

Susan G. Komen for the Cure Greater Atlanta Affiliate Newsletter

Summer 2007

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Komen Atlanta Race for the Cure

On Saturday, May 12th, more than 13,000 participants joined together to celebrate survivors and join the promise to end breast cancer forever. Komen Atlanta would like to thank all of our sponsors, participants and volunteers who made this year's Race the BEST RACE EVER, raising more than \$1.4 million!!

Donations were accepted for the 2007 Race for the Cure through the end of May and pledge prizes will be mailed in June.

Thanks again to all of our outstanding volunteers for their hard work before, during, and after the Race!!



Komen Community Challenge Atlanta, June 20-23

Susan G. Komen for the Cure is taking its special brand of pink ribbon activism on the road in a powerful grassroots effort to "Close the Gap" in access to quality health care, research and information. To mark Komen's 25th year, the Komen Community Challenge is hitting 25 cities, including Atlanta. Activities scheduled include a roundtable, rally and other community events. We're rallying to make breast cancer a priority in Georgia, to help "Close the Gap" in funding that keeps thousands of women from receiving life-saving breast cancer care.

We will host several events Wednesday, June 20 - Saturday, June 23. All events are open to the public. Please come out and support Susan G. Komen for the Cure and help "Close the Gap."

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Komen Community Challenge

The Komen Community Challenge will focus on closing the gap on available funding for breast cancer screening to underserved, uninsured women in the State of Georgia. We want to increase funding for the state of Georgia's BreasTEST and MORE program, so that every woman in Georgia who is eligible for this life-saving service has the opportunity to access the program.

BREAST CANCER ROUNDTABLE

The Community Challenge will kick-off with a roundtable discussion featuring breast cancer advocates from the State of Georgia. The focus of the roundtable is to address the health care gap in Georgia from different racial, ethnic and economic perspectives. **Rene Syler** will moderate the discussion on Wednesday, June 20th at 2 pm at Grady's Steiner Auditorium.

CALL-IN ACTION DAY

Thursday, June 21st will be the first-ever Komen 'Call-In' Action Day. The Close the Gap event will be held at Atlantic Station from 9 am to 2 pm. The event will consist of calling the State of Georgia to action and to fully fund BreasTEST and MORE. Come out to Atlantic Station throughout the day to show your support for Komen and women around the state. Komen on the Go will be part of our 'Call-In' Action Day.

If you can't make it to one of the Community Challenge events, please see the list of Komen on the Go stops. For more information, please call the office at 404-459-8700 or email Erin at ejusten@komenatlanta.org.



KOMEN ON THE GO™
Join us on our mission to end breast cancer.

Komen On the Go travels around the country in a colorful cruiser and will be part of many of the Community Challenge activities. The trailer provides an interactive learning environment that features an instructional guide to breast self-examination (BSE), on-line answers to frequently asked questions about breast health and breast cancer, tips for how to be effective co-survivors, and opportunities to get involved in the global breast cancer movement.

Thursday, June 21st — Close the Gap Rally, Atlantic Station, 9 am - 2 pm

Thursday, June 21st — Screen on the Green, Piedmont Park "Funny Girl", 7pm - 10 pm

Friday, June 22nd — PRIDE, Piedmont Park, 6 pm - 11 pm

Saturday, June 23rd — Stonecrest Mall, 12 pm - 6 pm

Community Challenge Schedule

Wednesday, June 20 - 2pm

Roundtable Discussion

Grady's Steiner Auditorium

Thursday, June 21

Call-In Action Day, 9am - 2 pm

Rally, 12 pm

Atlantic Station

Thursday, June 21 - 6pm

Komen on the Go

Screen on the Green

Friday, June 22 - 6pm

Komen on the Go

PRIDE

Saturday, June 23 - 12pm -6pm

Komen on the Go

Stonecrest Mall

Special Events

Pink Power Moms

Do you know an exceptional mom who has survived breast cancer?

If so, you can nominate a mom who fits this description to become one of eight "Pink Power Moms." Bright Starts™ wants to celebrate extraordinary moms who have survived breast cancer, and continue to fight for a cure for the women of tomorrow.

Until June 15, you can go online to www.brightstarts.com/pink to tell her story - or your own - of triumph over breast cancer.

The moms chosen will be flown to Atlanta in October for a weekend of wellness where they will be recognized at the Komen Atlanta Pink Tie Ball and receive donations to give in their names to the breast cancer charity of their choice. The winners will also be featured in an ad in the October issue of Fit Pregnancy magazine, and have their inspirational stories shared throughout Breast Cancer Awareness Month.

Survivor Event

Let's Play Ball...
Braves Breast Cancer Awareness Day



Sunday, September 2nd
1:05 game v. Mets

Survivors receive 1 Free Lower Level Ticket, Atlanta Braves Breast Cancer Awareness T-Shirt, Access to pre-game hospitality tent, "A Walk in the Park" on-field ceremony and balloon release.

