

# KOMEN CONNECTIONS

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



Fall Edition - 2010

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## 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® Research and Awards Program.

## The Power of One

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

## Bowl to End Breast Cancer Forever

The second annual Spare Nothing for the Cure will take place on Sunday, October 24, 2010, at Brunswick Zone in Chesterfield, Mo., and Camelot Bowl in Collinsville, Ill. Spare Nothing is a family-friendly bowling event to raise funds for the St. Louis Affiliate of Susan G. Komen for the Cure and its efforts to end breast cancer forever.

The cost is \$25 per bowler or \$150 per team of six bowlers, and includes an official event T-shirt, unlimited bowling for two hours with shoe rental and a door prize drawing. The sessions for the event are from noon to 2 p.m. or 2:30 to 4:30 p.m., at both bowling alleys.

Additionally, if you cannot attend but still want to participate, enter as a Phantom Bowler. For an entry fee of \$35, we'll mail your Official Spare Nothing for the Cure T-shirt.

In 2009, the first-ever Spare Nothing for the Cure raised more than \$15,000 in the local fight against breast cancer while more than 200 people participated. The goals for this year's event are more than 700 participants and more than \$25,000 raised.

### Register today at [komenstlouis.org](http://komenstlouis.org)

Sponsorships are still available - email [atonsing@komenstlouis.org](mailto:atonsing@komenstlouis.org) for details.



Presenting Sponsor



Presenting Media Sponsor

NEWSCHANNEL 5

**Sunday, October 24th @**  
Brunswick Zone - Chesterfield, MO  
Camelot Bowl - Collinsville, IL

\$25 per bowler  
or  
\$150 per lane -  
Team of up to six bowlers  
(At least one adult must bowl on each lane)

Bowling Sessions:  
Noon - 2 p.m.  
2:30 p.m. - 4:30 p.m.



Friday, October 15th

Lumen  
Private Event Space

VIP @ 7 p.m.  
General Admission @ 7:45 p.m.  
Fashion Show Starts @  
8:15 p.m.

## Fashionably Pink for the Cure

Come walk the pink carpet at a fashion show benefiting the St. Louis Affiliate of Susan G. Komen for the Cure on Friday, October 15, 2010, at Lumen Private Event Space. Five area designers will showcase their collections at the event. The cost is \$50 for general admission and \$125 for VIP tickets.

VIP guests will enjoy a VIP hour starting at 7 p.m., including complimentary valet parking, premium seating for fashion show, complimentary event program and gift bag, wine tasting, and advanced access to an historical bra and corset collection from Stephens College. Opening entertainment will be provided by St. Louis Hoop Club.

Featured Designers on the pink runway include Allyce King Swim, Allyce King; Angelina Accoutrements, Jen Sertl; KayOss Designs, Amy Johnson; Penny Rae Vintage, Melissa Rae Brown; Squasht by Les, Lesley Timpe.

Additional designers will participate in Pink Couture for the Cure, designing pink themed fashion pieces, jewelry and accessories that will be modeled and sold by silent auction to benefit the Komen St. Louis Affiliate. Final bids for Pink Couture for the Cure fashion items will be taken at the Saint Louis Fashion Designer Trunk Show on October 16th.

Sponsorships are still available - email [atonsing@komenstlouis.org](mailto:atonsing@komenstlouis.org) for details.

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

*Komen for the Cure "Outperforms Most Other Charities in America," Sound Fiscal Management Cited by America's Leading Charity Evaluator*

Susan G. Komen for the Cure®, global leader in the breast cancer movement, has received Charity Navigator's highest rating - four stars - for the fourth consecutive year. With this rating, Komen for the Cure becomes one of only 9 percent of the approximately 5,400 charities that Charity Navigator evaluates which has received at least four straight 4-star ratings.

"Achieving Charity Navigator's highest rating for fiscal soundness is an incredible achievement for even one year during these economic times," said Ambassador Nancy G. Brinker, Komen's founder and CEO. "But to garner this rating four consecutive years is a true testament to the hard work of our entire Susan G. Komen for the Cure family. My gratitude also goes out to our Affiliates, our volunteers and our staff, who have proven once again to be responsible stewards of our contributors' money as everyone continues to try to fulfill our promise of saving lives and ending breast cancer forever."

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.

