

KOMEN CONNECTIONS

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



Winter 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® 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.

COMMUNITY PROFILE ILLUSTRATES GREATEST NEEDS FOR BREAST CARE IN ST. LOUIS AREA



For the complete 2009 Community Profile,
click on the Grants link
on our Web site at
www.komenstlouis.org.

WHAT IS A COMMUNITY PROFILE?

To meet our promise, the Komen St. Louis Affiliate conducts a needs assessment, otherwise known as a community profile, every two years. This comprehensive tool helps to guide our priorities and work more effectively within the community.

In Spring 2009, the Affiliate completed an 8-month study to evaluate the state of breast cancer in our service area. The report analyzed demographic and breast cancer data, reviewed existing breast care programs and services, and summarized survey findings among breast cancer survivors and breast health providers.

"The community profile helps to identify specific ways we can be responsive to the needs of our service area and provide for those touched by breast cancer today," said Helen Chesnut, Executive Director of the Komen St. Louis Affiliate. "It will be used to focus on our unmet needs and guide us in identifying strategic partners in the local fight against breast cancer."

KEY FINDINGS

Demographics and Statistics

► The largest population centers of the Komen St. Louis service area include St. Louis County, St. Charles County, St. Louis City, Madison County, Illinois and St. Clair County, Illinois. The highest average number of breast cancer diagnoses and highest average number of breast cancer deaths corresponds to these counties. Several of the rural counties in our service area have high incidence rates but a low number of actual breast cancer diagnoses due to their much smaller population.

► For the entire Komen St. Louis service area, 77.5% of the population is white, 18.7% African American, 1.3% Hispanic and 2.5% other. For African American women in the Komen St. Louis service area, there is a significant breast cancer burden. The age-adjusted breast cancer incidence rate for African American women is 4% lower than for white women. However, the age-adjusted mortality rate is 53% higher.

► There are low mammography rates in several rural counties in our service area, which is of concern for the Affiliate.

Programs and Services

► Since 1999, the Affiliate has developed critical partnerships with breast healthcare facilities and programs located in the more populous areas of St. Louis County, St. Charles County, St. Louis City, Madison County, Illinois and St. Clair County, Illinois. Komen St. Louis has focused on superior programs and facilities that have a particular focus on serving the uninsured and underserved. Siteman Cancer Center and the BJC Healthcare System are at the hub of breast healthcare services in our service area. St. John's Mercy Medical Center is the second largest provider of breast healthcare services in our service area. The Affiliate has established relationships with the SSM Healthcare System in St. Louis County and St. Charles County. Of note, when women in the rural counties of the Affiliate's service area find a breast abnormality, they often seek diagnosis and care at these major facilities in St. Louis County and St. Louis City. There are 25 other hospitals, many of them in rural counties, that the Affiliate has no contact with at the present time.

Exploratory Data

► The respondents indicated funding for biopsies and diagnostics; breast healthcare navigation; culturally, linguistically and age-appropriate educational materials, as well as non-medical emergency financial assistance, should be among the top priorities for the use of Komen St. Louis grant dollars.

► The grantees and survivors were asked if they agreed that the first Komen St. Louis Affiliate priority should remain "increasing access to mammogram screenings for uninsured and underinsured women." Among grantee respondents, 90.9% agreed that it should be the top funding priority and 93.5% of the survivors agreed.

ACTION PLAN

The Komen St. Louis Affiliate's No. 1 priority is to continue efforts to increase breast healthcare services for uninsured/underserved women in our service area. To achieve that goal, the Affiliate is focusing on strengthening working relationships with critical partners, monitoring on-going activities of current grantees while also implementing targeted marketing programs to help diversify our audience. A special need focus has been put on increasing knowledge of our rural areas, increasing Komen-funded services to our rural counties and continuing public policy initiatives.

"Our plan to address the findings of our community profile is straightforward," Chesnut said. "We will continue to fund support programs which provide access to services and breast health education so more women are getting mammograms and the treatment needed to survive longer."

The Komen St. Louis Affiliate is dedicated to providing screening and treatment options for women in our 17-county service area. For more information about the community profile, contact our office at (314) 569-3900.

