

KOMEN CONNECTIONS

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



Winter Edition - 2011

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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 to see how you can make a difference in the fight against breast cancer.

WHERE DOES OUR MONEY GO? TO PEOPLE LIKE KAREN

Karen Heitzman found a lump in her breast and didn't know what to do. Like most of you, she had a job that included health insurance benefits but like so many, she also had a job where she quickly found herself downsized. So at the time her lump was discovered, she was 21/2 years uninsured and working at a part-time job. Where was Karen going to turn?

Through a charmed chain of events, she found her way to a Komen grantee, the David C. Pratt Cancer Center at St. John's Mercy Medical Center. At St. John's cancer center, she received her care via Komen funding - a true tale of where our money goes!

After her diagnosis, Karen wanted to do something in return. So she started a Susan G. Komen Race for the Cure® team, which also led her to meeting her husband - a Scottish lad, as she says. They were friends working a festival when she asked if he wanted to join her for her "Kilts for the Cure" Race team. He agreed, they fell in love and each and every year the team gathers downtown, kilts and all, to participate.

Every time Karen sees someone in a Race t-shirt, she stops them and thanks them because, in her words, they helped "pave her way to better health. I would be living in some one's spare bedroom if not for Komen St. Louis." She also commends all her doctors throughout the process and all the prayers. "I make sure I let everyone know that the money helps people right here in St. Louis.

"So I beat cancer, turned 50, and met the love of my life. It wasn't a dream I had or but it's definitely all good."

AMBASSADOR BRINKER VISITS ST. LOUIS

Ambassador Nancy G. Brinker, founder and CEO of Susan G. Komen for the Cure®, is proof one person can make a difference and last November, she was in town to talk about her recently published memoir, *Promise Me*. Brinker signed copies of her book and addressed the hundreds of supporters in attendance at the St. Louis Jewish Book Festival.

While in town, Brinker talked about the wonderful work being done both locally and globally and all the victories over breast cancer in the past two decades. She truly believes with her whole heart we are close to creating a world without breast cancer and encouraged everyone to see this fight through so that no one ever has to fear breast cancer again.

Brinker founded Komen for the Cure nearly 30 years ago as a promise to her sister, Susan, who died of breast cancer at age 36. Before Suzy died, Brinker promised her sister she would do everything she could to fight the disease. What began as a promise has evolved into the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures.



MEET THE 2010-11 PINK TIE GUYS!

The 2010-11 class of Pink Tie Guys, an awareness program of the St. Louis Affiliate of Susan G. Komen for the Cure, was announced last fall and this year's class includes nine men of leadership in the St. Louis community dedicated to raising awareness of breast cancer.

Meet the PTGs

Mike Bush, Anchor, NewsChannel 5
Ralph Butler, Entertainer
Kevin DeMoff, Chief Operating Officer, St. Louis Rams
Doug Elgin, Commissioner, Missouri Valley Conference
Todd George, Former VP at Lumiere Place
Tim Metz, Co-owner, Pickles Deli
Davis Payne, Head Coach, St. Louis Blues
Wiley Price, Photojournalist, *St. Louis American*
Randy Weller, VP of Community Development, Citi



Every 69 seconds a woman dies of breast cancer and the nine men selected to this year's class are dedicated to bringing awareness of the deadly disease to the forefront.

"While it might seem rare for men to get breast cancer, it is far too common for the disease to impact our mothers, our wives, our daughters, our friends, our co-workers, and our neighbors," said Randy Weller, Vice President of Community Development at Citi and member of this year's class. "For that reason, the Pink Tie Guys are dedicated to creating awareness, inspiring involvement, and encouraging compassion. It is our hope, that together, we can help find the cures."

All nine men have received a Komen-inspired necktie to wear on specific days throughout the year and to Komen St. Louis Affiliate events. The men support and will draw attention to our promise of ending breast cancer forever by wearing his tie and speaking out about the importance of doing everything possible to find the cures.

An estimated 207,090 women will be diagnosed with breast cancer this year and an estimated 39,840 will die. An estimated 1,970 men will be diagnosed with breast cancer this year and an estimated 390 will die. Breast cancer is a disease that affects everyone and, in coordinating this group, it is important to make a powerful statement that all must be committed to the cause.