"As the nonprofit sector continues to grow at an unprecedented pace, savvy donors are demanding more accountability, transparency and quantifiable results from the charities they choose to support with their hard-earned dollars," wrote Charity Navigator President and CEO Ken Berger in a letter to Komen announcing the latest evaluation. "Only 9 percent of the charities we rate have received at least four consecutive 4-star evaluations, indicating that Susan G. Komen for the Cure consistently executes its mission in a fiscally responsible way, and outperforms most other charities in America. This "exceptional" designation from Charity Navigator differentiates Susan G. Komen for the Cure from its peers and demonstrates to the public it is worthy of their trust."

Komen for the Cure, which raised more than \$347 million in revenue for the fiscal year ending March 31, 2009, received a 63.34 rating from Charity Navigator, equalling its 2008 four-star rating from the leading charity evaluator in the U.S.



### Meet Meera Muthukrishnan

The Komen St. Louis Affiliate welcomes Meera Muthukrishnan to the office as Community Profile Intern. Meera joins us as a second year MPH student at SLU School of Public Health. As Community Profile Intern, Meera will work as part of the Community Profile Team to analyze demographics and breast cancer statistics to help determine areas of highest priority in our community.

Meera grew up in North Sioux City, SD, where she volunteered and participated in the Susan G. Komen Siouxlant Race for the Cure®. She says that volunteering was fun and rewarding and she is happy to have the chance to do more. Welcome Meera!



## October Is... ALL ABOUT PINK!

For the second-straight year, October marks the launch of our month-long online "All About Pink" Campaign in conjunction with National Breast Cancer Awareness Month (NBCAM). Starting October 1, our official Affiliate Facebook and Twitter pages will be your link to Komen St. Louis Affiliate breast health updates, fun contests, event postings, community partner features and general information, plus much more.

Become a fan of the Affiliate on Facebook! Go to [www.komenstlouis.org/facebook](http://www.komenstlouis.org/facebook) to join.

**NEW THIS YEAR!** Follow us on Twitter! Go to [www.twitter.com/KomenSTL](http://www.twitter.com/KomenSTL)

### All About Pink Campaign Features **NEW THIS YEAR -**

Month of Action Calendar  
Download a Month of Action Calendar and learn how you can participate in NBCAM all month long!

### **NEW THIS YEAR -**

All About Pink Video Contest  
Make a video explaining why it is "All About Pink" for you and then submit it to our video contest. Visit [komenstlouis.org](http://komenstlouis.org) for contest rules.

### **Word of the Week Contest -**

Back by popular demand!

Every Monday morning in the month of October, we will post a word on our Facebook and Twitter pages. Then, it is up to you to use your creative mind and take a picture utilizing the word of the week! Submit your photo for the contest by emailing it, along with a brief description of the photo, to [promise@komenstlouis.org](mailto:promise@komenstlouis.org). There will be great prizes awarded to our lucky winners!

A woman is diagnosed with breast cancer every three minutes in the U.S. and one woman will die of breast cancer every 13 minutes in the U.S.

## **KOMEN ST. LOUIS AFFILIATE**

### **Board of Directors**

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Julie Oberschmidt  
Affiliate Administrative Assistant  
Elaine Randant  
Communications Assistant  
Meera Muthukrishnan  
Community Profile Intern

### **Affiliate Contacts**

General Information  
[info@komenstlouis.org](mailto:info@komenstlouis.org)  
Volunteer Information  
[affiliatevolunteers@komenstlouis.org](mailto:affiliatevolunteers@komenstlouis.org)  
Research Advocacy  
[researchadvocacy@komenstlouis.org](mailto:researchadvocacy@komenstlouis.org)

### **Race Contacts**

Race Sponsorship  
[sponsorship@komenstlouis.org](mailto:sponsorship@komenstlouis.org)  
Race Registration  
[registration@komenstlouis.org](mailto:registration@komenstlouis.org)  
Race Teams  
[teams@komenstlouis.org](mailto:teams@komenstlouis.org)  
Race "In the Pink"  
[inthepink@komenstlouis.org](mailto:inthepink@komenstlouis.org)  
Race Volunteer  
[volunteers@komenstlouis.org](mailto:volunteers@komenstlouis.org)  
Race Pledge Program  
[pledge@komenstlouis.org](mailto:pledge@komenstlouis.org)  
Website  
[website@komenstlouis.org](mailto:website@komenstlouis.org)

## **FROM THE DESK OF THE KOMEN ST. LOUIS AFFILIATE PRESIDENT**



**Renee Ribble Hall on the main stage at the 12th Annual Komen St. Louis Race for the Cure.**

Recently, on one of our nicer mornings, I was sitting at my desk reading the St. Louis Post Dispatch when I saw the "Bring it on Home" section. This is where people from St. Louis submit photo's of themselves traveling around the world.

