

Join Komen Atlanta for PINK POWER Month

Worship in Pink Weekend October 23 - 25



Join Worship in Pink weekend to celebrate breast cancer survivors and honor those who have lost the battle. Working with local churches, synagogues and mosques to educate their members on breast health and breast cancer, Komen Atlanta provides breast health information packets to each participating religious organization.

Participating organizations are encouraged to plan other activities for the weekend, such as asking members to wear pink to commemorate the event, or hosting a special luncheon for breast cancer survivors.

To register your organization for Worship in Pink go to www.komenatlanta.org and click on the Worship in Pink box on the right. Register closes Friday, October 2nd!

Breast Cancer Screening Guidelines

Know Your Risk

Talk to your doctor about your personal risk factors. Talk with your family to learn about your family health history.

Get Screened

Have a mammogram every year starting at age 40 and clinical breast exams at least every 3 years starting at age 20 and every year starting at age 40

Know What is Normal for You

Know how your breasts look and feel. Report any changes to your doctor. If you notice any lumps, redness, warmth, dimpling or puckering, tell your doctor.

Make Healthy Lifestyle Choices

Be sure to eat healthy foods, exercise regularly, maintain a healthy weight and limit your alcohol intake.

Log onto www.komenatlanta.org to visit Komen Atlanta's resource guide or call 404-459-8700 for information about local resources.

**For a Low-Cost Mammogram in Your Area:
Call Komen Atlanta at 404-459-8700 or
Visit www.komenatlanta.org.**

**** HOT TOPIC ****

Triple Negative Breast Cancer

Triple negative breast cancer accounts for about 15 percent of all cases in the U.S., which means that approximately 25,000 women are diagnosed with the disease every year. It disproportionately affects younger women and women of color and it has a higher mortality rate than other breast cancers.

Today, we know that breast cancer isn't just one disease with one type of treatment. The disease takes many forms, and is generally described based on the presence or "expression" of three receptors known to fuel most breast cancers: estrogen, progesterone and human epidermal growth factor 2 (HER2).

Triple negative breast cancer does not express HER2, or the estrogen or progesterone receptors. That's why it's called "triple negative." At some point in the near future, we hope to describe triple negative breast cancers based on what they are, not based on what they are not.

Many treatments for breast cancer available today use the HER2, estrogen receptor or progesterone receptor as a target. But because those receptors just aren't present or active, hormone treatments and HER2-targeted therapies won't work for TNBC patients.

Currently, various types of chemotherapy, and perhaps the anti-angiogenic drug bevacizumab (Avastin) are the only effective systemic therapies for TNBC. Chemotherapy is usually given after a woman has initial breast surgery, but it may be given prior to surgery as well.

And while chemotherapy actually works better in TNBC cases than in other forms of breast cancer, it doesn't work for everyone and just doesn't work well enough for some patients. Many women also receive radiation in addition to chemotherapy.

Some people have thought that TNBC is an automatic death sentence. In fact, most women with TNBC do quite well, even years after beginning treatment. The problem, however, is that a substantial minority do not do as well.

Komen began funding Promise Grants in 2008 to accelerate the pace of research with the hope of delivering cures more rapidly. Komen is making it clear to researchers around the world that we want to do more about TNBC. We have asked researchers to submit grants that specifically focus on the triple negative breast cancer issue. Such a signal is bound to increase research in this area.

The partnership between Komen and the Triple Negative Breast Cancer Foundation is emblematic of what we need to be doing more often as we move toward the goal of a world free of breast cancer. Advocacy groups wherever – and whenever – need to combine their financial as well as intellectual resources to produce better results faster.

(Dr. Eric Winer, Chief Scientific Advisor at Susan G Komen for the Cure, February 2009)

KNOWLEDGE IS POWER

Update on HER2 Positive Breast Cancer

Approximately 20 percent of women with breast cancer have what is called HER2 positive disease. In these tumors, there are extra copies of the HER2 gene in the nucleus of the cancer cell and, as a result, excess HER2 protein on the surface of the cancer cell. The HER2 proteins on the surface of the cancer cell interact with each other and with other proteins, and when these interactions occur, they cause the cancer cell to behave in a more aggressive manner. In particular, the HER2 positive cell tends to divide more rapidly, invades surrounding tissue and spreads to other parts of the body (that is, metastasizes). It is important to understand there have always many women with HER2 positive breast cancer who did well with the standard treatments. However, we have known for some time that women with HER2 positive breast are at increased risk of having a recurrence if treated with standard treatment consisting of surgery, radiation, chemotherapy and hormonal therapy.