"Once again, the leadership in our community has wrapped its arms around our cause and that is apparent in the remarkable men who are part of this year's class of Pink Tie Guys," said Helen Chesnut, executive director of the Affiliate. "We are extremely lucky to have these men out in our community, making an impact in the lives of those they encounter each day. Together, we will make a difference for so many."

SUSAN G. KOMEN FOR THE CURE® RECEIVES CHARITY NAVIGATOR'S COVETED FOUR-STAR RATING FOR 4TH YEAR IN A ROW



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.

Need Health Insurance?

MISSOURI
HEALTH
INSURANCE
POOL

MHIP

If you've been dealing with an ongoing medical condition such as breast cancer, it might seem impossible to find affordable health insurance. Maybe you've been turned down for coverage, or maybe insurance plans have given you high prices for benefits that don't address your needs.

To ease this burden, the Missouri Health Insurance Pool (MHIP) offers medical and prescription drug benefits through both state and federal pools.

State plans through MHIP include a variety of PPOs with a range of premiums and deductibles, as well as a high deductible health plan. These plans have a limitation on coverage for pre-existing conditions for the first 12 months.

A new federal program allows people with pre-existing conditions to purchase insurance without limitations on benefits for their problems.

To be eligible for the new federal pool, an applicant must:

- Be a U.S. citizen or national, or lawfully present in the U.S.;
- Be a Missouri resident;
- Have a pre-existing condition; and
- Be without health insurance for at least the past six months.

For more information on MHIP plans or to apply for coverage, call **800-821-2231** or visit **www.mhip.org**.

In the U.S., women have a **one in eight** chance of developing breast cancer in their lifetime.

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FROM THE DESK OF THE AFFILIATE PRESIDENT

New Years Resolutions. We all think about them and most of us make them. One of mine this year is to take charge and be proactive with my breast health. I'm going to take the time for my annual mammogram, get my clinical exam and be aware of my own breast health. Women should be aware of how their breasts normally look and feel. Knowing what is normal for you may enable you to note changes in your breast. Remember, Susan G. Komen for the Cure recommends that you:

1. Know your risk
2. Get screened
3. Know what is normal for you – see your health care provider right away if you notice changes in your breasts
4. Make healthy lifestyle choices

We are living in a fast-paced environment. With many responsibilities, like balancing family, work, friends and volunteering, it can be easy to forget to schedule your mammogram.

We all need to be reminded of the importance of early detection. When breast cancer is found early and confined to the breast, the 5-year survival rate is 98 percent. This is why it is so important to take the time for ourselves and follow the breast self-awareness steps so we can continue to make many more resolutions for years to come.



IN MY OWN WORDS...

My name is Sandy and in May of 2008, I was diagnosed with stage three triple negative breast cancer of the right breast. I had chemo and a mastectomy on the right breast and the cancer appeared to be gone.

I followed up with 35 radiation treatments and by April of 2009, my cancer had spread. One tumor was found on my lung and one tumor on my aorta. I have been on several different chemo's since then. The one tumor on my aorta is gone and the one on my lung has shrunk but still remains.

After receiving a good Pet Scan I noticed some dizzy spells and headaches. After getting a MRI a tumor was discovered on my brain. I received Radio-Surgery and that tumor appears to be gone. I am still working towards losing the tumor on my lung. I am hopeful that I will soon be able to get my reconstruction on the right side.

Thank you to Bridging The Gap and Susan G. Komen For The Cure St. Louis. Through this Komen-funded program, I have received funds to assist me with my medical bills.

Again I feel I have been blessed and I have come a long way. I believe that surrounding yourself with knowledgeable, supportive and positive family, friends, doctors and caregivers, has made all the difference for me. To any women fighting breast cancer, I wish for you blessings and recovery.

COMMUNITY PARTNER UPDATE

The Komen St. Louis Affiliate grants support to non-profit organizations and governmental agencies in our service area for innovative, non-duplicative, evidenced-based projects in the areas of breast health and breast cancer education, outreach, screening, treatment and support programs targeting services not otherwise available to the medically underserved populations in our service area.