The photo was of several women visiting Nova Scotia and two of them were wearing their Komen St. Louis Race for the Cure T-shirt! I was so thrilled to see this photo. I thought for a few minutes about just how many Komen St. Louis T-shirts are in existence. I went back and did the math. There are more than 600,000

Komen St. Louis Race for the Cure T-shirts out there in closets and drawers.

The next day, I went walking on Grant's Trail and saw three different people wearing a Race T-shirt.

I'm always quick to spot it and I always give the person wearing the shirt an extra big smile, but on that morning I wanted to give those individuals a big hug and remind them how they are helping make a difference.

Those 600,000 plus T-shirts have helped raise more than \$19 million in the fight against breast cancer. Those T-shirts have helped save lives by funding screening, treatment, education and research programs right here in the St. Louis community - their community. Every single day the Komen St. Louis Affiliate is working to better the lives of those facing breast cancer and addressing the needs of our community by funding breast health programs in our 17-county service area.

So when you have a chance pull out one of your Race T-shirts, old or new, wear

it proudly. I'm willing to bet you will get a few extra smiles from people you do not know but who appreciate you supporting this cause. And, most importantly, I hope it puts a big smile on your face knowing you are helping end breast cancer forever.



**A trio of participants showing off their 2010 Komen St. Louis Race for the Cure T-shirts.**



**Ribble Hall awards the first-place wheelchair finisher with his medal at the Komen St. Louis Race for the Cure.**

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

# PEOPLE OF IMPACT: KYLE KABANCE



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

Kyle Kabance, the official photographer of the Komen St. Louis Affiliate, is humble. In fact, another word that captures his essence is modest.

Through all his work of donating time, energies and talents to ending breast cancer forever, Kyle is the first to say he doesn't need any recognition for what he does. Just being a part of the team is enough.

For roughly twelve years, Kyle has been snapping photos, capturing every special moment at every Affiliate event. This past spring, he received the Komen St. Louis Affiliate's 2010 Outstanding Volunteer Award and was recognized on stage Race Day. He is well deserving of this honor, even if he may think otherwise.

Kyle started taking photos for the Affiliate after being asked by a friend to photograph group pictures of breast cancer survivors and corporate sponsors at a Busch Stadium event. Now, he photographs the majority of Affiliate events and signature fundraisers.

He also does photo shoots for special news releases and our annual grant awards program.

Kyle is not alone in his volunteer efforts. A talented staff of fifteen from Kabance Photography helps cover Komen St. Louis Affiliate events. His daughters also assist in capturing the special moments in survivors and co-survivors lives. To think, Kyle started with just an instamatic camera and a passion. In his early days, he would shoot college parties and campus events. Now, he has a prominent company and a significant role in finding the cures for breast cancer by using the very passion he discovered in high school to touch the lives of so many.

Kyle and his staff have a way of capturing the emotions of those they photograph. Each photo speaks its own powerful message, from dream and imagine to inspiration and hope.

"The people of Komen and its supporters are wonderful," said Kyle. "It strikes me how much good they do and how positive they are. I cannot think of something more worthwhile to dedicate my time to and it is a tremendous honor to work with them. I'll keep doing this until they don't want me anymore!"

And the Affiliate's work could not make the impact it does on the community it serves without having Kyle and his staff on its team, today and always.

*By Brittany Alexander*

## 2010 Komen St. Louis Race for the Cure Recognized by National Organization

On Thursday, Sept. 16, Barb Jones, Affiliate Relationship Manager at Susan G. Komen for the Cure® headquarters in Dallas, presented Stacy Kingston (left) and Jen Kingston (right) with a plaque of excellence for the outstanding accomplishments of the 2010 Komen St. Louis Race for the Cure.