The drug Herceptin, which is a monoclonal antibody, has changed the picture quite dramatically for women with HER2 positive breast cancer. Among women with advanced breast cancer, Herceptin shrinks tumors, slows the pace of the illness and has been shown to extend women's lives. For some women with advanced or metastatic breast cancer, the impact of Herceptin has been huge, but for others it has been more modest. Since 2005, we have known that administering Herceptin with chemotherapy helps to prevent recurrences of breast cancer in women with stage 1-3 breast cancer, and Herceptin has become part of adjuvant therapy for almost all women with HER2 positive breast cancer other than those who have very, very small tumors and negative lymph nodes.

Unfortunately, almost all women with advanced breast cancer find that Herceptin eventually stops working as well as one might like. Herceptin is not necessarily ineffective in these women, because there is the suggestion that continuing it even after the cancer progresses may be useful for some patients. Thankfully, there is now a drug that is commercially available for Herceptin-resistant disease. That drug, lapatinib (Tykerb), is an oral drug that inhibits the function of HER2 and HER1 (which is also called EGFR or the Epidermal Growth Factor Receptor). Although it is not very effective as a single agent, it is quite effective in controlling advanced cancer when given in combination with the chemotherapy drug, capecitabine. It is being evaluated with other chemotherapy and hormonal therapy partners, and is also being tested in the adjuvant setting in a large, randomized trial that is being conducted around the world.

There are several new drugs for HER2 positive breast cancer that are in development, and we have good reason to believe that several of these drugs will be commercially available in the next 1-3 years. The first of these drugs is an agent called Neratinib, which is similar to lapatinib, but may be even more effective. When given by itself to women with Herceptin-resistant disease, it led to shrinkage of tumors in about a third of all patients. The second is a drug called pertuzumab, which is another monoclonal antibody like Herceptin. It works in a different way than Herceptin, and when given after Herceptin has stopped working, it can be effective. Of interest, it seems to work better when given with Herceptin than when it is given alone. Another promising drug is called T-DM1. This agent is a conjugate, or a chemotherapy drug that is combined with the monoclonal antibody, Herceptin, and a small amount of a chemotherapy drug called a maytansinoid. The antibody attaches to the HER2 positive cancer cell and releases the chemotherapy into the cancer cell. The result is that there are very few side effects and, in preliminary studies, the agent has been very active in shrinking HER2 positive tumors. Additional studies are ongoing.

(Dr. Eric Winer, July 2009)

Komen Atlanta Events in October

PINK POWER PARTY

Komen Atlanta invites you to celebrate Pink Power this October! This year, Breast Cancer Awareness Month is about taking power over the disease. Pink Power is about knowledge, screening and awareness. Pink Power is about taking charge of your health and empowering others in our community to do the same.

At the Pink Power Party on October 17th, Komen Atlanta will honor four Atlanta leaders who share Komen's mission to empower women. We invite you to help us celebrate our honorees and spread Pink Power.

Dr. Jenny Amerson, Breast Care Specialists
Representative Kathy Ashe
Vikki Locke, B98.5 FM
Kathy Walters, Georgia-Pacific

October 17, 2009
7pm
Ventanas
an exclusive new venue
overlooking Atlanta's beautiful skyline

Purchase your tickets TODAY by calling 404-459-8700.

POWER IS KNOWLEDGE SCREENING AWARENESS PINK



Kroger Pink Ribbon Saturday

October 10th, 10am – 2pm



Visit your local Kroger during breast cancer awareness month and find out how you can be part of the cure! Throughout the month, Atlanta-area Kroger locations will be selling paper pink ribbons and reusable grocery bags in an effort to support Komen Atlanta.