Komen St. Louis Affiliate • 9288 Dielman Industrial Drive

St. Louis, MO 63132 • 314-569-3900 • www.komenstlouis.org



MEET THE KOMEN ST. LOUIS AFFILIATE PINK TIE GUYS

The inaugural class of Pink Tie Guys, a new awareness program of the St. Louis Affiliate of Susan G. Komen for the Cure, includes eight selected men of leadership in the St. Louis

community dedicated to raising awareness of breast cancer. Eight men were chosen to represent the one in eight women who will be diagnosed with breast cancer in their lifetimes.

The men have received 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 their tie and speaking about the importance of doing everything we can to find the cures for breast cancer. To learn more about the Pink Tie Guys, visit www.komenstlouis.org.

Inaugural Class of 2009-2010

Frank Bates, First Vice President, Wells Fargo Advisors

Joseph P. Castellano, Business and Personal Development Advisor

Cornbread, Host of The Cornbread Morning Show, 92.3 WIL

Robert I. ("Rik") Knopf, Retired Business Owner

Rene Knott, Sports Director, KSDK NewsChannel 5

Scott Komen, District Sales Manager, Ecolab

Tom Miller, Web Developer, SSM Health Care

Mark Reardon, Host, Mark Reardon Show and Total Information PM, KMOX

News Radio 1120

Join us RESEARCH ADVOCACY COMMITTEE

JANUARY

What is new in breast cancer research? Find out on Thursday, Jan. 28th at 7 p.m. for a special presentation on the most recent, up-to-date and state-of-the-art information on breast cancer research. Shirley Brown, a member of the Komen St. Louis Affiliate Research Advocacy Committee who recently attended the San Antonio Breast Cancer Symposium, will present information on experimental biology, etiology, prevention, diagnosis, and therapy of breast cancer that was presented at the December symposium in San Antonio.

FEBRUARY

Join us on Thursday, Feb. 25 at 7 p.m. in the next installment of the "Ask the Expert" series. Dr. Graham Colditz MD, DrPH will be the featured speaker. He is the Associate Director of Prevention and Control at the Siteman Cancer Center at Washington University School of Medicine. Since Fall 2006, he has overseen research, education, and community outreach in cancer prevention sponsored by the Center and leads the Program to Eliminate Cancer Disparities.

RSVP for these meetings by calling the Affiliate at 314-569-3900.



For the third year in a row, Susan G. Komen for the Cure Receives Distinguished 4-Star Rating from Charity Navigator, America's Largest Independent Evaluator of Charities.

OFFICE VOLUNTEERS NEEDED



Are you looking for a volunteer opportunity that engages your heart, mind and spirit in the local fight against breast cancer?

Join the Komen St. Louis Affiliate Office Volunteer Team!

Basic office support, such as answering phones, helping with mailings and data entry, is needed on a daily basis starting immediately.

Whether you have a few hours or full days to contribute, we want you to join our team. Volunteer training will be required of all interested team members.

Call Kathy McMillan today at 314-569-3900 for all details.



www.passionatelypink.org

Pick your pink. Play your part. End breast cancer forever. Passionately Pink for the Cure® is a simple awareness and fundraising program that you can do anytime of the year!

How It Works

- 1) SET YOUR GOAL Decide how much money you want to raise through your event to fight breast cancer.
- 2) CHOOSE YOUR DAY Choose any day of the year that works for you and your group.
- 3) BUILD YOUR TEAM Recruit friends, co-workers and others into your group by phone, e-mail or in person. If you're hosting an event, use our posters and ads to help build your team.
- 4) PICK YOUR PINK From subtle pink accessories to head-to-toe pink costumes, choose what works best for your team.
- 5) SEND YOUR DONATIONS When your event is done, send back any donations you have received and encourage your team members to send in theirs. Be sure online donors use the team ID number when giving their gift.

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

WHAT'S NEW WITH KOMEN ST. LOUIS GRANTEES?

A glance at current Affiliate Community Partners and the work that is being done to end breast cancer forever.