As co-chairs, Jen and Stacy led the Race steering committee to a record-setting event with more than \$3.4 million raised and 71,802 participants making it the largest Race in the history of the series. Jones, on behalf of the national organization, made a special presentation to the Komen St. Louis Board of Directors at its September meeting.

## Coming Soon... The 2010-2011 Class of Pink Tie Guys

The newest class of Pink Tie Guys will be announced this October. Pink Tie Guys, an awareness program of the St. Louis Affiliate of Susan G. Komen for the Cure®,

will include eight selected men of leadership in the St. Louis community dedicated to raising awareness of breast cancer.

The eight men chosen will represent the one in eight women who will be diagnosed with breast cancer in their lifetimes and Pink Tie Guys is comprised of men dedicated to bringing awareness of the deadly disease to the forefront.

The men will receive a Komen-inspired necktie to wear throughout the year, on specific days and to Komen St. Louis events. These men support and will draw attention to our promise by wearing this tie and speaking about the importance of doing everything we can to find the cures for breast cancer. Check back with the Komen St. Louis Affiliate for the big announcement!



# 12th ANNUAL SUSAN G. KOMEN ST. LOUIS RACE FOR THE CURE®

Locally Presented by Wells Fargo Advisors



## St. Louis, We Appreciate Your Support!

71,802 Participants  
More than \$3.4 million raised



Jen Kingston and Stacy Kingston, 2010  
Komen St. Louis Race for the Cure  
Co-Chairs

## A Special Thank You to Our Local Sponsors

### LOCAL PRESENTING SPONSOR

Wells Fargo Advisors

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Macy's Foundation

McCarthy Building Companies, Inc.

River City Casino

SchoolReach

St. Louis Cancer & Breast Institute

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](http://www.komenstlouis.org) and click  
on the Race for the Cure link.

In the past 25 years, incidence rates have risen approximately 30 percent in westernized countries. This increase may be due to changes in reproductive patterns and increased screening.



# Pink at the Rink

Saturday, October 23, 2010

## Breast Cancer Awareness Night

Support the St. Louis Blues and the St. Louis Affiliate of Susan G. Komen for the Cure®! Cheer on the Blues as they take on the Pittsburgh Penguins 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. Special merchandise will be for sale, including pink autographed mini-helmets and awareness pins.

Order tickets at [stlouisblues.com/pinkattherink](http://stlouisblues.com/pinkattherink)



### SAVE LIDS TO SAVE LIVES

#### 2010 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, 2010, 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. Lids can also be dropped off at all St. Louis area Schnucks!



A PROGRAM OF SUSAN G. KOMEN FOR THE CURE

### WEAR PINK! RAISE FUNDS! AND FIGHT BREAST CANCER!

October 28 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](http://www.passionatelypink.org)!



### ZFTC 2010

#### \$12,000 raised in the third annual Zumbathon

The third annual ZFTC was held on June 11th at Grant Gymnasium on Webster University's campus. More than 450 people attended the two-hour zumbathon, raising

\$12,000 to benefit the St. Louis Affiliate of Susan G. Komen for the Cure and its fight to end breast cancer forever.

Coming next year, Caliente for the Cure - same event, new name!



### WE SURE LIKE TO EAT!

More than \$78,000 raised in second annual Dine Out for the Cure®



On Thursday, June 10, more than 125 local restaurants participated in the second annual Dine Out for the Cure. The event took place two days before the annual Race for the Cure. A very special thank you to all the participating restaurants, patrons, sponsors and volunteers who helped make the event a success in the fight against breast cancer.

*Dawna Curriegan, 2010 Dine Out for the Cure Chair*



Someone dies from breast cancer every 69 seconds.

## UPCOMING EVENTS

### 2010 Bosom Buddies Friends For Life Crop For The Cure

Friday, September 24, 2010

St. Paul's United Church of Christ

6:00 PM – midnight

\$25.00 (100% donated to Komen St. Louis) <http://www.bosombuddies-friendsforlife.com/events.html>

Contact: Kim Mullins-McNeill (dddsgns@swbell.net or 314.283.1491)

### Pink Ribbon Bagels Return to St. Louis

Starting Friday, October 1st we are excited to announce the return of the Saint Louis Bread Co. hard-to-resist Pink Ribbon Bagel. It's made with cherry chips, dried cherries and cranberries, vanilla, honey and brown sugar. 10 cents from the purchase of each Pink Ribbon Bagel sold in St. Louis area bakery-cafes during the month of October will be donated to the St. Louis Affiliate of Susan G. Komen for the Cure®.

