for them. And each year, the group comes up with new and exciting ways to raise funds. In 2009, they introduced a helicopter ball drop.

“We work on getting everything donated and for the helicopter ball drop, one of our team members found a pilot to donate his time,” Janie said. “It didn’t cost us one dime and we sold five balls for \$100 and raised additional monies. The first year of doing the ball drop, we sold out. People wanted more. We ended up being featured in ‘Rally Roundup’ with the idea identified as a new way to raise money for Rally.”

The passion that Janie and Shelly bring to their Rally for the Cure is breathtaking. These two women, taking charge and leading the way of a relatively small event (just 243 golfers in 2009, over half of them men) with such a large impact (remember the dollars raised) is hard to come by. Thankfully, the people of the St. Louis Affiliate are to benefit for having Janie and Shelly on their team.

A special thanks to The Country Club of St. Albans and the 2009 Rally Team:

Janie Morrell and Shelly Weible, co-chairs; Helen Bartlesmeyer, Lisa Collins, Kim Distefano, Gina Glover, Kathy Helm, Ann Kubacki, Jan Massarella, Maureen McGinty, Denny Osborne, Jennifer Rubenstein, Kim Seabaugh, Kristina Short and Ed Stratton.

Ninety-six percent of women who find and treat breast cancer early will be cancer-free after five years.

UPCOMING EVENTS

Bosom Buddies Crop for the Cure ~ Friday, September 25

St. Paul's United Church of Christ. 6pm- Midnight. \$25 (100% donated to Komen St. Louis) Contact Kim Mullins-McNeill, dddesigns@swbell.net for more information.

Heating & Cooling Fall Installation Special ~ Sept. 30-Dec. 31

Unique Heating and Cooling will donate \$50 to Komen St. Louis for each new heating or cooling system installed between September 30 and December 31. For more information, please visit www.uniqueheatingcooling.com or call 314-647-0604.

Amazing Siding & Windows of St. Louis ~ Oct. 2009

During the month of October, Amazing Siding & Windows of St. Louis will donate 2% of all sales to the St. Louis Affiliate of Susan G. Komen for the Cure®. For more information, please visit their website at <http://www.amazingsidingstl.com/>.

Schnucks Ballwin, MO ~ Oct. 2009

Employees at the Schnucks store in Ballwin are selling "Let's Eat" cookbooks during the month of October 2009. Cookbooks will be made from recipes given by Schnucks employees and customers. They will be sold for approximately \$10 each and a minimum of \$5 from every cookbook will be donated to Komen St. Louis. If you have questions, please contact Laurie Grooms at 636-256-0644.

Online Auction for the Cure ~ Present - Oct. 2

Coca-Cola will partner with the St. Louis Cardinals and Schnucks to host an auction to raise money for Komen St. Louis. Consumers will have the opportunity to bid on St. Louis Cardinal's autographed merchandise, family ticket pack, etc. Auction will be conducted by Z107.7 on their website's homepage with 92% of the net proceeds being donated to Komen St. Louis. To view the online auction, please visit www.z1077.com. A check will be presented to Komen St. Louis on Friday, October 2 at Busch Stadium.

Bosom Buddies Breast Cancer Walk ~ Oct. 4

Orlando Gardens, 4300 Hoffmeister Avenue, 8:00am Continental Breakfast/ registration 9AM Walk three mile path on Grant's Trail. \$25 minimum donation for Bosom Buddies T-shirt. For more information, please visit <http://www.bosombuddiesfriendsforlife.com/>.

St. Louis Golf for the Cure 3rd Annual Tournament ~ Oct. 10

The Eagle Springs Golf Course is hosting a Rally for the Cure® to benefit Komen St. Louis. The four man scramble will begin with a shotgun start at 1:00PM. For more information contact Mike Bober, General Manager, at 314-355-7277.

Cropping for a Cure ~ Oct. 10

The Collinsville Senior Center will host 10 hours of scrapbooking (cropping) on Saturday, October 10, 2009 to benefit Komen St. Louis. This crop will run from 10:00am to 10:00pm. Contributions will be made through the fee for scrapbooking, general donations and raffle items. 100% of the net proceeds will be donated to Komen St. Louis. For more information contact: Carol Elms at 618-346-2309.

Colors of Life ~ Oct. 10

Kuchipudi Art Academy of Dance will host "Colors of Life", a dance recital, where dancers depict six circles in the human body. Each circle describes one form of emotion. By conquering each circle, one attains "moksha" or bliss. The recital will take place at the Center of Contemporary Arts (COCA) on October 10 at 5:30PM. 100% of the net proceeds will be donated to Komen St. Louis. Tickets cost \$25 per person or \$15 per student and are available by contacting Metrotix at 314-534-1111.