Community Partners



Bridging the Gap - St. Louis University Cancer Center

Loss of income due to breast cancer and its treatment can lead to financial strain on women and families. The Komen-funded program, Bridging the Gap Emergency Breast Cancer Fund, helps to support families in the St. Louis region while they are focused on treatment,

healing and recovery. During our first year as a Komen St. Louis grantee, the fund has thus far been able to provide financial assistance to 77 women. Over 130 household bills have been covered to assist lower income breast cancer patients with expenses such as rent, mortgage, utility bills, car payments, insurance bills and other such essential items.

Breast Cancer Screening and Education Program - St. John's Mercy Medical Center

We are very fortunate to have the Komen funds available to us particularly in a year when our SMHW funds have been reduced by \$100,000. So far this grant year we have done 140 screening mammograms compared to 55 screening mammograms for the entire previous grant year. We have also done 32 diagnostic mammograms so far this grant year, compared to 23 diagnostic mammograms for the entire previous grant year. Thank you Komen for being there for our patients when other funding has been reduced. Without Komen funds we would not be able to continue doing free mammograms for uninsured women.

Gateway to Hope - CarcinAid Foundation

Since April 2009, Gateway to Hope has helped 28 new breast cancer patients and continued to arrange care for 24 existing patients. Services include arranging comprehensive breast cancer treatment, medical oncology, radiation and surgical follow-up, lab and diagnostic testing, lymphedema therapy, mammograms and genetic evaluations. GTH has also been able to provide assistance with prescription drug costs, transportation, food, housing and COBRA payments. We have made 105 referrals for non-qualifying individuals, specifically to other Komen grantees. GTH has attended 15 educational outreach events and raised awareness of the program to over 1,400 participants.

The Breakfast Club's Bra and Prosthesis Program for Breast Cancer Survivors

Since September, 75 bras have been provided at full cost through the Bra and Prosthesis Program for survivors. Prosthesis/breast forms were provided at full cost to 36 individuals while the total number of bras provided is 149. The total number of prosthesis provided is 81. Eighty clients were served through the program from September to December, 2009.

People's Sister Connection - People's Health Centers

Betty Jean Kerr People's Health Centers (PHC) recently added a Mammography Technician and services to the Radiology Department at its North County site. In addition, patient navigation services have recently been extended to that location. This program will assist women in navigating through the health care system efficiently. In a combined effort, PHC has successfully provided 351 mammograms for women ages 40 to 49, from April through December 2009. PHC hosted several health fairs throughout the year, including Breast Cancer Awareness Month in October, to help raise the communities' consciousness of good health care. All of these great strides in breast health care have been made possible through Komen St. Louis funding.

Educating Women About Hereditary Risk for Breast Cancer - St. Louis University, Department of Internal Medicine

The Hereditary Cancer Program at Saint Louis University Cancer Center has seen 152 new and established families with hereditary risk for breast cancer. Three families have been referred for research studies for unusual syndromes. Dr. Suzanne Mahon RN DNSc

AOCN APNG was also featured on Channel 2 in an interview on change in mammography guidelines; The Channel 4 Saturday Morning Show, interviewed on change in Mammography and Cervical Cancer Screening Guidelines and also Great Day St. Louis, interviewed on mammography guideline changes.

St. Clair County Health Department

St. Clair County Health Department with Komen funding has helped 180 women with 179 screening mammograms, one diagnostic mammogram and one ultrasound.

Breast Navigator - St. John's-Washington

The navigator service at St. John's-Washington has contacted and assisted 15 women with abnormal mammograms from October 1, 2009 to the present date. In November 2009, a presentation on breast health was conducted at the United Pentecostal Church in Washington, Missouri. Approximately 20 women were in attendance. Komen for the Cure educational materials were made available to everyone. Additionally, Komen-funded navigator services have helped patients keep appointments, manage follow-up care, and provide education, giving a woman hope during an uncertain and frightening time in her life.

The Daylight Project - Barnes Jewish Hospital

Since September 2009, the Daylight Project has screened 236 patients. This past fall, the project linked mammography screening with the flu shot clinics provided to the community. Six health fairs offered both mammography screenings and educational outreach. Besides these events, both mammography screening and educational outreach is offered on a weekly basis and also every second Saturday of the month.