### Diane Katzman Design

Starting the second Friday in October, Diane Katzman Design, LLC will donate 10% of net sales each Friday (8,15,22,29) to the Komen St. Louis Affiliate in honor of Breast Cancer Awareness month. Promotion featured on [www.dianekatzman.com](http://www.dianekatzman.com)

### Mister Sparky Supporting BCA Month

October 1st- 31st, 2010

During the month of October Mister Sparky will be donating \$20.00 from every service call to the St. Louis Affiliate of Susan G. Komen with a minimum donation of \$500.00! For more information please visit [www.mistersparkyst-louis.com](http://www.mistersparkyst-louis.com).

### Amazing Siding & Windows of St. Louis

October 1-31, 2010

Amazing Siding & Windows of St. Louis offers a wide variety of remodeling services for your home. During the month of October, Amazing Siding & Windows of St. Louis will donate 2% of all sales to the St. Louis Affiliate. For more information on Amazing Siding & Windows of St. Louis please check out their website at [www.amazingsidingstl.com](http://www.amazingsidingstl.com).

### Horizon of Hope Campaign

Ending October 2010

A Longaberger representative will be donating her full commission of 25% from Horizon of Hope products sold to the St. Louis Affiliate of Susan G. Komen for the Cure®. For more information on Horizon of Hope products, please go to [www.longaberger.com/oribohnenstiehl](http://www.longaberger.com/oribohnenstiehl).

### 2010 Bosom Buddies Friends For Life Walk

Sunday, October 3, 2010

8:00 AM Continental Breakfast and registration

9:00 AM Walk three mile path on Grant's Trail

Prizes will be calculated according to money raised by each individual between the dates of the 2009 walk (October 4, 2009) and the 2010 walk (October 3, 2010). \$25 minimum donation for Bosom Buddies T-shirt <http://www.bosombuddiesfriendsforlife.com/events.html>

Contact: Lyn Castellano (lyn.castellano@me.com or 314.909.4126)

### Pink Hair Extensions for Breast Cancer

Monday, October 4, 2010

2-8:30 PM

Salon LTD will be selling pink hair extensions benefiting the Komen St. Louis Affiliate. Pink extensions are \$15 each or 2 for \$25. 100% of the proceeds will go to the Komen St. Louis Affiliate. Salon LTD is located at 15323 Manchester Rd. in Ballwin, MO.

### USDF Region 4 Dressage Championships and SLADS Fall Dressage Classic presented by Great American Insurance Group/St. Louis Area Dressage Society

October 8 - 11, 2010

Spend the weekend watching over 200 of the best horses in a 5-state region compete in the oldest equestrian sport - dressage. Not only can you enjoy watching all breeds of horses compete but you can also shop at over 600 unique exhibitors' booths! Event takes place at the National Equestrian Center in Lake Saint Louis and is open from 8AM - 6PM daily. 20% from sponsorship fees will be donated to the St. Louis Affiliate. For more information, please visit [www.slads.org](http://www.slads.org).

### St. Louis Golf for the Cure

Saturday, October 9, 2010

St. Louis Golf for the Cure is sold out. However, sponsorships for the event are still available and donations are welcome. Contact Mike @ 314-355-7277.

### Jack Gives Back

Thursday, October 14, 2010

Please join Jack Schmitt Ford from 6-9 p.m. for a dinner and auction! 100% of the auctions proceeds will be donated to the St. Louis Affiliate of Susan G. Komen for the Cure®. For more information about Jack Schmitt Ford Lincoln, please check out their website at [www.jackschmittford.com](http://www.jackschmittford.com).

### "No Fear" 2010 Inspirational Concert

Friday, October 15, 2010 7 p.m.

Join TAM Productions, LLC at New Northside Conference Center for a concert highlighting individual awareness concerning the power of positive thinking, the strength of unity, and the benefit of synergistically working together to promote valuable change within our spiritual, physical and emotional beings. TAM Productions is donating 10% of the concert proceeds to the Komen St. Louis Affiliate. For more

information please visit [www.tamproductionsstl.com](http://www.tamproductionsstl.com).

