

Komen Atlanta Affiliate Newsletter



Whose Life Are You Running For?

Participate in the 2009 Komen Atlanta Race for the Cure and show everyone whose life you are running for. Are you running for your mother, your sister, a coworker, a friend? Are you running for yourself?

Or are you running for the future?

No matter who you are running for, NOW is the time to get involved and run for their life!

Komen Atlanta Race for the Cure Saturday, May 9, 2009 Atlantic Station

We want 15,000 participants at the 2009 Race, so start recruiting your team NOW! We plan to raise \$1.8 million with this event and we need your help to reach our goal.

Online registration will open mid-January at www.komenatlanta.org

For more information on the Komen Atlanta Race for the Cure or to discuss sponsorship opportunities, please call 404-459-8700 or visit www.komenatlanta.org.

See you at the starting line!

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Knockout Breast Cancer



On Saturday, December 13, Gladiator X Promotions will host a boxing event to benefit Komen Atlanta. This will be a Pro-Boxing/Mixed Martial Arts event with at least 6 bouts on the Fight Card. A portion of ticket sales and sponsorship will benefit the Greater Atlanta Affiliate of Susan G. Komen for the Cure. The event begins at 6pm at the Holiday Inn Select in downtown Atlanta.

For more information on this event, please contact Adrian Patrick, patr1036@comcast.net.

Georgia Tech Women's Basketball PINK ZONE

Georgia Tech vs. NC State
Sunday, February 8th
2pm - Alexander Memorial Coliseum

Come out and support the Yellow Jackets as they take on NC State. Everyone is encouraged to wear pink for the game to show their support for breast cancer awareness. Proceeds from the game benefit Komen Atlanta! Go JACKETS!!!



For more information, please visit <http://ramblinwreck.cstv.com/sports/w-baskbl>.

Georgia Tech Women's Tennis ACE 4 THE CURE



Georgia Tech vs. Northwestern
Sunday, February 22nd
1pm - Bill Moore Tennis Center

Support the Yellow Jackets as they promote breast cancer awareness through their Ace for the Cure match and raise funds for Komen Atlanta!

For more information, please visit, <http://ramblinwreck.cstv.com/sports/w-tennis>.

Susan G. Komen for the Cure Night at the Atlanta Hawks

Enjoy a night with the Atlanta Hawks as they take on the Indiana Pacers and celebrate Breast Cancer Survivors.

Survivors will receive one FREE ticket by ordering online using the promo code "Survivor." Survivors and Komen Atlanta supporters may also receive additional tickets at a reduced rate.

For more information on this exciting offer and promotion codes, please visit the Events Calendar on the Komen Atlanta website, www.komenatlanta.org after January 1st or contact Jamie Grant with the Atlanta Hawks, 404-878-3269.

Friday, March 13
7:30 pm - Philips Arena



Breast Cancer News

Breast Cancer Incidence Higher Among Young African-American Women than Young White Women

The incidence of breast cancer among African-American women under 40 is higher than that of White women under 40, according to the results of an analysis published in the *Journal of the National Cancer Institute*.^[1]

Breast cancer is the second leading cause of cancer death in women in the United States, with approximately 180,000 cases diagnosed each year. Progress in the areas of screening and treatment has allowed for earlier detection and higher cure rates. Researchers continue to study the incidence rates and patterns of this disease with the hopes of further improving screening, prevention, and treatment.

The incidence of postmenopausal breast cancer has been on the rise, which may be largely attributable to more successful screening for the disease, as well as the use of menopausal hormones. However, the incidence rates of breast cancer in younger women have received less attention. Researchers at the National Cancer Institute recently used the Institute's Surveillance, Epidemiology, End Results (SEER) Database to analyze trends in breast cancer incidence during the period of 1992-2004.

The researchers analyzed over 300,000 cases of breast cancer based on age at diagnosis, year of diagnosis, racial and ethnic categories, and pathologic features of the cancer. They found that although white women had higher incidence rates than black women after age 40, the reverse was true for younger women. In women under 40, the incidence rate per 100,000 woman-years was approximately 17 for black women, compared with approximately 15 for white women. The discrepancy was even higher for women under age 30.

Furthermore, they found that younger women were more likely than older women to have tumors with poor prognostic features (larger than 2 cm, positive lymph node status, and higher stage). Younger women also had higher incidence rates for inflammatory breast cancers and estrogen-receptor positive tumors.

The researchers concluded that based on this data, it is important to continue to monitor the trends in breast cancer incidence among younger women. Mammography is not recommended in younger women because high breast tissue density makes it less sensitive. However, if the incidence of breast cancer in younger women continues to trend upward, it will be important to identify preventive approaches, including the identification of early risk factors and biomarkers.

Reference:

[1] Brinton LA, Sherman ME, Carreon JD, et al. Recent trends in breast cancer among younger women in the United States. *Journal of the National Cancer Institute*. 2008;100:1643-1648.

Breast Cancer News

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.

Komen on a Global Scale: Susan G. Komen for the Cure Launches Unprecedented Global Expansion Program in 10 Countries

With more than 1 million women worldwide receiving a breast cancer diagnosis each year, it has never been more critical to increase advocacy for and education about this life-threatening disease. Building on the U.S.-Middle East Partnership for Breast Cancer Awareness and Research, launched in October 2006, Susan G. Komen for the Cure is launching an unprecedented global expansion to create sustainable breast cancer outreach and education programs in 10 countries around the globe.

During the first year, culturally-tailored model programs will be tested, adapted and rolled-out in **Brazil, Costa Rica, Ghana, India, Jordan, Mexico, Romania, Saudi Arabia, Ukraine and United Arab Emirates**. A program manager and volunteer coordinator will work in each country to implement this grassroots initiative. Komen will support the global expansion program with \$3 million in this first phase alone. The modules have been adapted for cultural sensitivity in each country and will develop into institutional knowledge that will be sustainable long into the future. A few other countries will be announced shortly.

For the full story, please visit:

<http://ww5.komen.org/KomenNewsArticle.aspx?id=7518&terms=international+initiatives>