Southern Illinois Healthcare Foundation

In August 2008, Sharon Bradley received a diagnosis of cancer of the right breast. Sharon's treatment regimen started with chemotherapy to reduce the size of the lump in her right breast. In December, after her chemotherapy course was finished, her oncologist and breast surgeon

reviewed her status and proposed a radical mastectomy to reduce the changes of breast cancer infiltration to the lymph nodes. Sharon's postoperative treatment following the radical mastectomy was without incident, and proceeded with breast reconstructive surgery. After breast reconstructive surgery, the oncologist recommended radiation treatment to the right breast. Sharon has completed her breast cancer treatment regimen.

On June 13, 2009, Sharon participated in her first Susan G. Komen Race for the Cure. At that time, she was weak from her treatment, but she finished the Race and walked in the survivor procession. The START NOW Breast Cancer team was waiting at the finish to cheer. Sharon said, "This was my first Race, but it will not be my last," as she expressed an interest in breast cancer advocacy.

Sharon Bradley survived her treatment journey and joined the family of survivors! In celebration of Sharon's news, START NOW Breast Cancer Awareness Services, Southern Illinois Home Care, and the Seniors I.Q. team sponsored Sharon and her daughter to have dinner out and attend the play "Unbeatable" at the Westport Playhouse on November 14, 2009.

Susan G. Komen for the Cure recommends that you get a mammogram every year, beginning at age 40. Have you had your mammogram this year?

CONFUSION OVER MAMMOGRAMS

Are you confused by the recent controversy over mammography screenings? We aren't. Komen for the Cure is all about protecting access to mammograms.



Susan G. Komen for the Cure® Founder, Nancy G. Brinker, Calls New Mammography Guidelines a "Set Back"; Makes Call to Action

"We have worked so hard to build public trust and to urge people to get screened. And now they hear that maybe they shouldn't bother. That is dangerous," said Brinker. "Let me say this as clearly as I can: mammography saves lives, even this report says that. Keep doing what you are doing. And always, talk with your doctor." Brinker also noted that Komen for the Cure was not changing its guidelines, continuing to recommend annual mammograms beginning at age 40.



Dr. Eric Winer, Chief Scientific Advisor, shares his perspective on mammography recommendations

Recent media attention has shed light on the issue of mammography leading to over-diagnosis and over-treatment. According to a study published in the British Medical Journal, researchers from Copenhagen analyzed breast cancer trends in the years before and after the initiation of government-run mammography screening programs in Australia, the United Kingdom, Canada, Sweden and Norway. The data covered a period of at least seven years before and after screening. The results suggested that one in three women

who were identified as having breast cancer might not have needed treatment. Unfortunately, we do not know which women would have done well without treatment, and which would develop a life-threatening (and in some cases, life-ending) disease if the cancer were not treated.

The problem with mammography is magnified when we also consider non-invasive breast cancer, or ductal carcinoma in situ (DCIS). In this setting, the disease is not life-threatening when diagnosed, and an even greater number of these women might do well without treatment. Once again, however, we don't know which women might subsequently develop an invasive cancer if the DCIS were left untreated.

False positives and overdiagnosis are a problem with almost any screening test. The same concerns have been raised with screening for other cancer and other health conditions. In the perfect world, a screening test would accurately identify all persons who, if left untreated, would develop serious consequences. The ideal test has no false positives and no cases of overdiagnosis. Unfortunately, we are not aware of any test that meets this stringent set of requirements.

We need to strive to eliminate overdiagnosis, and those studies, admittedly, will be hard to conduct. At the same time, with the growth of targeted therapy and personalized medicine, we are rapidly on the way to better understanding which treatments are right for each person. We must continue to work to reduce mortality and improve the quality of life for all women with breast cancer and those at risk of developing breast cancer.

Any health-related decision is a personal one that involves balancing risks and benefits. At Susan G. Komen for the Cure®, we encourage all women to follow the recommended breast cancer screening guidelines based upon age, personal risk and physician recommendation. These include getting a mammogram every year starting at age 40 for women at average risk and getting specific screening recommendations from physicians for women at higher risk. We also encourage women to discuss these guidelines with their health care providers, and if they are concerned about overdiagnosis or the value of a screening test, to raise these concerns. Ultimately, each woman needs to make medical decisions that are in keeping with her values and, ideally, maximize her chance of having a long and healthy life.