### Nygaard Fashion Show

Saturday, October 23, 2010

Enjoy an afternoon of fashion at Dillard's Galleria for an informal fashion show during Nygaard week! This event will be held in efforts to show off fall merchandise as well as an opportunity to show support to the St. Louis Affiliate of Susan G. Komen for the Cure®. Dillard's will be donating \$5.00 of every ticket sold to the St. Louis Affiliate. Nygaard will also be selling breast cancer awareness tees! A portion of the t-shirt sales will be donated to the St. Louis Affiliate.

### Breast Cancer Awareness Campaign

Friday, November 5, 2010

Get your copy of Ozarks Federal Savings & Loan's "Cooking for a Cure" Cookbook! 100% of the proceeds from the cookbook will be donated to the St. Louis Affiliate of Susan G. Komen for the Cure®. Cookbooks can be purchased at the Farmington location.

### Cruise for the Cure presented by Travel For You

December 6-11, 2010

A five night West Caribbean cruise on the Carnival Cruise ship, The Triumph. Departs from New Orleans on December 6th and ports in Yucatan and Cozumel. Returns on December 11th. Travel For You will donate \$25 per person to St. Louis Affiliate in addition, Carnival Cruise will also match each donation. The goal is to get 100 "cruisers" for an estimated donation of \$5,000 to the St. Louis Affiliate. For more information or to book the cruise, please contact Travel For You at 314.974.1444 or visit [www.traveloryouvacations.com](http://www.traveloryouvacations.com).

### Yurbuds™

Ending December 2010

Yurbuds™ will be selling pink yurbuds product throughout the St. Louis Service Area at various locations including promotional events, merchandise retailers, and online for the price of \$30.00 (includes pink Yurbuds earbud enhancers and a Yurphone earbuds set. \$10 of every product sold will be donated to the St. Louis Affiliate of Susan G. Komen for the Cure® For more information, please visit [www.yurbuds4life.org](http://www.yurbuds4life.org).

### Around Town Totes®

February 1, 2010 - December 31, 2010

Around Town Totes® are personalized photo tote bags with laser engraving on custom, beautiful wood or acrylic tags. Totes can be purchased online at [www.aroundtowntotes.com](http://www.aroundtowntotes.com). \$5 of every tote sold will be donated to the St. Louis Affiliate.

### Pinky Promise Beijo Bag

Ending December 2010

Jen Mayer will be selling the Pinky Promise Beijo bag from January 1, 2010 - December 31, 2010. 10% of all sales from the Pinky Promise Beijo Bag will be donated to the St. Louis Affiliate. You can purchase your bag by contacting Jen at 314-503-8493 or visiting her website at [www.rapturefashions.com](http://www.rapturefashions.com).

### Midwest Aerials & Equipment, Inc.

Ending December 2010

Midwest Aerials & Equipment, Inc. is a local independent heavy equipment rental company in the St. Louis area. They have repainted one of their rental boom lifts bright pink and during 2010, 10% of the rental revenue from this pink lift will be donated back to the St. Louis Affiliate. For more information, please visit their website at [www.midwestaerials.com](http://www.midwestaerials.com) or call 314.588.1300 and ask to speak with Joe Alonzo.

### Independent Scentsy Consultant Gives Back

Ending February 2011

Beginning in Spring 2009, Alivia Clark will offer a Pink Sweetheart Scentsy warmer, item number DSW-SWHT. This product will sell for \$30 of which 10% or \$3.00 from each warmer will be donated to Komen St. Louis. This product will be available through Alivia's website at [www.scentsy.com/alivia](http://www.scentsy.com/alivia).

### Pink Ribbon Balance Walking Poles

October 1, 2010 - December 31, 2011

Balance Walking by Foot Solutions is a proud partner of Susan G. Komen for the Cure® and committed to the fight against breast cancer. Foot Solutions will donate to Komen \$5 per set of Pink Ribbon Balance Walking Poles sold, and in connection with each set of Pink Ribbon Balance Walking Poles sold online, an additional \$5 to the participating Affiliate of the purchaser's choice, with a combined guaranteed minimum donation of \$100,000. Visit [www.footsolutions.com](http://www.footsolutions.com) or [www.balancewalking.com](http://www.balancewalking.com).