For more information
www.braves.com/community
or call 404-614-2305

Get excited about the Braves and support Komen Atlanta as we participate in the 50/50 Raffle on August 17th at the 7:35 pm Braves game against Arizona. Half of the Raffle ticket sales will benefit Komen Atlanta.

Bug Busters USA Bustin' Up Breast Cancer

Current Customer Promotional Offers

1. Have your attic power dusted for \$75 and receive a \$10 gas card, and Bug Busters will make a \$5 donation to Komen Atlanta.
2. Add the rodent control protection program for \$15 per visit and receive a \$10 gas card and Bug Busters will make a \$5 donation to Komen Atlanta.
3. Add the Advance termite protection to your home and receive \$100 off and Bug Busters will make a \$10 donation to Komen Atlanta.
4. Refer a friend to Bug Busters: Your friend gets \$50 off the initial service cost, you get a \$50 gas card, and Bug Busters will make a \$5 donation to Komen Atlanta. (\$10 donation in month of October & June)



New Customer Promotional Offer

1. Save \$50 on your initial pest control service, and Bug Busters will make a \$5 donation to Komen Atlanta.
2. Save \$100 on your Advance Baiting system or Termidor Treatment, and Bug Busters will make a \$5 donation to Komen Atlanta.

Email bug@bugbustersusa.com for more information about these promotions

Special Events, Cont'd

Upcoming Events/Promotions Benefiting Susan G. Komen for the Cure Greater Atlanta

Concert for a Cause June 15th and 16th

The Sounds of Sawnee Concert Band will perform two concerts at the Cumming Playhouse. Tickets are \$15 and may be purchased online at www.playhousecumming.com, by phone at (770) 781-9178 or at the ticket booth of the Cumming Playhouse.



Bowl for the Cure - July 28, 2007 Midtown Bowl

11:30 a.m. Meet & assign teams to lanes
12:00-3:00 Bowling
3:30 p.m. Award prizes

Teams will consist of four bowlers. Those who do not have a team, but still wish to participate will be randomly teamed with other single players using a blind draw format. Each bowler will receive a t-shirt and lapel pin. The cost per team is \$100 or \$25 for each bowler. For more information or to sign up, please contact Chris Wilson at chris.wilson@suntrust.com.

Fashion Cares August 27, 2007

Jeffrey Fashion Cares 2007 promises to be a fashion extravaganza you don't want to miss. The event includes a runway fashion show featuring the hottest designers and models, cocktails, DJ and a live auction. This fifteenth anniversary event will be held at the Ernst & Young building, Downtown. The charitable fashion event benefits Atlanta AIDS Partnership Fund and Susan G. Komen for the Cure Greater Atlanta Affiliate.

For more information, please visit www.jeffreyfashioncares.com/atlanta.



Jeffrey
fashion cares
2007

Atlanta Pink Card

Atlanta Pink Card is a consumer savings program. You can buy a monthly or year subscription, and cardholders will receive discounts from merchants contracted with the APC. The program begins July 1st. For more information, please visit www.atlantapinkcard.com.

Community Outreach Spotlight

Komen Atlanta taped a breast cancer awareness segment that aired on UNIVISION 34 on May 26th. Norah Andrews spoke with Gianncarlo Cifuentes, News Anchor of UNIVISION, about the importance of early detection, where to find a mammogram and the Komen Atlanta Race for the Cure®. Norah referred women to the Komen Atlanta Spanish Line, provided by ProntoCall. Norah is a Komen Atlanta volunteer and member of the Speaker's Bureau.

Thank you Norah!!



Breast Cancer News

■ The past few months have been busy for the breast cancer community. There have been many articles discussing the different aspects of breast cancer screening. We discuss some of the most recent news in our section below. After all of this recent news, there have been a few changes, but mostly things have remained the same — mammography is the best breast cancer screening tool for the average woman and yearly mammograms should begin at 40. For continued news updates, visit www.komen.org.

MRI Screening Recommendations

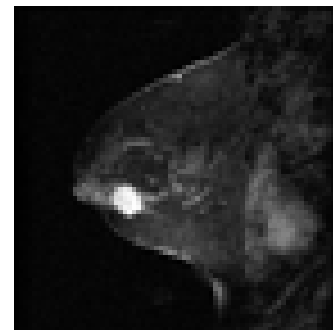
MRI, Magnetic Resonance Imaging, is a non-invasive method used to see a picture of the breast. “A MRI machine uses a large magnet and radio waves to measure several properties of tissue in your body. It makes precise images of the breast and can sometimes detect cancers in dense breasts that are not seen on mammograms.”¹

There have been many studies to determine the benefit of MRI - both when and who would benefit. Guidelines were released by the American Cancer Society (ACS) in the March/April 2007 issue of *CA-A Cancer Journal for Clinicians*.