At the Affiliate, we are currently working on finalizing the 2011-12 Grant Slate - the list of Komen-funded programs for the upcoming year. Applications were due to the Affiliate office last December and are currently under review for funding with the announcement of awardees coming in April.

Grants are available for up to one year while Affiliate funding is limited and awarded through a competitive process. All grant applications are subjected to rigorous review by an independent panel of breast cancer survivors and local professionals from the fields of law, public health, finance and medicine. The panel is responsible for making the final decisions regarding awards.

2ND ANNUAL SPARE NOTHING FOR THE CURE

On Sunday, October 24, 537 bowlers participated in our Second Annual Spare Nothing for the Cure, which took place at Brunswick Zone in Chesterfield and Camelot Bowl in Collinsville, IL. The family-friendly bowling event raised more than \$26,000 in its second year and will help directly impact the breast health needs of our local community. Seventy-five percent of the money raised by the Komen St. Louis Affiliate stays in our 17-county service area to fund screening, treatment, education and support programs while the remaining 25% goes to our national organization to fund research.



A Special Thank You to Our Sponsors

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Only 51.2 percent of women 40 and older in the U.S. reported having a mammogram in the last year.

PEOPLE OF IMPACT: CORNBREAD

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.

It all started at a Susan G. Komen Race for the Cure® in Wichita, Kansas. It was a small Race in the truest sense of the word, but still vitally important to making an impact on the breast health needs of that region.



Cornbread enjoying a day of bowling at Spare Nothing for the Cure last October.

Cornbread was doing morning radio in the heartland when he got the call from a female listener, who happened to be a breast cancer survivor, asking him to join her at their Race. It was a call he would never forget as he heard something in her voice that impressed him. It was passion, belief and spirit. And it was infectious. It was at that moment that Cornbread made his own promise to use his big personality and even bigger heart to help end breast cancer forever. Welcome Team Breadhead!

“I will never forget the sound in the voice of the woman that called my show,” Cornbread said. “It was at that point, I dedicated myself to this.”

Jump ahead seven years. Cornbread and company are now hosts of one of St. Louis’ most-popular morning radio shows, “The Cornbread Morning Show”, on WIL-FM 92.3. And while his zip code may have changed, his dedication to finding the cures has only intensified.

“I have realized that this whole thing is not about the radio station or me, it is about raising money and making a difference,” Cornbread said. “When I came to St. Louis, I wanted to do it right and do it big. I wasn’t taking no for an answer. I was fighting for this cause as much as survivors are fighting for their lives. And so it grew and grew. We built steam, had momentum and next year, we are going to shoot even higher!”

Since 2005, Team Breadhead has gone from 1,800 members to more than 6,500 in 2010. The team has also raised more than \$300,000 in local fundraising efforts. And, according to Cornbread, all he needs to do is sit back and think of his many wonderful Race day memories to be reminded of the difference he is making.

“On Race day, I hug hundreds of women, all in different stages of fighting breast cancer,” Cornbread said. “They may pull their bandanas back or they may just hug me back, but I feel this energy. When you are at the Race, you realize you’ve become this movement – a day of emotion where you realize you are going to do everything humanly possible to beat this thing. It is a day of fun, camaraderie and something that just becomes part of you.

“It is our Mardi Gras, a reason to celebrate,” Cornbread continued. “We celebrate getting closer to finding the cures and making a difference. We have fun.”

When Cornbread is not dancing in the streets on a warm June morning, he enjoys brewing his own beer, and being an excellent play date for his daughter. He doesn’t mind getting down on her two-year old level and doing some coloring, playing dress up, singing or dancing.

“I’m proud that I’m adapting to my family. It is the biggest accomplishment to be a good husband, father and step-father,” Cornbread said. “There are so many moving parts in a family and the success of mine is very important to me and what I’m most proud of.

“Professionally, the fact the Race here in St. Louis is the biggest in the world makes me happy,” added Cornbread. “We have people that really care about life and seeing the joy in the faces of so many means we care more than anybody.”



In 2010, Team Breadhead was the largest team at the Komen St. Louis Race for the Cure with more than 6,500 participants.

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.