### Pink Tulip

Ending August 2011

Pink Tulip is a local florist offering three specialty floral arrangements for Susan G. Komen. 10% of each of these arrangements will be donated to the St. Louis Affiliate. You can purchase your arrangement at the Pink Tulip, 2951 Dougherty Ferry Road or visit their website at <http://www.pinktulipstlouis.com>.

By 2020, seventy percent of all breast cancer cases worldwide will be in developing countries.

## 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 grant's cycle in April!

**Educating Women About Hereditary Risk for Developing Breast Cancer at Saint Louis University Hospital** continues to grow. Dr. Suzanne Mahon has provided seven educational programs on hereditary breast cancer in the community and four educational programs to health professionals. Sixty-two new families (149 individuals) have received personalized education and risk assessment services since April 1, 2010. A family tree was constructed for each family and risk interpreted. Based on the results of the risk assessment and/or genetic testing results, recommendations for management of risk have been provided. Seventeen families are in the process of enrolling in research studies for persons with known or suspected genetic risk.

### Community Partners



**FCHC Breast Health Screening Access Project at Family Care Health Centers** will see a busy month in October. They will be celebrating breast awareness month by engaging women through surveys and focus groups. The purpose is to explore the patient's opinion as to what they perceive as barriers to mammogram screening as well as ways we can improve service to them. Positive responses have come out of provider endorsed flyers while measures to reach those who have never or rarely been screened are a priority. Informational flyers, surveys and reminder letters have been translated into three additional languages which has allowed for direct communication with people of different ethnicities.

**Nutritional Support for Low Income Breast Cancer Patients at Food Outreach, Inc.** saw the number of meals served in July 2010 to Food Outreach cancer clients increase 102% over the number of meals served in July 2009.

**STEP-UP Grace Hill at Grace Hill Neighborhood Health Centers, Inc.** has done 610 mammograms so far this grant year with a goal of 950. Also, they have educated 1,370 women about breast health and getting a mammogram.

**Rural Missouri Outreach Project of East Missouri Action Agency** has, since May 2010, cooperated with area hospitals to host two mammogram screening events, with two more events scheduled for later in September. Many of the women attending these events received mammograms for the first time in their lives.

April Rector, Rural Outreach Program Coordinator, has been on board with EMAA since May of this year. April was able to involve Ste. Genevieve County Memorial Hospital with the Komen program and EMAA now has a contract in place to provide mammograms through that facility. In addition, April has conducted several educational programs at local health fairs and for other area organizations. She was present at five of the Back-to-School Fairs which EMAA conducted to talk to women and hand out flyers with information about the Komen program. Each year, more than 3000 women walk through the doors of the clinics at East Missouri Action Agency, Inc. to receive affordable women's health care. Many receive a clean bill of health and walk away without any worries to continue with the plans they had laid out for their day and their lives. For some, that visit becomes an unforgettable milestone, one that marks a day when their lives were changed forever. For example, a 46-year-old woman came in for a routine exam. A lump was discovered in her right breast and she was referred for ultrasound and biopsy, which confirmed Stage 2 invasive carcinoma of the right breast. Surgery, chemotherapy and radiation followed, to great success. This woman is now cancer-free.

## KOMEN GRANTEES COME TOGETHER AND OFFER HOPE

CC was diagnosed with breast cancer in February 2010. She was 32 years old with two young children, ages two and five. Her husband lost his job about a year ago and CC is the sole provider for their family. She underwent a mastectomy with immediate reconstruction and then started chemotherapy in April. Her treatment plan included eight cycles of chemotherapy. Unfortunately, her insurance coverage was inadequate and it did not cover her breast cancer treatment. In the midst of this, Gateway to Hope arranged her breast cancer treatment, port placement and assisted with the cost of prescription medications related to her treatment.

CC missed two weeks of work during her last two chemotherapy treatments and consequently fell two months behind in the mortgage payments. Through collaborative efforts, Gateway to Hope teamed up with another Komen Grantee, Bridging the Gap, and paid her mortgage payments. GTH also referred CC to Food Outreach to help with her nutritional needs. After she completed the eight cycles of chemotherapy, she was released from her job because of the number of sick days she had taken. Now, CC will be receiving unemployment benefits. Over the course of the last month CC developed lymphedema in her right arm so lymphedema therapy was arranged.

Through all the adversity and set backs, CC has remained hopeful and is grateful for all the services provided by Komen St. Louis Affiliate grantees which was arranged by Gateway to Hope.