BREAST CANCER HEADLINES

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.

Breast Imaging Groups Recommend Mammograms at Age 40

The Society of Breast Imaging and the Breast Imaging Commission of the American College of Radiology recommend that women at average risk of breast cancer begin screening with mammography starting at the age of 40. These recommendations were published in the Journal of the American College of Radiology.

Acupuncture Reduces Hot Flashes in Breast Cancer Patients

Among women treated with hormonal therapy for breast cancer, acupuncture and Effexor® (venlafaxine) were similarly effective at reducing the frequency of hot flashes. These results were published in the Journal of Clinical Oncology.

Many Women at Increased Risk of Breast Cancer Refuse MRIs

In a breast cancer screening study, 42% of intermediate and high-risk women who were offered breast magnetic resonance imaging (MRI) refused the procedure. The most common reason given for refusal was claustrophobia. These results were published in Radiology.

Addition of Avastin® to Chemotherapy Delays Breast Cancer Progression

According to the results of two Phase III clinical trials, the addition of Avastin® (bevacizumab) to first- or second-line chemotherapy delays cancer progression but may not improve overall survival among women with advanced breast cancer. These results were presented at the 2009 San Antonio Breast Cancer Symposium (SABCS).

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FROM THE DESK OF THE KOMEN ST. LOUIS AFFILIATE PRESIDENT



Susan G. Komen for the Cure® recently sent out a message noting, "The U.S. Senate voted 426 to 0 for a resolution saying that the U.S Preventive Services taskforce guidelines should not be used by insurers to deny coverage for routine screenings starting at age 40." I was elated when I heard this news.

I was in shock, as were many of you, when the initial findings were published last November. But because of the thousands of voices raised, including yours and mine, our national organization spoke out loudly against the recommendations. Luckily, our voices were heard.

For many years, Komen for the Cure has been an advocate for the following breast health recommendations:

- 1) Mammograms – Every year beginning at age 40
- 2) Clinical Breast Exam – At least every 3 years between ages 20-39 and then every year beginning at age 40

We are standing strong that early detection is key – nearly 75 percent of women over 40 years old receive regular mammograms, the single most effective tool for detecting breast cancer early. The five-year survival rate for breast cancer, when caught early before it spreads beyond the breast, is now 98 percent. We all have to take responsibility for our own health and make sure we are following **these** recommendations.

In turn, Komen for the Cure will continue with its 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.

SHARE YOUR STORY OF SURVIVORSHIP



Your Story Is Our Story.

The Komen St. Louis Affiliate is eager to hear from and share stories of survivors.

Each month, we will share personal breast cancer survivor stories on our Web site. These stories can be an important part of the coping process and provide support to many fellow survivors. We admire your grace, humor and courage in sharing your experience.

Each one of you inspires and encourages us to continue the fight to end breast cancer.

Have a story to share? Go to www.komenstlouis.org to get started.

FIND US ON FACEBOOK AND YOUTUBE



Become a fan of the Komen St. Louis Affiliate on Facebook.

Join today at www.komenstlouis.org/facebook

Also subscribe to our channel on YouTube!

[www.youtube.com/
KomenStLouis1](http://www.youtube.com/KomenStLouis1)

PEOPLE OF IMPACT: GRETCHEN WILLIAMS



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.

Gretchen Williams' diagnosis of breast cancer seven years ago left her feeling like she had nowhere to turn. Here she was, a young, seemingly healthy woman who had just been told she had breast cancer, a knowingly serious disease that needed immediate attention. She felt devastated.

"When I got diagnosed, I did not know anyone with breast cancer," said Gretchen. "I didn't have anybody to reach out to." But the diagnosis of breast cancer lit a fire within Gretchen. And she decided to do something for not only herself, but for every person who is battling the disease. That decision was to get actively involved in the St. Louis Affiliate of Susan G. Komen for the Cure® and its local efforts to end breast cancer forever.

Gretchen got her start within the organization as a member of a sub-committee of the Komen St. Louis Race for the Cure. The Affiliate's signature fundraiser was a perfect fit for her energies. And after just one year of volunteering with the Race, Gretchen knew she wanted to tackle a larger leadership role and became a co-chair of the volunteers committee for the

event. It was a post she held for three years.