HENRIETTA'S GHOST: RACE, ETHICS AND MEDICINE IN THE SAGA OF AMERICAN HISTORY



The Research Advocacy Committee of the St. Louis Affiliate of Susan G. Komen for the Cure®, the St. Louis Breast Cancer Coalition and Washington University have teamed up for a free, community-wide event titled "Henrietta's Ghost: Race, Ethics and Medicine in the Saga of American History." The experience will feature a panel discussion of the book, *The Immortal Life of Henrietta Lacks*, by Rebecca Skloot.

The event will take place at the Missouri History Museum on Tuesday, March 1. Start time is 6:30 p.m. Sowandé Mustakeem, an assistant professor of African Studies at Washington University, will serve as moderator of the event and will also participate on the panel. Iris A. Malone, a clinical trial analyst, and Dr. Ira Kodner, a medical ethicist, will also be featured on the panel.

Henrietta Lacks, a 31-year-old mother of five, died of cervical cancer on October 4, 1951; and while her disease was a tragedy for her family, for the world of medical research, it was something of a miracle. Since her death, Lacks' cells – taken from her tumor while she was undergoing surgery – have been responsible for some of the most important medical advances of all time.

What: A free, community-wide event with discussion of *The Immortal Life of Henrietta Lacks* by Rebecca Skloot.

When: Tuesday, March 1
6:30 p.m.

Where: Missouri History Museum
Forest Park

Hosts: Komen St. Louis Affiliate Research Advocacy Committee, the St. Louis Breast Cancer Coalition and Washington University.

**RESEARCH
ADVOCACY**



UPCOMING EVENTS

For more information, email researchadvocacy@komenstlouis.org

January Research Advocacy Meeting

Monday, January 31, 2011 7 p.m. Komen St. Louis Affiliate
Sharon Geekie and Judy Johnson will present highlights of the 2010 International San Antonio Breast Cancer Conference. Come hear the latest promising breast cancer research. All are welcome to attend.

February Research Advocacy Meeting

Thursday, February 24, 2011 7 p.m. Komen St. Louis Affiliate
In preparation for the RA 201 Workshop to be held at Washington University Genome Center in April, speaker Cherilynn Shadding, PhD, will give us some basic genomic background. http://genome.wustl.edu/people/shadding_cherilynn

Henrietta's Ghost: Race, Ethics, and Medicine in the Saga of American History

Tuesday, March 1, 2011 6:30 p.m. Missouri History Museum

BREAST CANCER HEADLINES

For all 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. Visit komen.org and click on Latest Headlines for up-to-date and accurate information.

Study Evaluates Predictors of DCIS Outcomes

Choice of treatment, choice of surgeon, and surgical margin (a measure of whether the cancer was completely removed) all appear to affect the risk of disease recurrence among women with ductal carcinoma in situ (DCIS) of the breast. These findings were reported in the Journal of the National Cancer Institute. More at komen.org.

Weight Lifting May Not Increase Lymphedema Risk Among Breast Cancer Survivors

It may be safe for breast cancer survivors to lift weights, including upper-body exercises, without increasing risk for lymphedema. These results were reported in the Journal of the American Medical Association. More at komen.org.

Many Women Do Not Get Regular Mammograms

Despite professional recommendations and public support in favor of regular mammography, only about half of US women get an annual mammogram, even if they have insurance to cover the test. These results were presented at the 2010 San Antonio Breast Cancer Symposium. More at komen.org.

Iniparib Shows Promise Against Triple-Negative Breast Cancer

Compared with chemotherapy alone, treatment with a combination of chemotherapy and the investigational drug Iniparib improved overall survival by more than four months among women with metastatic, triple-negative breast cancer. The results of this Phase II clinical trial were published in the New England Journal of Medicine. More at komen.org.

COMMUNITY SUPPORT LIKE NO OTHER!

The Komen St. Louis Affiliate is so fortunate to have wonderful community support - ordinary people, like you and me, doing extraordinary things. Since October 2010, many individuals and groups have shown their support of the promise to end breast cancer forever by raising funds and awareness to help end breast cancer forever. Enjoy this photo collage with some candid shots of community events supporting Komen for the Cure.

1) Pink Promise Zone at the Saint Louis Galleria.