VOLUNTEER OPPORTUNITY: On Saturday, October 10th, from 10am - 2pm, Komen volunteers will staff a table with breast health information at 25 participating Kroger locations. We still have a number of locations open, so please e-mail Jessica Murdock at jmurdock@komenatlanta.org for a list of available locations.

To find out how you can get involved with Komen Atlanta, visit www.komenatlanta.org and click on *Empower Yourself and Others.*

How Can You Get Involved This October?

PASSIONATELY PINK FOR THE CURE

Turn your passion into action and Go Passionately Pink for the Cure this October!

How to go Passionately Pink:

- Get a group of friends or co-workers together to go Passionately Pink for the Cure.
- Choose a team captain to register your group at passionatelypink.org.
- Select the date(s) for your Passionately Pink day(s).
- Plan your event. Dress in crazy pink outfits. Honor a breast cancer survivor with a nice luncheon. The day's activities are completely up to you!
- Invite your team members, letting them know to wear pink!
- Collect donations from each team member on your Passionately Pink day. (Make sure each personal check has your team ID written in the memo area!)
- Send the donations to Susan G. Komen for the Cure.



When your team captain registers your group, he or she will receive a free kit. This kit will include everything you need to get started — event day ideas, a promotional poster, a Passionately Pink guidebook, collectors' pins that feature the Passionately Pink logo, basic breast health information, a donation reply form, a matching gift checklist and a reply envelope to make it easy to return donations to Komen. You can find additional materials and ideas for your day at passionatelypink.org.

SAVE LIDS TO SAVE LIVES

This October, get your school, neighborhood, club or religious organization involved and Save Lids to Save Lives. Yoplait pink lids are on the shelves NOW, so start collecting and turn your love of Yoplait into donations to Komen!

For each lid submitted, Yoplait will donate \$.10 to Susan G. Komen for the Cure and lids mailed from the Atlanta area will benefit Komen Atlanta. Contact Jessica Murdock with the Atlanta Affiliate at jmurdock@komenatlanta.org to get your collection bin and posters today!

You may also register yourself or a team to collect lids at www.yourlidmatters.com. Use this website to find unique ideas, fun tips and more!

All lids must be mailed by December 31st to:
Save Lids to Save Lives
P.O. Box 420704
El Paso, TX 88542-0704



GET FIT! - WACOAL FIT FOR THE CURE

For every woman fitted at the events listed below, Wacoal will donate \$2 to Komen for the Cure. Wacoal will also donate \$2 for every Wacoal or Be.Tempt'd bra or shapewear item purchased at these events. So head to the Intimates Department and tell them you want to "Get Fit!".

Thursday, October 1st - Belk - Mall at Cobb Town Center
Friday, October 2nd - Belk - Phipps Plaza
Friday, October 2nd - Belk - Lakeland Plaza
Thursday, October 15th - Macy's - Mall at Cobb Town Center
Friday, October 16th - Macy's - Lenox
Saturday, October 17th - Macy's - Northpoint Mall
Saturday, October 24th - Dillard's - Northpoint Mall
Wednesday, October 28th - Dillard's - The Mall at Stonecrest
Thursday, October 29th - Dillard's - Atlantic Station
Friday, October 30th - Dillard's - Perimeter
Saturday, October 31st - Dillard's - Mall of Georgia

Community Events Benefitting Komen Atlanta

Strikeout Breast Cancer

Thursday, October 1st
East Coweta Softball Field - 4 p.m.

Cheer on the Indians as they host a double-header to celebrate breast cancer awareness month. Fans are encouraged to wear pink and 100% of the proceeds benefit Komen Atlanta!



As part of their annual fundraiser for Komen, Sage in Buckhead will kick off Breast Cancer Awareness Month with a "Passion for Fashion" event in the store on October 1st from 6pm - 9pm and will then sell specially designed t-shirts throughout October with a portion of the proceeds benefiting Komen Atlanta.

For more information, contact Shannon Kitchens at 404-815-0339.