ACS recommends yearly screening with breast MRI in addition to mammography for the following high-risk groups of women:

- Women with a BRCA1 or BRCA2 mutation
- Women who have a first-degree relative (parent, sibling, child) with a BRCA1 or BRCA2 mutation, even if they have yet to be tested themselves
- Women who have a 20-25% or greater risk of breast cancer based on risk assessment tools
- Women who had radiation to the chest between the ages of 10 and 30 years
- Women who have Li-Fraumeni syndrome, Cowden syndrome, or Bannayan-Riley-Ruvalcaba syndrome, or may have one of these syndromes based on a history in a first-degree relative

American Cancer Society recommends against breast MRI screening in women with a lifetime risk of breast cancer of less than 15 percent. The optimal approach to the screening of women with an intermediate risk of breast cancer (lifetime risk between 15 and 20 percent) remains uncertain, and these women are encouraged to discuss their options with their physician.



Breast MRI Image

¹Facts for Life, *Breast Imaging Methods*. Susan G. Komen for the Cure. Item No. 806-378 4/07

Breast Cancer Screening Guidelines

Mammograms

Yearly after the age of 40

Clinical Breast Exam

Every three years starting at the age of 20 and annually after 40

Breast Self-Exam

Monthly Starting at the age of 20

TIPS FOR A GOOD MAMMOGRAM

VISIT A FDA APPROVED MAMMOGRAPHY FACILITY

GO TO A RADIOLOGIST WITH ADVANCED MAMMOGRAPHY TRAINING

VISIT THE SAME MAMMOGRAPHY FACILITY—AND IF YOU CANNOT, TAKE PREVIOUS FILMS WITH YOU

KNOW YOUR PERSONAL HISTORY—WHEN YOU HAD MAMMOGRAMS, DIAGNOSTIC TESTS, BIOPSIES, ETC...


TELL THE PERSON PERFORMING YOUR MAMMOGRAM ANY PROBLEMS YOU HAVE BEEN HAVING WITH YOUR BREASTS

More Breast Cancer News...

Computer Aided Detection

Computer Aided Detection is an add-on to mammography that assists radiologists in reading a mammogram. The technology was approved by the FDA in 1998, and since then data has been collected to determine accuracy. In an April 5, 2007, *New England Journal of Medicine* article computer aided detection is associated with reduced accuracy of interpretation of screening mammograms. Computer-aided detection was also shown to increase the rate of biopsy, but the increased rate was not clearly associated with improved detection of invasive breast cancers.²

4.5.07 New England Journal of Medicine. Volume 356:1399-1409. No. 14 JJ Fenton et al. *Influence of Computer-Aided Detection on Performance of Screening Mammography.*



Computer Aided Detection is NOT Digital Mammography. Digital Mammography is a type of mammogram. The actual mammogram is essentially the same for the woman; however, instead of x-rays, electric signals capture a picture of the breast that can be viewed on a computer screen or printed out to look similar to a regular mammogram. There is no way to look up FDA approved digital facilities. Call your provider to see if your mammogram facility has a digital machine.

Genes May Be Linked with Aggressive Breast Cancer in African-American Women

According to a study presented at the 2007 annual meeting of the American Association for Cancer Research (AACR), differences in the expression of two genes may contribute to worse breast cancer outcomes in African-American women. Cancer incidence and survival in the U.S. continues to vary by race and ethnicity. African-American women are less likely to be diagnosed with breast cancer than White women, for example, but are more likely to die of the disease.

Possible explanations for health disparities include disparities in access to healthcare as well as language and cultural barriers; differences in gene expression or tumor biology could also be a factor. To explore differences in gene expression between African-American and White women, researchers conducted a study among 48 women.^[1]

Gene expression was evaluated in normal breast tissue that had been removed during breast reduction surgery or breast biopsy. Two genes were found to have higher

expression in African-American women than in White women. Higher expression of these genes may promote cell growth and contribute to more aggressive breast cancer in African-American women. The researchers are now evaluating tissue taken from women with breast cancer in order to determine whether these differences persist. In a prepared statement, Dr. Lori Field, one of the authors involved with the study, noted, "If we see that there are differences in the breast tumors, we may find new molecular targets to which therapy can be tailored specifically to African-American women."

Another study presented at the AACR meeting reported on the link between family history and risk of breast cancer in African-American women.^[2] Although a family history of breast cancer is known to increase the risk of breast cancer in White women, less is known about strength of the link in African-American women. The results were based on surveys of roughly 59,000 African-American women who participated in the

Black Women's Health Study. Study participants who had a mother or sister with breast cancer were 79% more likely to develop breast cancer than study participants who did not have a family history of breast cancer. Risk was particularly elevated for women under the age of 35 who had a family history of breast cancer.

References: ^[1] Field LA, Love BJ, Kane J et al. Differential gene expression in normal breast tissue from African-American and Caucasian women. Presented at the 2007 meeting of the American Association for Cancer Research, Los Angeles, CA, April 14-18, 2007. Abstract 43. ^[2] Palmer JR, Adams-Campbell LL, Boggs DA, Rosenberg L. Familial breast cancer in a cohort of 59,000 African-American women: The Black Women's Health Study. Presented at the 2007 meeting of the American Association for Cancer Research, Los Angeles, CA, April 14-18, 2007. Abstract 2500. Copyright [Breast Cancer Information Center](http://BreastCancerInformationCenter.org) on CancerConsultants.com