## RESEARCH ADVOCACY COMMITTEE

**Save the Date**  
**Next meeting is Thursday,**  
**October 28 at the**  
**Affiliate office. Call 314-569-**  
**3900 for more details.**

## 10TH ANNUAL BOSOM BUDDIES GOLF OUTING A SUCCESS!

The 10th Annual Bosom Buddies *Friends for Life* charity golf tournament took place on Thursday, Sept. 16 at Norman K. Probst Community Golf Course in Forest Park.

Ninety-six golfers participated in this year's event and more than \$27,000 was raised in the local fight against breast cancer. The funds will go to the Komen St. Louis Affiliate.

Bosom Buddies is a group of local individuals dedicated to raising funds for breast cancer research, education, screening, treatment and support programs. In addition to the annual golf tournament, the group hosts many fundraising events including walks and trivia nights. To date, Bosom Buddies has raised more than \$479,000.



## Bar-B-Cure Raises Funds for the Komen St. Louis Affiliate

In conjunction with the 12th Annual Susan G. Komen St. Louis Race for the Cure®, the Morgan Stanley Smith Barney St. Louis Complex held its fourth annual Bar-B-Cure to support the fight against breast cancer. Two events were held during the week of May 31st. As a result of the Bar-B-Cure lunches sold, donations from local businesses, support from partner firms, individual donations, Race participants and a matching contribution from the Morgan Stanley Foundation, \$12,300 was raised for the Komen St. Louis Affiliate.



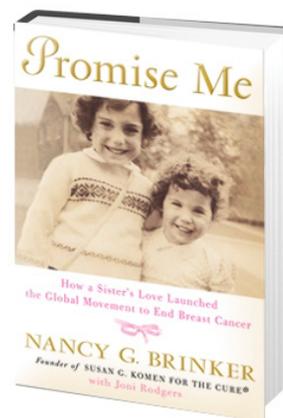
**Richard Lindquist, Senior Vice President-Complex Manager at Morgan Stanley Smith Barney, presents a check to Helen Chesnut, Executive Director of the Komen St. Louis Affiliate.**

## Pick up your copy of Promise Me by Nancy G. Brinker

Promise Me is the story of how Ambassador Brinker's vow to her sister Susan G. Komen launched a 30-year mission to end breast cancer and change the way the world thinks about, talks about and treats this disease.

Promise Me is more than Ambassador Brinker's story; it's "our story" — how Susan G. Komen for the Cure® became the global leader of the breast cancer movement.

Promise Me is now in bookstores everywhere.



## Saint Louis Bread Co. Raises Funds on Race Day for the Komen St. Louis Affiliate

For the first time, Saint Louis Bread Co. offered its Pink Ribbon Bagels on Race day at all of its St. Louis area cafes. Proceeds from the day's bagel sales totalled \$2,097 and benefited the Komen St. Louis Affiliate.



## OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH

### What better time to announce the date for the 2010 Komen St. Louis Race for the Cure?

Be sure to check our Web site in the coming weeks for the Race date announcement as well as all other important information pertaining to events taking place in October.

[www.komenstlouis.org](http://www.komenstlouis.org)



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

**Did you know...**

- the Komen St. Louis Affiliate funds 29 community partners in our 17-county service area?
- Susan G. Komen for the Cure® was started on a promise made between two sisters?
- to date, the Affiliate has raised more than \$19 million through events like the Komen St. Louis Race for the Cure?
- if detected early, the chance of surviving breast cancer is nearly 98% if confined to the breast?
- the Komen St. Louis Race for the Cure holds the distinction of being the largest 5K Race in the world?
- up to 75% of the net money raised by the Affiliate stays in the St. Louis area to fund screening, treatment, education and research programs?
- there are over 125 Affiliates around the globe fighting every day for every life and a world without breast cancer?



**Komen St. Louis Affiliate Staff**

- Helen Chesnut, Executive Director..... hwc@komenstlouis.org
- Kathy McMillan, Affiliate Coordinator..... kcmillan@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
- Julie Oberschmidt, Administrative Assistant..... jobschmidt@komenstlouis.org
- Elaine Randant, Communications Assistant..... erandant@komenstlouis.org
- Meera Muthukrishnan, Community Profile Intern..... meera@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](http://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 local office.

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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_