BLACK+WHITE+PINK PARTY

Six Degrees Magazine will partner with Three Olive Vodka and Blackout Productions to produce the Black+White+Pink Party on Friday, October 2nd. The event will be held at the Mood Lounge beginning at 8pm with a \$10 cover charge. Guests will enjoy music from three Atlanta female DJs, art, photography, fashion and a silent auction. Seventy-five percent of the cover charge and one hundred percent of the silent auction proceeds will benefit Komen Atlanta. For more information please contact Jeremy Brown at jeremy@sixdegreesmag.com.

Pink Passion for Bridal Fashion

Pink Passion for Bridal Fashion is a bridal gown and wedding fashion sale. Purchase a designer gown at significant savings while also helping women who have been affected by breast cancer.

This bridal event will be held at Holiday Inn Atlanta/Roswell on Sunday, October 4th from 1pm - 6pm.

Register for this event today at www.treasuresformals.com/pinkpassionforbridalfashion.htm.



Spend a day on the green with Atlanta's top technology VIP's, Georgia corporations, friends, family and breast cancer supporters on Monday, October 5th. The event kicks off with registration at 10:00am and a 1:00pm shot-gun start with a cocktail reception and dinner to follow. For more information, please visit www.agileonthegreen.com.

Dedication to a Lady

Friday, October 9th at 10pm
Dolce - Atlantic Station

High Style Society will host Dedication to a Lady, a social event featuring cocktails, a silent auction and music by Superstar DJ Danny M. Tickets are limited and are \$25 in advance, so get yours today at dedication.eventbrite.com or contact Shawn Pope at shawn@highstylesociety.com.



Community Events Benefitting Komen Atlanta

T&S Shoes For A Cause presents "The Pink Party: A Celebration of Survivorship" with 5% of proceeds and 100% of donations benefitting Komen Atlanta. This event will celebrate breast cancer survivors, build awareness of breast cancer and the importance of early detection and help raise funds to support breast health programs in the Atlanta area.

The event, hosted by Eva Pigford of "America's Next Top Model" and "The Young and the Restless," will feature performances from well-known musical acts such as MTV's Day 26, as well as the Shades of Pink Breast Cancer Survivors Mass Choir. In addition, there will be vendors on site, free health screenings and a Kids Area. Tickets are on sale now so get yours TODAY! For more information, please visit www.thepinkpartyatl.com.



Batter Up!!

Reinhardt College Softball will host a varsity softball game against Darton College on October 11th at the Reinhardt softball field at 2pm and 4pm. Proceeds from donations, raffle tickets and concessions will benefit Komen Atlanta. For more information, please contact Leigh Wintter at law@reinhardt.edu. Go Eagles!!

Fantastic Sams

Cut for the Cure

October 12th and 13th
30+ Atlanta Area Locations

On Monday, October 12th and Tuesday, October 13th, more than 30 Fantastic Sams locations will join together to raise funds for Komen Atlanta. During this two-day cut-a-thon, all haircuts will be \$5 and customers will be asked to make an additional donation. Komen Atlanta will receive 50% of the proceeds from the day as well as 100% of all donations. So come out and get your hair Cut for the Cure!!



Cheer for the Cure

Johns Creek High School Football Field
Friday, October 16th - 7:30pm

Throughout the football game on October 16th, the Johns Creek Gladiator Cheerleaders will be cheering for the cure. Proceeds from the sales of t-shirts, pink cookies and pink carnations, as well as all donations collected, will benefit Komen Atlanta. Come help lead the team to a victory over breast cancer!



Say Cheese!! On October 23rd, Key Photography will host a night of pampering sponsored by Timeless by Paula, Salon 369, & Key Photography. Ladies will begin with hair styling done by Salon 369, makeup created by Paula Walker of Timeless by Paula, and photographs taken by Keith Key of Key Photography. Participants will give a minimum \$25 donation for the session with all donations benefitting Komen Atlanta. For more information, please contact Sandy Key

Community Events Benefitting Komen Atlanta

Oktoberfest

Love, Douglas and Pope, Inc. will host their annual "open house" for their staff, as well as many insurance industry contacts, on Tuesday, October 20th. The event will take place at the Love, Douglas and Pope office in Alpharetta and will include food, drinks, and a silent auction. Proceeds from the silent auction will benefit Komen Atlanta. For more information, please contact Brian Bandrowsky at bbandrowsky@ldpi.com.



