

Komen Connection

Spring 2011



Florence Flenner Chairs 2011 Race for the Cure

When her friend Wendy died after a long battle with breast cancer, Florence "Flo" Flenner contacted the Pittsburgh Affiliate of Susan G. Komen for the Cure®. Flo was looking for a way to make a difference in the fight against the disease that stole her loved one. Little did she know that she would become a breast cancer survivor herself in 2008, only weeks after her 38th birthday. This year, Komen named Flo the 2011 Komen Pittsburgh Race for the Cure chairperson.

"I never thought I'd be in this position, but it's a great honor to represent survivors," says Flo. "The time to learn is now, not when you go for your first mammogram."

On Mother's Day, Flo will represent the nearly 3,000 breast cancer survivors who attend the Pittsburgh Race for the Cure annually. She is dedicating this assignment to Wendy.

The celebration of survivors and honoring of those who have lost their fight are at the heart of the Race for the Cure. Young and old, women and men — all bring their own stories to Flagstaff Hill, where they are embraced with hope and admiration.

The Race for the Cure is the Affiliate's largest annual fund raising event, collecting more than \$2 million each year to allow us to do our work in the community. The majority of donations come from individuals like you. Many fundraisers host events benefitting the Affiliate, while others raise funds through the Race for the Cure Pledge Program. Komen recognizes top fundraisers with a spot on the Pink Honor Roll.

"Everyone who attends the Race or supports a participant through the Pledge Program has a role in finding the cures for breast cancer," explains Kathy Purcell, Executive Director, Komen Pittsburgh Affiliate. "Overlooking that crowd of nearly 34,000 gathered in Schenley Park takes your breath away."

Experience the Race for the Cure. Visit www.komenpittsburgh.org to register for the Race and sign up for the Pledge Program. It's quick, it's easy, and it can save lives.

2010 Pink Honor Roll

Amy Monteleone
Donna Weiss
Roberta Clutter
Jane Manzer
James Frank
Michele Weissman
Jill Kelly
Connie Skezas
Keli Vereb
Christine Deucher
Robert Mendoza
Gail McTiernan
Tracey Testa
Christina Frank
Linda Pelkofer
Toni Schilb
Eric Kulikowski
Robin Caldwell
Rachel Wieder
Kimberly Reed
LeeAnn Richter
Beth Lehmier
Amy Barrie
Linda Charapp
Kerri Ballas



Race Registration Made Easy Online

The easiest way to register for the Komen Pittsburgh Race for the Cure, take advantage of initiatives like the Pledge Program and get Race-day details is to visit our website at www.komenpittsburgh.org. Sign up with just a few quick clicks!

Log onto www.komenpittsburgh.org and run your cursor over the Komen Race for the Cure tab at the top of the page. Once the dropdown box appears, click "Register," select a registration option ("Form a Team," "Join a Team" or "Individual Registration") from the menu on the right and you're on your way. You will find specifics on how to sign up for Sleep in for the Cure®, too, and can even donate to a participant from this section.

Before you register, though, take a minute to check out the information on that initial Race for the Cure page. From details about transportation and parking to team captain packets and the School Team Challenge, you will find everything you need. There is information for returning participants and first-time registrants, facts about walk-in registration options, and details about the new Sleep in for the Cure® night shirts and how to order your azalea plants for the Pink-tacular Flower Garden (see page 3 in this newsletter).

For those who prefer to register for the Komen Pittsburgh Race for the Cure offline (by paper), stop by your local Giant Eagle stores and PNC branches or call our office at 412-342-0500.

Study Offers Hope for Better HER2 Treatment

Currently, the most successful treatments for breast cancer target estrogen receptors, progesterone receptors and human epidermal growth factor receptor 2 (HER2), leaving women diagnosed with triple-negative breast cancer fewer treatment options. Chemotherapy is effective in these typically aggressive cancers, but powerful drugs such as Tamoxifen are futile.

A study released in the January 5 edition of *The New England Journal of Medicine* reveals that 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 compared with patients who underwent chemotherapy alone.

The Phase II clinical trial revealed, in part:

- Complete or partial disappearance of the cancer or stable disease lasting for at least six months was observed in 34 percent of women created with chemo alone and 56 percent of women treated with chemo and iniparib.
- Progression-free survival was 3.6 months among women treated with chemo alone and 5.9 months among women treated with chemo and iniparib.
- Side effects were similar in the two treatment groups.

Iniparib belongs to a class of drugs known as PARP inhibitors, which play a role in DNA repair and seem to reverse tumor cell resistance to chemotherapy. The drug undoubtedly had a positive impact when compared with patients treated with chemotherapy alone, but further research will be done in Phase III of this study to clarify findings such as which types of chemotherapy are best partnered with iniparib.



Grantee Spotlight: Adagio Health



Mammograms remain the best screening tool for diagnosing breast cancer. But what if you cannot afford a mammogram?

Adagio Health, through a grant from the Komen Pittsburgh Affiliate, administers the Mammogram Voucher Program (MVP). MVP provides mammograms and follow-up diagnostic services, including surgical consults and biopsies, to uninsured and underinsured women and men living in central and western Pennsylvania.

“Susan G. Komen for the Cure believes that all women should have access to mammograms,”

says Kathy Purcell, Executive Director, Pittsburgh Affiliate of Susan G. Komen for the Cure. “By supporting the Mammogram Voucher Program and Adagio Health, we can ensure that more women receive the screening and follow-up services necessary for the greatest chance of survival.”

You may be eligible for the MVP if:

- You are age 40 or older and do not have insurance.
- You are unable to meet your insurance co-pay or deductible.
- You are under age 40, at high risk for breast cancer and cannot afford a mammogram.

If you or someone you love would like more information about the Mammogram Voucher Program, call 888-687-0505.

All money granted to Adagio Health by the Komen Pittsburgh Affiliate for the MVP comes from your donations. The more money we raise, the more people we are able to help. If you would like to make a contribution, visit www.komenpittsburgh.org or call 412-342-0500.

Create a Pink-tacular Flower Garden

Help the Komen Pittsburgh Affiliate fill the Race for the Cure's Pink-tacular Flower Garden with beautiful pink flowers on Race day.

Purchase a floral azalea plant in honor of a breast cancer survivor, in memory of someone who has lost her battle or in tribute to a co-survivor. Plants will come in various shades of pink and include a personalized card that lists your loved one's name, your name and even a brief message if you wish. At the conclusion of the Race, you can pick up your plant.

A \$25 donation is requested for each azalea plant. Order online at www.komenpittsburgh.org or call 412-342-0500 by April 15. Help make the hillside beautiful on Race day!

Dates to Remember

April 18: Last day to mail/postmark paper registrations

April 28: Last day to register & have your T-shirt/packet mailed to you

April 30, 10 a.m. - 6 p.m. & May 1, 11 a.m. - 4 p.m.: Walk-in registration at Monroeville Mall, South Hills Village, Ross Park Mall, Mall at Robinson and Second Sole in Cranberry

May 2: Last day to register online: walk-in registration, Posvar Hall, Pitt campus, 11 a.m.-4 p.m.

May 7: Onsite registration, Flagstaff Hill, 11 a.m. - 4 p.m.

Race day: Onsite registration, Flagstaff Hill, beginning at 6:30 a.m.

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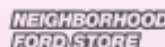
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