"Being involved, making a difference, and helping people to get over this disease are what really drive me," Gretchen said. "From a diversity stand-point too, I think it is important to be out there and see that this disease does not have any boundaries. Age and race do not matter."

After being a co-chair for three years, Gretchen is now focusing her efforts on the Komen St. Louis Affiliate Special Events Committee. She has played an important part in the planning process of the Annual Survivor Luncheon as well as last fall's Spare Nothing for the Cure. She is willing to do whatever it takes to contribute to the Komen team. "I love how everything is a team effort at Komen."

Gretchen is very proud of her "Pink Shades" Race for the Cure team - a spin-off of the "Shades of Pink" theme of the survivor luncheon. Being an active participant in the Race is also extremely important to her, especially since she now has joined the breast cancer survivor group, wearing her pink t-shirt on Race day alongside the other 4,000+ survivors. Her Race team was actually an idea conceived by a co-worker.

"I will never forget, when right after my diagnosis, a male co-worker formed a Race team for me," Gretchen said. "He took the time to go through all of the steps to make a team happen for me. That was a very memorable moment."

Her time with Komen has allowed for many memorable moments, and Gretchen looks forward to many more, as she hopes to continue to be involved more with the survivors. She hopes to enlighten others who have or are currently battling the disease. "There are people out there who have done this, been through it, and survived and the outcome can be good," Gretchen said.

"At Komen St. Louis, it is all about community," Gretchen continued. "My hope is that through sharing my experience, it will help breast cancer survivors know there is hope and that they can make it through this battle."

WILL YOU STAND UP AND SUPPORT A PROMISE MADE BETWEEN TWO SISTERS MORE THAN 27 YEARS AGO AND HELP FIND THE CURES FOR BREAST CANCER?

JOIN THE FIGHT AND MAKE AN IMPACT!

The Komen St. Louis Affiliate is working to better the lives of those facing breast cancer in our community. You and companies like yours have made the Komen St. Louis Race for the Cure the largest and most influential not-for-profit fundraising event in the country.

Race support comes in all shapes and sizes. We encourage you to join the fight to end breast cancer forever.

Call 314-569-3903 x354 for more information or email sponsorship@komenstlouis.org.

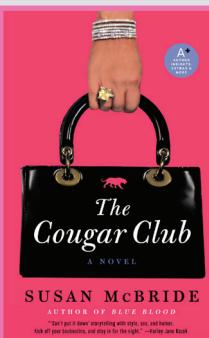
BKD, LLP HOLDS BREAST CANCER AWARENESS DAY



BKD, LLP held a breast cancer awareness day late last year. At the suggestion of Francis Godfrey, Partner, employees were asked to donate at least \$5 to wear jeans and for all employees who wore pink, BKD's Foundation donated \$50 each. A total of \$3,435 was raised for the Komen St. Louis Affiliate and the local fight against cancer.

When used appropriately, chemotherapy can reduce the number of cancer cells that spread to other parts of the body, reducing the likelihood that cancer will return and potentially prolonging life.

UPCOMING EVENTS



Calling all survivors & friends...We invite you to a Girls' Night Out with Susan McBride!

Local author and breast cancer survivor, Susan McBride, kicks off publication of THE COUGAR CLUB with a Girls' Night Out benefiting the St. Louis Affiliate of Susan G. Komen for the Cure® at the Borders in Brentwood on January 26, 2010 at 7 p.m. McBride will be autographing copies of THE COUGAR CLUB, her first mainstream novel set in St. Louis featuring three 45-year-old childhood pals who band together to get their groove back after hitting mid-life bumps in the road. A portion of books sold will go directly to the Komen St. Louis Affiliate as will proceeds from a raffle of book baskets filled with autographed books from national best-sellers and local authors alike.

Independent Scentsy Consultant Gives Back

Ending February 2010

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.alivia.scentsy.us.

Bosom Buddies Family Trivia

Sunday, March 7, 2010

Orlando Gardens, 4300 Hoffmeister Avenue, 4pm-8pm. \$125 table of 10 or \$15 per person. Contact Lyn Castellano, lyn.castellano@me.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 of Susan G. Komen for the Cure. For more information, please visit their website at <http://www.midwestaerials.com/> or call 314.588.1300 and ask to speak with Joe Alonzo.

Q&A WITH SUSAN MCBRIDE LOCAL AUTHOR AND BREAST CANCER SURVIVOR

How long have you been writing?

I've been writing forever, or at least it seems like it! I've always loved books and words, and I actually wrote three novels in fifth grade. (I've still got them in a box in the basement!) My mom keeps digging up stories I wrote in grade school, junior high, and high school... so I figure it's in my genes. I didn't consciously think, "I will be a writer" until I was 19 and between transferring colleges. I took a while off to pen a 600+ page historical romance, which was never published. But it made me realize that this is exactly what I was meant to do.

When were you diagnosed with breast cancer?

I was 42 when I was diagnosed in December of 2006, not long before Christmas. My doctor had felt a lump back in August while doing a physical, but she thought it was a cyst (I'm prone to them). I had a negative mammogram a few weeks after that. But I knew something was different, and I kept worrying about it. After getting pinpricks of pain in my left breast during a birthday brunch for my sister in early December, I called my doctor and insisted on an ultrasound. The ultrasound led to a biopsy, and I was diagnosed with mucinous carcinoma, which is rare and usually found in older women. My husband proposed on Christmas Eve of 2006, and I had a lumpectomy on December 28 (and a re-excision in January 2007). As I went through six and a half weeks of radiation, I planned a wedding and completed two books that were due. It was a strange time, to say the least!

How did that diagnosis change your life?

It definitely affected me in some pretty profound ways. First, I think I took my health for granted, as so many of us do. I was 42, my writing career was taking off, I was dating a cute guy nine years younger, and I felt great. Ed and I had bought a house, and I had just signed a contract for my young adult Debs series while still finishing up my Debutante Dropout Mysteries. So I had a full, busy life. And then to be told, "you have cancer," just threw me for a major loop. What I learned from my experience was that I'm stronger than I imagined. I read as much as I could find on mucinous carcinoma so I felt well-informed when I spoke to my doctors. Every woman is different, and each of us needs to take charge of our health care. It's hard to do when you feel your life is so out of control, but it's so important. I found out who my true friends were, and I re-set my priorities. It's been three years since my lumpectomy and re-excision, but I still feel the after-effects of my treatment (all sorts of weird aches and pains that haven't seemed to go away). So I'm very thankful for the women I know who've experienced the same things.

What inspired you to write The Cougar Club?

After writing about a 30-year-old deb ball refugee in my mysteries and four 17-year-old prep school seniors in my young adult series, I was dying to write about women my own age. I really hate how the media depicts women over 40. It's like we're all either shriveled-up hags or Botoxed-to-death, spray-tanned nymphomaniacs. The truth is most women over 40—at least the ones I know—are vibrant and vital. They have careers, they take care of their families, they volunteer, they're the heart of their communities. They've also learned not to worry too much about what others think, so they're freer and funnier and wiser. I tapped all that when I was creating the characters of Kat, Carla, and Elise, the three 45-year-old childhood pals who reconnect and support each other through various mid-life bumps in the road. It was glorious telling their stories in their own voices. And, yes, there are probably little pieces of me in there. I was a St. Louis Magazine "top single" in 2005, only one of two women over 40 featured. That's how I met my younger husband. I tell people I'm an "Accidental Cougar" since I didn't intentionally go out hunting young guys. I'm glad it worked out that way, though. Ed's the best thing that's ever happened to me!

Why the St. Louis Affiliate of Susan G. Komen for the Cure®?

I absolutely adore the folks at the St. Louis Affiliate of Susan G. Komen for the Cure! Ed and I have been participating in the Race for the Cure® since my diagnosis, and I was invited to speak at last year's survivors' luncheon at the Ritz Carlton. That was an experience I will never forget! I met so many amazing women who energized and inspired me. I've spoken at other fundraising events since, and I've enjoyed every minute. I joke that there's nothing I like better than talking about books and boobs...but it's true. I feel like I'm part of a Big Pink Army, and it means a lot to be able to share my experience and connect with other survivors and their families and friends. I couldn't have done that without the folks at the Komen St. Louis Affiliate. So it's nice to be able to do something for them. I think the January 26, Cougar Club-Komen St. Louis event at Borders in Brentwood is going to rock! I'm counting down the days already!

For more scoop on Susan and her books, visit her web site at <http://SusanMcBride.com>.





SAVE-THE-DATE ~ APRIL 25, 2010

POWER of a PROMISE®

Presented by Peabody Energy
An Afternoon of Celebration, Inspiration & Education



Please join us on April 25, 2010, for our inaugural POWER of a PROMISE* event at the Missouri Athletic Club downtown St. Louis.

This event will be an afternoon dessert reception for breast cancer survivors, grantees and local corporate sponsors. It will include raffle baskets, entertainment and an emotional candlelight ceremony.

This year's entertainment will be a fabulous fashion show featuring 'breast cancer awareness' designs from students at Stephen's College in Columbia, MO. We will also be granting out an estimated \$3 million for the 2010-2011 fiscal year to our local community partners!

Invitations for this brand-new event will be mailed in mid-March. Call the Affiliate office at 314-569-3900 for more information.

***POWER of a PROMISE will be taking the place of the annual survivor luncheon held each spring.**



2010 Key Dates and Upcoming Events

3/1

Race Registration Opens

4/25

Power of a Promise and Grant Awards Presentation

6/10

Dine Out for the Cure®

6/12

Komen St. Louis Race for the Cure®



DINE OUT FOR THE CURE®

Thursday, June 10, 2010

Area restaurants interested in participating can contact the Komen St. Louis Affiliate at 314-569-3900 or visit www.komenstlouis.org.

A complete list of participating restaurants will be available on the Komen St. Louis Affiliate Web site at www.komenstlouis.org starting in February. The list will continue to be updated as the date and event gets closer.

SPARE NOTHING FOR THE CURE

The first-year bowling event, presented by Panera Bread, benefited the Komen St. Louis Affiliate and raised more than \$15,000 in the local fight against breast cancer. More than 200 people bowled on Sunday, October 11 at Brunswick Zone Chesterfield.





**12TH ANNUAL
SUSAN G. KOMEN
ST. LOUIS RACE
FOR THE CURE®**

» » » » » »

**Saturday, June 12, 2010
Downtown St. Louis**

WHO CAN HELP?

KOMEN ST. LOUIS AFFILIATE FUNDED SERVICES

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
Tourette 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.

COMPETITIVE RUN ADDED TO THIS YEAR'S ST. LOUIS RACE FOR THE CURE

This year the Komen St. Louis Race for the Cure will include a timed Competitive Run, sponsored by Fleet Feet Sports. Here are few things to know:

- » For serious runners and those who would simply like their exact time for the 5K, this will be a great opportunity to make a real difference in the fight against breast cancer while pursuing personal running and fitness goals at the same time.
- » The St. Louis Race for the Cure is a certified 5K.
- » The Race start will be staggered, allowing the Competitive Runners to start before the non-competitive runners and walk participants.
- » Competitive runners will pay an additional \$5 registration fee to cover the cost of timing the Race (bringing the total registration fee to \$30 for competitive runners).
- » Times will be available immediately after the Race, both at the Race site and online.
- » Competitive Runners can register online through noon on Thursday, June 3, 2010. Walk-up registration for competitive runners will only be available at the St. Louis Galleria during the Registration Blitz on June 5, 6, and 9. (Participants in the Non-Competitive Fun Run and Walk will still be able to register online through June 11, in person at the Registration Blitz, and on-site on Race Day.)
- » Individual competitive runners (those runners not on a team) will pick up their Race t-shirts and bibs (with RFID DAG timing system chip) during Registration Blitz on June 5, 6 and 9th at the St. Louis Galleria. Competitive runners that register as part of a team will receive their Race t-shirts and bibs (with RFID DAG timing system chip) from their Team Captain.
- » THERE WILL BE NO WALK-UP REGISTRATION FOR COMPETITIVE RUNNERS ON RACE DAY. (Walk-up registration will be available for participants in the Non-Competitive Fun Run and Walk on Race Day).
- » The Competitive Run will recognize overall male and female Race winners, a male and female survivor first place finisher, and the winner of the wheelchair race.

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:

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.