Town Square Jewelers

In conjunction with the Pandora company, Town Square Jewelers in Fayetteville will be hosting a Pandora Pink Event on Oct. 22, 2009 for which the store will extend their hours until 8pm and will serve refreshments. Pandora has created a Pink Ribbon charm designed to promote breast cancer awareness as well as to honor all who have been affected by this disease. Town Square Jewelers will donate ten percent of the proceeds from Pandora sales on October 22nd to Komen Atlanta. For more information, please contact Town Square Jewelers at 770-460-7787.



Runway Fashion Fundraiser

The Klein Group, Inc. will host a fashion show with some of Atlanta's top designers. The event will be held at Legends Event Facility on Sunday, October 18th from 7pm – 11pm. Proceeds from the event will benefit Komen Atlanta. For more information, please contact Derrick Lawson at dlawson@kleingroupinc.com.

Pink! The Color of Life: 1st Annual Breast Cancer Walk

Athleader Fitness and Training will host a breast cancer walk at Stone Mountain on Saturday, October 31st beginning at 8:30am. Registration is \$15 per person. Participants will receive a t-shirt with registration and will enjoy refreshments throughout the morning. For more information on this event, please contact Quinton Cole at qcole@athleader.com.



Race Judicata

Emory's legal association for women students will host the 6th Annual Race Judicata on Emory's Campus on Sunday, October 11th. This 5K event benefits Komen Atlanta and will be open to the public for the first time. Registration is \$20 prior to the event and \$25 on race day. For more information on this event or to register, please contact Emily Yu at emily.yu@emory.edu.



Throughout the month of October, Chateau Elan Spa has created three unique spa treatments to benefit Komen Atlanta. Pamper yourself with the "Time for a Cure" Massage, "Truly Pink" Facial or the "Wrapped Up in Pink" body Treatment. Ten percent of proceeds will benefit Komen Atlanta, so make your appointment today. For more information, please contact Crystal Wright at cwright@chateauelan.com.

Community Events Benefitting Komen Atlanta



23rd Annual Sugar and Spice Classic

The West Georgia Futbol Club will host this all-girl soccer tournament on November 21st and 22nd. This tournament is one of the largest in the Southeast with registration fees ranging from \$200 to \$400 per team depending on age category. For more information on this exciting event, please visit www.dcsoccer.org/sugarspice. Proceeds from the tournament will benefit Komen Atlanta.

we are one designs
Look Good. Do Good.



We Are One Designs will donate twenty percent of all purchases to Komen Atlanta for Breast Cancer Awareness Month. See Komen Atlanta's profile and the "Komen Atlanta Necklace" at www.weareonedesigns.com/profile/komenatlanta.



The Body Boutique: Grand Re-Opening

Saturday, October 10th

Join the Body Boutique in Lawrenceville for their grand re-opening! The Body Boutique uses only natural and organic products and offer massages, facials and nail services. For more information on this event and The Body Boutique, visit thebodyboutiqueonline.com.



November 7th
Hyatt Regency - Downtown
265 Peachtree Street

Calling All Soap Fans!! So Long Springfield is a daylong farewell to the beloved and longest running television show of all time, Guiding Light. This is a once in a lifetime event featuring ten of Guiding Light's most popular stars. Fans will enjoy memorable, up-close-and-personal time with the stars and have a last opportunity to say goodbye.

Daytime Session: \$75 / 1pm - 5pm
Evening Session: \$75 / 7pm - 10pm
Daytime and Evening Session: \$140.

Space is limited, so register TODAY! Visit <http://celebrityeventsgroup.com/so-long-springfield-details-atlanta.html> for more information and to register for the event.

Jackets for the Cure



Join the Lady Jackets for their Pink Games this October. Come out to the Georgia Tech Aquatic Center on October 10th and support the Swimming and Diving team beginning at 11am. Then, at the end of the month, catch the Volleyball team as they take on Duke at O'Keefe Stadium beginning at 7pm.

Thank you Jackets for your continued support of Komen Atlanta!



For a complete list of event, please visit www.komenatlanta.org.