UNBEATABLE! The Musical ~ Oct. 15-Nov. 22

Inspired by a true story, UNBEATABLE! follows the journey of a young business woman who finds her life direction abruptly changed by a diagnosis of stage three breast cancer. Musical runs October 15 - November 22 at the Playhouse in West Port Plaza.

Komen supporters can purchase their tickets for a \$3 discount by using the code "Komen" online at <http://www.metrotix.com/event.php?eventId=3354>. Komen St. Louis will also receive a \$5 donation for every ticket sold using the "Komen" code. For more information, please visit www.unbeatablemusical.com.

SAVE THE GIRLS! ~ Oct. 16-Nov. 28

A juried exhibit of art created by St. Louis area artists will be displayed at ArtDimensions of St. Louis - Flax Gallery from October 16 - November 28. Exhibit opening will take place on October 16 from 7-11PM and include music, performances and information about breast cancer. Exhibit will continue through November 28 during normal gallery hours, Thurs-Sat, Noon-4PM. A donation will be made to Komen St. Louis based upon 10% of artists' submittal fees and 10% of any art sales sold during Oct.16 - Nov. 28. For more information, please visit www.artdimensions.org.

Fall Blast Pitch for the Cure ~ Oct. 30 - Nov. 1

The fast pitch softball tournament will be held October 30-November 1, 2009 at Woodlands Sports Complex in St. Peters and the Kirkwood Athletic Association in Kirkwood. The Diamond Chix softball organization will host breast cancer awareness activities surrounding this game. Activities will include a breast health education booth provided by Komen St. Louis, recognition of survivors, commemorative shirts and fans and players wearing pink. A donation will be made of 20% of all net profits to Komen St. Louis based upon entry fees, shirt sales and concession sales.

Frank Leta Honda and Frank Leta Acura ~ Nov. 2009

Frank Leta Honda and Frank Leta Acura will host a charity benefit throughout the month of November 2009. For every vehicle sold, Frank Leta will donate \$100 to the customer's charity of choice. The St. Louis Affiliate of Susan G. Komen for the Cure will be one out of five local charities benefiting from this promotion. For more information, please visit www.letahonda.com or www.frankletaacura.com

Fall Holiday Party & Trunk Show ~ Nov. 6

Saettele Jewelers will host a holiday party with food and refreshments on November 6 from 6-10PM. The event will include a jewelry trunk show with all of the latest fashions and an introduction to their newest employee, Bob Bevmer, former owner of Hamilton Jewelers. 20% of the net proceeds from the event will be donated to Komen St. Louis. Komen St. Louis will also receive 100% of the silent auction and Hearts on Fire Diamond Pendant raffle proceeds. For more information or to request an invitation to this event, please contact Saettele Jewelers at 314-725-8182 or visit www.midwestdiamonds.com.

The Chiropractic Wellness Connection ~ Nov. 12

The Chiropractic Wellness Connection in O'Fallon, MO will be holding its annual Women's Night Out on November 12, 2009 beginning at 6:30 p.m. This free event will be held at the clinic, 111 O'Fallon Commons Drive (63368), to promote health and wellness for women. Wellness services and products will be available in addition to health screenings. 10% of all sales made that evening will be donated to Komen St. Louis. 100% of exam fees (\$40 per woman) for any new patient that makes an appointment that evening and raffle tickets will also be donated to Komen St. Louis. For more information, please call 636-978-0970.

Guest Chef Charity Dinner Series ~ Nov. 19

Jeff Davis of Cafe Napoli will cook a five course tasting menu at Oceano Bistro as a part of their Guest Chef Charity Dinner Series. Cost is \$65 per person (including wine) with 10% of each tasting being donated to the St. Louis Affiliate of Susan G. Komen for the Cure®. Oceano Bistro is located at 44 N. Brentwood, Clayton MO 63105. Reservations are recommended (314) 721-9400. For more information, please visit <http://www.guestchefdinners.com/>.

You are **never too young** to develop breast cancer! Breast Self-Exam should begin at the age of twenty.



Pink at the Rink

Friday, October 23, 2009 at 7:00 p.m.
Breast Cancer Awareness Night

The Blues and Saint Louis University Hospital are teaming up once again for the 3rd annual Pink at the Rink to benefit the Komen St. Louis Affiliate. Activities include a special silent auction, breast cancer education booth and survivor recognition. In addition, the special Fox Sports Midwest banner that was signed by the Blues & Fox Sports Midwest Race for the Cure Team will be displayed behind the player's bench during this special game.

Fans can purchase discounted tickets for this event, and \$5 of your ticket price will be donated to the Komen St. Louis Affiliate. Each ticket includes a commemorative pink T-shirt and seating in our special "pink out" sections.

For more information, please visit www.stlouisblues.com/pinkattherink.



SAVE LIDS TO SAVE LIVES 2009 Yoplait Lid Collection

Yoplait's signature pink lid program Save Lids to Save Lives®, is taking place during September and October to once again raise funds for Susan G. Komen for the Cure®. Community members of St. Louis are encouraged to collect the special pink yogurt lids as proceeds will benefit the local St. Louis Affiliate of Susan G. Komen for the Cure®.

For every pink lid collected and mailed in by December 31, 2009, 10 cents will be donated to Komen for the Cure. Lids submitted are tracked by zip codes, therefore, please make sure to include your local zip code for the funds to be allocated to the St. Louis Affiliate. If you are interested in collecting lids at your business or organization and would like a collection bin, please call 314-569-3900.



WEAR PINK! RAISE FUNDS! FIGHT BREAST CANCER! October 28th is the official St. Louis Passionately Pink for the Cure Day!

Get your friends, co-workers, family and anybody else to participate in this easy and fun program that raises awareness and funds to end breast cancer

forever. For all the details, go to www.passionatelypink.org!



MLB ALL-STAR CHARITY 5K AND FUN RUN DRAWS 8,000

During Major League Baseball's All-Star Weekend in St. Louis, the All-Star Charity 5K and Fun Run, an inaugural event, attracted 8,000 participants.

Additionally, \$90,000 was distributed equally among the Prostate Cancer Foundation, Stand Up To Cancer and Susan G. Komen for the Cure®.

Ambassador Nancy G. Brinker, founder of Komen for the Cure (pictured left with Missouri Governor Jay Nixon) was in attendance and spoke to the crowd prior to the start of the run on July 13.

WE SURE LIKE TO EAT!
More than \$120,000 raised in first-ever Dine Out for the Cure®



EAT and RUN

A very special thank you to all the participating restaurants, patrons, sponsors and volunteers of the first-ever Dine Out for the Cure®. The Komen St. Louis Affiliate event, that took place two days before the annual Komen St. Louis Race for the Cure, raised more than \$120,000 in the fight against breast cancer.



More than 1.7 million women who have had breast cancer are still alive in the United States.

2009 BOSOM BUDDIES GOLF TOURNAMENT

The 2009 Bosom Buddies Golf Tournament took place on Thursday, Sept. 17 at the Norman K. Probstain Golf Course in Forest Park. Over 100 golfers, all women, enjoyed 18 holes of golf, a boxed lunch and catered dinner at the annual golf fundraiser benefiting the St. Louis Affiliate of Susan G. Komen for the Cure®.

More than \$20,000 was raised at the event, which is coordinated by Lyn Castellano (below left) and Karen Castellano (below right).

The event was dedicated to Jeanne Doll, a partner at RubinBrown LLP accounting and business firm, who lost her battle with breast cancer in August. She was 59.



IT'S ALL ABOUT THE SHIRT!

When was the last time you were able to impact the wardrobes of over 1.5 million people? Well, now is your chance!

Susan G. Komen for the Cure® is asking you to choose the next t-shirt for the Komen Race for the Cure® series, the largest 5K run/walk in the world.

Three designs have been created that represent the spirit of our Komen Race for the Cure Series and the final decision is up to the public!

Starting October 1 and running through November 8, you, the public, can vote for your favorite design by going to www.komen.org/raceshirt and making a \$5 minimum donation.

At the end of the voting period, the t-shirt with the most revenue raised will be the official Race participant t-shirt for the 2010-2011 Race Series. Seventy-five percent of the proceeds raised in our service area will stay in the community and all donations are tax deductible.

Vote starting October 1 - www.komen.org/raceshirt

ST. LOUIS ATHLETICA HOSTS PINK DAY

St. Louis Athletica, the women's professional soccer team in St. Louis, hosted a pink day on June 7, 2009. The event raised more than \$5,000 for the Komen St. Louis Affiliate.

Photos courtesy of Scott Rovak/St. Louis Athletica.



ZUMBA FOR THE CURE DRAWS HUNDREDS, RAISES THOUSANDS

Over 400 participants took part in Zumba for the Cure at Webster University on June 12, 2009.

Darlene Bonczkowski instructed the two hour zumbathon along with special guest, Gina Gran. Zumba is a latin inspired fitness class incorporating salsa, cha cha, samba and other dances with fitness moves for an amazing cardio workout and the event raised more than \$11,000.



ASHLEY FURNITURE RAISES FUNDS FOR KOMEN ST. LOUIS

Ashley Furniture Industries, Inc. gave a portion of its proceeds from each sale of furniture to the fight against breast cancer in a recent promotion benefiting Susan G. Komen for the Cure St. Louis. Over \$8,000 was raised at the event. Pictured right is Allison Tonsing, Komen St. Louis Director of Fund Development, accepting a check on behalf of the Affiliate.



Excluding cancer of the skin, breast cancer is the most common cancer among women, accounting for **more than 1 in 4 cancer diagnoses** in US women.

11th ANNUAL SUSAN G. KOMEN ST. LOUIS RACE FOR THE CURE®

Locally Presented by Wells Fargo Advisors

HODA KOTB OF NBC'S "TODAY" SHOW
NATIONAL HONORARY CHAIR



St. Louis, We Appreciate Your Support!

66,470 Participants
More than \$3.25 million
raised



Dawna Currigan and Jen Kingston, 2009
Komen St. Louis Race for the Cure
Co-Chairs

A Special Thank You to Our Local Sponsors

LOCAL PRESENTING SPONSOR

Wells Fargo Advisors

PLATINUM

Anheuser-Busch Companies
KSDK NewsChannel 5
Siteman Cancer Center

GOLD

Anthem Blue Cross Blue Shield
Best Buy
Cigna
EA Sports Active

Express Scripts Foundation
Lumiere Place Casino and Hotels
Schnucks Markets, Inc.
Saint Louis Bread Company
Wehrenberg Theatre

SILVER

David C. Pratt Cancer Center
Emerson Motor Technologies
McCarthy Building Companies, Inc.
SchoolReach
St. Louis Cancer & Breast Institute
St. Louis Magazine
The Breast HealthCare Center at
Missouri Baptist
The Printing Source

For a complete list of sponsors that
includes bronze and pewter levels, visit
www.komenstlouis.org and click
on the Race for the Cure link.

SAVE THE DATE:

12th Annual Komen St. Louis Race for the Cure
Saturday, June 12, 2010

Early detection of breast cancer, through monthly breast self-exam and yearly mammograms after age 40, offers the best chance for survival.



St. Louis Affiliate of Susan G. Komen for the Cure®
9288 Dielman Industrial Drive
St. Louis, Missouri 63132
314-569-3900
www.komenstlouis.org

Who Can Help?

Komen St. Louis Funded Services

Early detection is the best prevention against breast cancer. Komen encourages all women over the age of 40 to receive a mammogram every year. Please call today and make your appointment. Komen-funded mammograms are available for uninsured and underserved women aged 40-64 and symptomatic women under the age of 40 at the following facilities:

- Christian Hospital Northeast - Northwest (314) 653-5567
Grace Hill Neighborhood Health Centers (314) 814-8698
Jefferson Regional Medical Center (636) 933-5757
Missouri Baptist Medical Center (314) 996-7585
People's Health Centers (314) 367-7848, x1209
Siteman Cancer Center (314) 454-7620
SSM St. Mary's (314) 768-8951
SSM St. Joseph in St. Charles (636) 947-5617
St. John's Mercy Medical Center (314) 251-6569
Touchette Regional Hospital (618) 482-7111

For a complete list of all health care agencies and non-profit organizations that are funded by Komen St. Louis, visit www.komenstlouis.org and click on Grants.

Komen St. Louis Affiliate Staff

- Helen Chesnut, Executive Director hwc@komenstlouis.org
Kathy McMillan, Affiliate Coordinator kmcmillan@komenstlouis.org
Jeremy Patch, Director, Grants and Mission Initiatives jpatch@komenstlouis.org
Erica Stelling, Director, PR and Marketing estelling@komenstlouis.org
Allison Tonsing, Director, Fund Development atonsing@komenstlouis.org
Alexa Pollokoff, Communications Assistant apollokoff@komenstlouis.org

Give the Gift of Life and Hope

Your gift is needed and there are many different ways to make a donation to the Komen St. Louis Affiliate.

- 1) Online at www.komenstlouis.org - Click on the Donate Now button.
2) Over the telephone by using a major credit card - 314-569-3900.
3) By filling out the form below and mailing a check to our P.O Box (see below).
Please remember to ask your employer about matching gift donations and payroll deductions.

Yes! I would like to support the St. Louis Affiliate of Susan G. Komen for the Cure®

Enclosed, please find my check for \$

I would like to make this gift:

As a friend of the Affiliate

In Memory Of or In Celebration Of (circle one)

If donation is in memory of or celebration of, notify:

DONOR INFORMATION

Name

Address

Phone

Email

Please make checks payable to Susan G. Komen for the Cure St. Louis® and mail to Komen St. Louis Affiliate, P.O. Box 790129 Dept. SK, St. Louis, MO 63179-0129.