2) Dede Hoffmann accepts a check from Boeing.

3) Unity Lutheran School in East St. Louis welcomes Helen Chesnut, Executive Director, after donating funds to the organization.



4) Lafayette High School Field Hockey Team presents check to Komen St. Louis.

5) Richard Tolbert, IESI District Sales Manager, and Helen Chesnut.



6) Naomi Leask, one of Komen's younger donors, raises funds each year with her hockey team.



7) Cruisin USA and its staff with Helen Chesnut.



8) The Power of Pink - an October campaign that sold pink light bulbs in Wal-Marts around the region.



The majority of women with breast cancer have **no known family history** or other known risk factors.

WILL YOU **STAND UP** AND SUPPORT A PROMISE MADE BETWEEN TWO SISTERS MORE THAN 28 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 314-569-3900 for more information or email sponsorship@komenstlouis.org.



13TH ANNUAL SUSAN G. KOMEN ST. LOUIS RACE FOR THE CURE



SATURDAY, JUNE 11, 2011
DOWNTOWN ST. LOUIS

ONLINE REGISTRATION OPENS IN MARCH
WWW.KOMENSTLOUIS.ORG

3RD ANNUAL DINE OUT FOR THE CURE THURSDAY, JUNE 9, 2011

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 website at www.komenstlouis.org starting in February. The list will continue to be updated as the date and event gets closer.

Since 2009, Dine Out for the Cure has raised more than \$200,000. Seventy-five percent of the money raised stays in St. Louis to fund screening, treatment, education and support programs with the remaining 25% going to the national organization for research only.



THE POWER OF **ONE**

Advocacy Alliance.

The Susan G. Komen for the Cure Advocacy Alliance is a sister organization to Susan G. Komen for the Cure®, and is a voice for change on Capitol Hill, in state legislatures and on the campaign trail. We are aggressively seeking increased funding for research and greater access to screening and treatment. The Komen Advocacy Alliance engages policymakers and leaders at all levels of government to advocate for an increased investment in breast cancer research and greater access to breast health services. For more information, visit komenadvocacy.org.

Corporate Sponsorships

Our Affiliate is making a difference right here in our community and we can do so much more with your help. Please consider sponsoring our Race for the Cure or any of our other events, and/or become a year-round sponsor. Email atonsing@komenstlouis.org.

Donate.

Make a gift to our Affiliate in memory or in honor of a loved one or simply to help us end breast cancer forever. You can make donations online or by mail. Every dollar is one closer to finding the cures.

Join Us At Events. Host An Event.

Please join us at our annual events such as the Komen St. Louis Race for the Cure® or call us at 314-569-3900 or visit our website at komenstlouis.org and find out how you can conduct an event that benefits or promotes the Komen St. Louis Affiliate.

Research Advocacy.

Research Advocates bring the patient perspective and the patient's voice, to every level of breast cancer research, from the questions that are asked in research to the way people who participate are protected from risk and how results are provided. For more information, email researchadvocacy@komenstlouis.org.

Volunteer.

We rely on survivors, activists and advocates, ultimately volunteers, to help us raise funds and educate our community. There are many opportunities to help, both big and small, short and long term. We need you! Email affiliatevolunteers@komenstlouis.org.

Currently, there are about **2.5 million** breast cancer survivors alive in the U.S.



St. Louis Affiliate of Susan G. Komen for the Cure®
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 www.komenstlouis.org

Did you know...

- the 2011 Komen St. Louis Race for the Cure is Saturday, June 11?
- many changes occur in your breasts during your lifetime? It's important to understand which changes are normal and which are not.
- breast cancer in men is rare? However, an estimated 1,970 new cases of male breast cancer will be diagnosed in the United States in 2010.
- if detected early, the chance of surviving breast cancer is nearly 98% if confined to the breast?
- breast cancer is a type of cancer where cells in the breast divide and grow without normal control?
- there are four recommendations by Susan G. Komen for the Cure for overall breast self-awareness? Get screened, know your risk, know what is normal for you and make healthy lifestyle choices.
- screening tests can find breast cancer early, when it's most treatable?



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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 P.O. Box 790129, Dept. SK, St. Louis, MO 63179-0129

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:
