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HYDRO-FRACKING AS YOU READ THIS, DECISIONS ARE BEING MADE! See pg. 6

On a gloriously sunny Mother’s Day morning, a crowd assembled at Ontario Beach State Park for the annual Pink Ribbon Run and Family Fitness Walk hosted by the Breast Cancer Coalition. Among the scores of people that day were survivors, along with their families, friends, supporters and well-wishers of all ages and from all walks of life. Under a clear blue sky, over six thousand people gathered for a single purpose: to work toward the day when breast cancer is nothing but a bad memory.

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Summer, for many, is a time to relax... to kick back and reflect on where you’ve been and where you’re headed. Here at the Breast Cancer Coalition, we relish summer because it creates a pocket of time for some of our cherished volunteers to do the same. Regardless of their daily pace, days are longer, the light lingers, weather inspires, and their thoughts find their way to us... the breast cancer community.

An important piece of our mission (at left) is Advocacy. When I first came to the organization in 2000, the Advocacy Committee at the Breast Cancer Coalition was one single person, Phyllis Connelly. Phyllis came to each Board meeting and reported on state and national legislation. She was determined to help political couch potatoes like me understand the important role each one of us plays, or could play, in enacting legislation. Though Phyllis held those reigns for several years, the position has also been held by Melisande Bianchi (2003-2007), Jean Lazeroff (2007-2009), and Marianne Sargent (2009-present). Under their leadership, our Advocacy Committee has become a tremendously effective force.

From time to time, someone will ask how we decide which issues to support or, as the case may be, to oppose. We work with other grassroots organizations around our state and across the country to explore the issues that matter most to us. At the state level, we are part of the NYS Breast Cancer Support & Education Network - over 20 organizations comprised of breast cancer-related service and advocacy groups. At the national level, we follow the legislation of Breast Cancer Action, National Breast Cancer Coalition, and Breast Cancer Fund. You can read about our work with these organizations here in our newsletter. We also take action at the local level. In 2006, after years of focused effort, the 48 Hour Neighbor Notification Law was enacted in Monroe County.

For the past several months, we have been following the issue of horizontal hydraulic fracturing “fracking” with a careful eye. We do so because we have learned that breast cancer “risk” is hard to define. We have learned that exposures to certain toxins during critical periods of development lead to an increased risk of many cancers. This is why legislation that limits our exposure to materials deemed unsafe or not yet proven safe matters so much to us. We look closely at emerging data and make a determination about a public health concern and whether or not to pursue legislation. We attend lectures, meet with other concerned groups, participate in forums and attend Seminars that provide enlightenment about the issue. Only after we have examined the issue from all sides are we prepared to take a stand.

Reflecting on the years of advocacy in action here at the Coalition, I hardly recognize the organization that was beginning to fledge back when we began. There is always room for more. Interested in public health issues? Wondering how to make a difference in breast cancer? The Advocacy Committee meets the second Tuesday of each month right here, at the Coalition. Bring your lunch and join the discussion. We need you!
A Personal Journey

“Sharing The Journey” A group of survivors builds connections with unexpected results

Kathy Cook & Angie Martin

By Pat Battaglia

Since its beginning several years ago, the PALS (Peer Advocates Lending Support) Program has been fostering connections among women facing breast cancer. The essence of PALS is one-to-one communication between a woman who has recently been diagnosed or is in treatment for the disease and another who has been in a similar place and is moving forward. Each case is unique, and each PALS match has its own particular strengths. In the cases of Angie Martin and Kathy Cook, both newcomers to the breast cancer journey, a complex network of connections surrounding them meshed wonderfully, yielding a welcome surprise.

On Valentine’s Day 2011, Kathy and Angie met face to face for the first time as they recovered from their mastectomies in the same hospital room. The journey that led them to be hospital roommates is punctuated by a series of coincidences as the paths of a group of women who faced extraordinary challenges began to intertwine.

Both Angie and Kathy had turned to the Coalition for support after their recent breast cancer diagnoses. Each was connected with other survivors through the PALS Program. Shawna Poisson became a “pal” to Angie as she made her way through some difficult treatment decisions. Shawna found Angie to be “positive and resolved,” and the pair had some meaningful talks together. The two arranged to meet in person, and Shawna presented Angie with a PALS Pack – a tote bag full of specially selected comfort items.

Meanwhile, because of the circumstances of her diagnosis, Kathy was connected with two women; this is unusual but not unheard of in PALS. Angelina Demyda and Jody Dietz each took opportunities to share their experiences and to support Kathy in her journey. Angelina and Kathy (who, as it turns out, live in the same town) arranged to meet after an introductory phone conversation. Angelina delivered a PALS Pack to Kathy, who thought, “She looks very familiar.” She was soon able to recall just when and where they had first met: at an open house at the local fire hall in October of 2010. The two soon came to realize they may have seen each other in passing at the elementary school their children attend.

On Friday, February 11, Jody attended a Brown Bag Lunch. Remembering her recent conversations with Kathy, she listened intently as Angie, who was also among the survivors at the table that day, talked of her impending mastectomy scheduled for the following Monday – Valentine’s Day. “I know someone who’s having surgery that same day,” she thought, and sought Angie out for a private conversation after the group meeting. Jody learned that not only was Angie having the same surgery on the same day as Kathy, she had the same surgeon and would be in the same hospital! When she got home, Jody called Kathy to tell her of this remarkable coincidence. Kathy jumped at the chance for a connection with someone to share this part of her journey with, and asked Jody if she would pass her contact information along to Holly Anderson with the request that she give

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What if you heard someone declare “We are going to end breast cancer by 2020!” Your immediate reaction might be similar to mine. “Sounds great, but how’s that going to happen?”

Over the course of four days Breast Cancer Coalition of Rochester advocates found out.

In early May, I was part of a group of eight women from the Coalition who traveled to Washington, DC for the National Breast Cancer Coalition’s Advocacy Training Conference. NBCC has set a goal of ending this disease by 2020, and over the course of three days, a wide range of experts addressed the whys and hows of realizing that objective. There has been progress in breast cancer screenings and treatments. Targeted therapies such as herceptin are designed to attack specific forms of this disease. Aromatase inhibitors decrease the chance of estrogen receptor positive cells returning. Still, 110 women and men die of this disease every day in the United States. Metastasis of breast cancer cells to other organs is the primary cause of death from breast cancer. In 1975, the figure was 119 daily deaths. This is not the progress we should expect with the commercial attention paid to this disease and the monies invested in breast cancer research. Given this sobering news, the imperative is clear: it is time to end breast cancer.

NBCC strongly believes that it must approach the fight to end breast cancer in a different way. Putting together a group of scientists from a variety of backgrounds is one path to innovative thinking.

NBCC has worked with a bipartisan group of Senators and Representatives to create the Accelerating the End of Breast Cancer Act. This proposed legislation will create an independent commission with the charge of identifying potential scientific studies that have not been researched before. Seed grants will be awarded to initiate projects. Promising work would then be funded by existing federal and private entities. A system of checks and balances will ensure the research is not duplicating prior work. An annual progress report will guarantee transparency and accountability. Does this come with a cost? It does, and in our current economy, spending tax dollars wisely is a must. Every year the treatment of breast cancer patients costs our nation 16.5 billion dollars. Lost income accounts for another 12.1 billion dollars. Breast cancer is already costing us a small fortune.

What if this campaign fails? We’ll never know unless it’s tried. Taking into account the lives and dollars spent, haven’t we already failed? We are all too aware of breast cancer. We recognize the shortcomings of detection screenings. We are saddened by the loss of loved ones and friends to this disease. It is time to change the conversation. It is time to talk about the end of breast cancer.

To learn more visit BreastCancerDeadline2020.org
“Advocacy drives research.” A simple statement, spoken recently in Washington, DC, is one reason why grassroots breast cancer advocacy is crucial, not only to the progress of scientific research, but also to the development of an environmentally and socially responsible agenda on issues that affect the breast cancer community.

Each year the New York State Breast Cancer Network (NYSBCN) identifies priority issues that advocates discuss with state legislators. The Coalition is one of 25 member organizations of NYSBCN and, while member groups meet yearly in Albany, the Coalition alternates years between Albany and the Rochester area. On April 7th, 2011, Coalition members and supporters visited legislators in their local offices for Advocacy Day 2011.

After analysis and debate, legislative priorities are chosen based on their impact on the cancer community, their likelihood of passage, and, possibly, the need for grassroots attention. Not only are bills, or emergent bills, chosen for support, but public health or environmental principles, such as health care literacy, are also identified. Taking each priority individually, generally either a Memo of Support or position paper is published.

The 2011 agenda was a short one, focusing on two bills:

Restrict the Use of Bisphenol A (BPA) in Thermal Receipts.
BPA is a synthetic resin used in many products, including thermal cash register receipts, and has been determined to interfere with normal immune function and cause cell proliferation and tumors in animals. Many retailers, such as Wegmans and Starbucks, already use BPA-free paper, so this route of exposure can be easily eliminated in New York State. Bills are pending in the New York State legislature; however, in a process which marks the evolution of many bills, the 2011 legislation is, as of this writing, still in analysis and development. (NYSBCN already has a leadership role in the BPA issue. In 2010, Gov. Patterson signed the Bisphenol A Free Children and Babies Act into law, making New York the first state to pass comprehensive legislation banning the use of BPA in pacifiers, baby bottles, cups, straws and sippy cups for use by children under three.)

Insurance Parity of Cost for Oral Chemotherapy. Legislation was approved in June by both the State Assembly and Senate to help create parity of health insurance coverage between IV infusion chemotherapy and oral chemotherapy by requiring that private health insurance plans in New York State cover oral chemotherapy medications “no less favorably” than coverage for injected or IV administered medications. More than 25% of anti-cancer Drugs
The internet pictures and YouTube videos of people lighting their tap water on fire are becoming ubiquitous. They beg the question: what could possibly be going on that would make drinking water flammable?

Hydrofracking, a combination of the words hydraulic fracturing, is a mining method that extracts natural gas from reserves in shale rock layers far underground. Commonly known as “fracking,” it involves drilling horizontal wells that are then pumped full of a mixture of water, sand, and chemicals at very high pressure, cracking open (or “fracturing”) the shale and releasing the natural gas it contains.

Sounds like an ingenious, high-tech way to obtain a fuel that burns more cleanly than oil or coal. But people who live near these wells have experienced a host of problems beyond flammable tap water. And the environmental impact of fracking extends far beyond the well sites.

One day, Josh Fox, founder and Artistic Director of the International WOW Company, a film and theater company in New York City, received a letter at his rural home in eastern Pennsylvania. He was offered a six-figure sum of money to allow gas drilling on his land. The sum was tempting, but concerned about what would happen to the pristine area in which he grew up, he delved deeper into what was being proposed. He approached some locals who had leased their land for drilling and found them dealing with contaminated water and a host of health problems. Refusing the offer for his own property, he then took his camera and embarked on a cross-country tour, filming those whose lives were affected by residing near a fracking site, interviewing reluctant energy company executives and witnessing political debate on the issue.

The result of this project is the documentary film, Gasland, which debuted at the Sundance Film Festival in 2010 and was nominated for an academy award. An exposé of the real-world effects of fracking on health and quality of life for those who live nearby, and on the environment at large, the film is an eye-opening must-see for anyone in an area where hydrofracking has been proposed. Besides the footage of flaming tap water, Fox captures the anguish of those whose health has deteriorated markedly since wells were drilled in their area. He records images of household pets and livestock with large clumps of fur missing; aerial views of large areas of desolation in heavily drilled places; approaching a gas company executive with a jar of contaminated water and asking him if he would drink it; and much more. Also provided is a disturbing list of the array of harmful chemicals in the fluid injected into wells, and

“There are too many unknowns about hydrofracking, both in the short term and the long run, to rest easy knowing it could happen very close to home. What IS known about raises a great deal of concern.”

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CHEMOPAUSE:

“Natural menopause is a fender bender, whereas medical or surgical menopause is like hitting a brick wall at sixty miles an hour.”

—Melody Cobleigh
(From breastcancer.org)

It goes without saying that breast cancer is an unwelcome intruder. Medical interventions to deal with this party crasher in your body often have their own far-reaching repercussions. One of the major challenges of facing this diagnosis can be coping with side effects that run the gamut from inconvenient to life-altering.

Certain chemotherapy regimens commonly prescribed for breast cancer can affect the ovaries, causing changes in menstruation. For some women, periods may cease altogether – a condition sometimes called chemopause. This can be temporary or permanent. For many, menstruation resumes once chemo has run its course. A woman’s age at the time of treatment is a factor in whether or not chemopause becomes a true menopause. (Menopause is confirmed when a woman, in the absence of any mitigating factors such as chemotherapy, has not had a period for six consecutive months.) Nearly 100 percent of premenopausal women over the age of 45 who receive Adriamycin/Cytosan (AC) or cyclophosphamide/methotrexate/fluorouracil (CMF), two commonly prescribed chemotherapy regimens used to treat breast cancer, will go into menopause as a result.

When this happens, a gradual transition that usually takes years to unfold comes as a sudden shock over the course of a few months. The physical and emotional changes of menopause, which began so abruptly during treatment, continue in its aftermath. This can magnify the challenges of adjusting to the post-treatment phase and finding a “new normal.” In addition, women who are prescribed hormonal therapies, such as tamoxifen or aromatase inhibitors, often find that they exacerbate the symptoms of menopause: the hot flashes, vaginal dryness, and mood swings, among other uncomfortable hallmarks of this phase of life.

Hot flashes can be one of the most persistently vexing features of menopause. Most women will experience them at some point, but for those who have undergone a sudden menopause, they can be especially intense. Dr. Marisa Weiss, in her book, Living Beyond Breast Cancer, says that “The faster you go through the transition from regular periods to no periods...the more significant your hot flashes will be.” To break out in a sudden sweat while meeting with a potential business client is embarrassing. To wake repeatedly during the night in a soaking sweat affects your ability to function. Hot flashes are sometimes the subject of jokes, and while humor can be a delightful coping mechanism, some women experience enough difficulty that they seek medical help. Chronic interrupted sleep is no laughing matter, and it’s perfectly appropriate to talk to your doctor about a problem that is medically caused.

There are lifestyle changes that can help minimize the heat of hot flashes. Identifying your triggers such as stress,
On April 1, 2011, a cold, blustery rain fell, but inside the Memorial Art Gallery’s M&T Bank Ballroom, it was warm and cheerful for the eighth annual Cindy L. Dertinger Advanced Breast Cancer Seminar. Named for a woman whose life was cut short by the disease, and funded by her employer, M&T Bank, this seminar is held every Spring to offer information and a sense of community to those living with advanced breast cancer, their families, friends, caregivers and care providers, and anyone who is concerned about the issues raised by a metastatic breast cancer diagnosis. The focus was on living well with advanced breast cancer, and moderating this symposium was Julia Smith, M.D., from the Lipson Cancer Center at Rochester General Hospital. Community cosponsors of the event were the American Cancer Society, Camp Good Days, Cancer Resource Center of the Finger Lakes, Gilda’s Club of Rochester, Highland Breast Imaging Canter, Highland Hospital, Interlakes Oncology, James P. Wilmot Cancer Center, Pluta Cancer Center, and Roswell Park Cancer Institute.

Understanding can vanquish fear, and to that end, Marcia Krebs, M.D., Chief Medical Oncologist at the Pluta Cancer Center spoke on Updates and Trends in the Treatment of Metastatic Breast Cancer. Advancements have been made at a dizzying pace, and in a careful, detailed manner, Dr. Krebs pointed toward new and emerging therapies, as well as areas where research must continue. Timothy Quill, M.D. of the Center for Ethics, Humanities, and Palliative Care at the University of Rochester Medical Center talked about Managing Pain, Symptoms, and Side Effects. Palliative care aims to produce the best quality of life for the patient and family, and is appropriate in many different settings. Although it is often equated with end of life care, Dr. Quill pointed out that palliative care offers relief at many phases of the journey, often in situations that are not life threatening. Karen Mustian, Ph D.,
For those living with metastatic breast cancer, Common Grounds is an opportunity to share experiences, laughter, and friendship with others who are also living with the diagnosis. This informal group meets four times a year at the Coalition office. The next two meeting dates are Saturday, August 13th from 11AM to 1PM and Saturday October 22nd (time to be determined). Please call the Coalition office at 473-8177 for more information or to RSVP.

The heartfelt words of two women who are living with metastatic breast cancer punctuated the events of the day. Ann Schaefer and Cathy Picciotti spoke of their individual journeys to a rapt audience. Participants and health professionals alike listened in silent awe, tears in the eyes of many, as these two remarkable women spoke of their fears and triumphs, personifying the reasons we fight so tirelessly against this disease.

During breaks in the proceedings, participants and speakers alike moved, stretched, and took some deep, healing breaths, led by Susan Meynadasy, Licensed Yoga Trainer, and Certified Qi Gong Therapist, Raphaela McCormack. Afterwards, there was an informal reception marked by lively chatter and laughter, and participants made their way a few at a time into the rainy weather and back to everyday lives. It is our hope that all carried with them some new tools for the journey, whatever their connection to advanced breast cancer may be.

Card Making Fun at March Common Grounds

Four times a year BCCR offers informal get-togethers for those living with metastatic breast cancer. On March 5th we were lucky enough to have Amy Rist from Dot Designs come and share her card-making expertise with our 1st Common Ground gathering of 2011. By the end of the morning, we all had created 2 beautiful hand-made cards that we could take home with us. Amy was so very patient with us as we all had very different ideas of how our very own cards should look! After we created our make and take cards, the ladies shared some laughter and conversation over brunch! It can often be nice to gather with others facing a similar journey. If you are living with metastatic breast cancer and would like to join us - we'd love to have you! See right for the next gathering times. Mark your calendars!

Programs Offered For Those Living with Advanced Breast Cancer at the Coalition

Living with Metastatic Breast Cancer Support Group

The Living with Metastatic Breast Cancer Support Group is designed to lend support to those who are coping with a diagnosis of advanced breast cancer. The group is led by Dr. Nancy Cooper, PhD who is a breast cancer survivor as well. The group meets the 1st and 3rd Wednesday mornings each month at the BCCR. Participation in this group requires pre-registration.

For those living with metastatic breast cancer, Common Grounds is an opportunity to share experiences, laughter, and friendship with others who are also living with the diagnosis. This informal group meets four times a year at the Coalition office. The next two meeting dates are Saturday, August 13th from 11AM to 1PM and Saturday October 22nd (time to be determined). Please call the Coalition office at 473-8177 for more information or to RSVP.
Brown Bag Fridays

At the Breast Cancer Coalition!
Any given Friday at noon finds a group of women conversing over anything from the latest research on Herceptin to our own locally-funded research initiatives... from hair loss to funky regrowth... from neoadjuvant therapy to the latest clinical trials... from acid reflux to exercise... from recurring dreams to friends and family’s behavior... from prosthetics to bathing suits... from American Idol to The Amazing Race... and on and on! Feel free to bring your lunch and BCCR will provide delectable desserts!

This is a non-traditional support group, which is exactly what many of us have been looking for. Brown Bag is a drop-in program. There is no need to call ahead.

Tuesday Night Breast Cancer Support Group

This discussion-based support group, led by Claire Gladwell, RN, meets regularly here at the BCCR. Join with others coping with a diagnosis of breast cancer, share your experiences and lend your support. We meet every three weeks on Tuesday evenings from 5:30 to 7 pm. Though no registration is required, please call BCCR for the next meeting date.

Thursday Night Breast Cancer Support Group

This discussion-based support group, led by Peg DeBaise, MFT, meets regularly here at BCCR and is perfect for those who are newly diagnosed with breast cancer, or for those within the first two years following the end of treatment. Meets the 1st and 3rd Thursday of the month from 5:30-7:00 p.m. This is an open support group- no RSVP required!

Friends & Family Support Group

For those who have a friend, partner, or family member who has been diagnosed with breast cancer, we extend an invitation to a special group designed to offer support and guidance. This group, led by Peg DeBaise MFT, meets on the second Thursday of each month from 5:30 until 7:00PM. When the caregiver (male or female, any age) needs support, we’re here for you! An RSVP is appreciated, as light refreshments will be served, but don’t let the fact that you haven’t called in advance keep you away! Please call 473-8177 for more information or to RSVP.

For information regarding our programs offered for those living with advanced breast cancer, please see page 9.
Peer advocacy is at the core of the philosophy behind the Breast Cancer Coalition of Rochester. In that spirit, we have developed the PALS Program. The concept of this program is simple: individual breast cancer survivors reach out to those who are new to the disease, providing a foundation of caring through one-to-one contact, helping them to connect to resources in the community, and working hard to instill confidence in the face of a difficult situation. Please call the BCCR to learn how you can become involved as a mentor, or if you would like to be enrolled in the program after your own diagnosis to receive some much needed support and a pack of goodies.

Book Club
What if a traditional support group isn’t for you, but you still like the idea of participating in a supportive community following a breast cancer diagnosis? Join our Book Club! The BCCR Book Club will meet the 4th Thursday of the month, from 6:00-8:00 p.m. Participation is limited and sign-up is required. To reserve your seat and learn the next book selection, call Tracey at 473-8177.

Voices & Vision: A Writing Workshop for People with Breast Cancer
This exciting program gives people with breast cancer an opportunity to explore and express their feelings through writing. The warm and supportive group is led by a professional instructor. Not only has writing proven to be very therapeutic for breast cancer survivors, but this program is getting rave reviews! Workshops run in six week cycles on Tuesday evenings and advanced registration is required. This workshop is limited to 12 participants.

Gentle Yoga
On Monday evenings, you can find women stretched out on BCCR’s floor doing Gentle Yoga taught by Susan Meynadasy, a registered yoga trainer. Yoga sessions began in Spring 2005 and have been in high demand ever since. Sessions run in six week cycles and the class is limited to 14 breast cancer survivors. Advanced registration is required.

Young Survivor Soiree
What is a young survivor? Only an individual can determine whether or not the term fits. It could apply to a woman of any age, but it usually refers to those between the ages of 20 and 50. A young survivor can identify with those who have been dealt a breast cancer blow in the midst of a career climb, or while raising children; or perhaps with those whose family plans have been derailed by breast cancer treatment. Four times a year, young survivors gather at the Breast Cancer Coalition for our Young Survivor Soirees. These get-togethers are an informal way to meet and hang out with other survivors who have faced a similar journey. The next two meeting dates are Friday, August 12th from 6 to 8PM and Friday, October 21st, from 6 to 8PM. Please call if you have any questions, or to RSVP.
This was my second opportunity to attend and it met my expectations once again!

The first 3 days of the conference are packed with fantastic workshops and lectures on topics such as new and emerging breast cancer therapies and treatments, environmental factors, endocrine disruptors and breast cancer research, information about a prophylactic vaccine, and so much more. Each workshop and plenary (lecture) is led by a professional in the field. Speakers included Dr. Susan Love, breast surgeon and author of Dr. Susan Love’s Breast Book; Dr. Julia Brody from Silent Spring Institute, environmental researcher and assistant professor at Brown University, Paul Davies, PhD, theoretical physicist and cosmologist with Arizona State University, and many, many others. The purpose of this gathering of over eight hundred women, men and advocates is to gain more knowledge of this disease - to take a look at how far we have come in terms of its diagnosis and treatment, and to also look at the next phases of research and treatments in the future. Most of us know that breast cancer is not just one disease. It takes many different forms – estrogen receptor negative or positive, invasive, lobular, ductal, Her2/neu positive – just to name a few of the many types. Depending on your specific diagnosis, the disease then suggests its own very personal treatment plan. I have found it encouraging to learn of the progress we have made in breast cancer research and treatment in the last 30 years. We now have the ability to offer choices to women (such as lumpectomy versus mastectomy) based on their own individual tumor, as opposed to radical mastectomies, chemotherapy, and radiation every single time.

Yes, we have come a long way, but many are still not comfortable with where we are. The fact is, most of us know of someone diagnosed with breast cancer; the rate of diagnosis is not decreasing. And too many of us also know of someone

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The work of the Coalition rests on a solid base of volunteer effort. So it was only fitting that a special event be held to honor all who have given of their time, talents, and selves to work with us each day, making a difference in the lives of those who have been touched by a breast cancer diagnosis. Green was the theme of the day, and shamrocks abounded on March 16, 2011, as we gathered to celebrate our diverse force of intrepid volunteers. Each and every one of them has shown dedication and pluck in many different ways. Some serve on committees, some represent the organization at outside events, some reach out to others who are new to the journey, some help in the day-to-day workings of our office - the list is endless. We are deeply grateful to all who have helped in any capacity. They have enriched our community. Here’s to our extraordinary volunteer force - may the road always rise up to meet you!

To volunteer call Niki at 585-473-8177 or email her at Niki@bccr.org

Volunteer SPOTLIGHT

Mary Ellen Vollmer

A cheerful face at many Coalition events, Mary Ellen Vollmer is a person who characteristically goes the extra mile in everything she does. Whether she’s working our table at a local festival or health fair, or helping a woman who has turned to the Coalition for support, she goes above and beyond in all her efforts. Mary Ellen’s kind, caring presence at Brown Bag Lunches has lifted the spirits of many who entered the room reeling from a recent diagnosis of breast cancer. In the hectic days before the Pink Ribbon Run and Family Fitness Walk, she was in the office cheerfully pre-registering runners. Bright and early on Mother’s Day morning, the day of the race, she was at Ontario Beach Park, still in good spirits as she registered more runners. In 2010, she agreed at the last minute to represent the Coalition at the Cycle Stop Dice Run, much to the relief of staff members who were unable to attend the event. While there, she took the opportunity to talk at length with a newly diagnosed woman. Mary Ellen is also PALS mentor, and has reached out to a number of women in the days and weeks after being diagnosed with breast cancer. Always an exceptional helper no matter what capacity she is working in, when providing one-to-one support, Mary Ellen truly shines. In addition to offering a listening ear and the voice of experience, having dealt with breast cancer herself, she has offered such things as transportation or direction in finding necessary social services. Mary Ellen has gladly done all in her ability to ease the journey for others. When we approach her with a request for help, she says “yes” whenever she can, and is apologetic when she has to say “no” - which is usually when she’s in New Hampshire visiting her daughter.

Time and again, Mary Ellen has come through for the Coalition and for her fellow survivors. Her pleasant, compassionate aura has endeared her to many, and we are lucky to have her as part of our community!
SUMMERTIME! And the Living is Easy...

Care for Mother Earth in Your Own Back Yard

A yard that is a haven for a diversity of plant and animal life encourages a natural system of checks and balances. You can nurture a small ecosystem that thrives with minimal maintenance, and without the use of chemical fertilizers and pesticides. Provide the basics that all living things require:

**Food.** Flowering plants and trees are a source of pollen, nectar, and seeds for birds, bees, and many other species. Enticing feathered friends with bird feeders encourages them to return to your yard year after year once it has been established as their feeding ground.

**Fresh water.** A bird bath is nice, but a bowl will work just as well to supply birds, butterflies, and other creatures with the hydration they need. Be sure to change the water daily to keep mosquitoes at bay. If you have a pond, either natural or man-made, fish will consume mosquito larvae.

**Shelter.** A variety of plantings - from groundcover to trees, and everything in between - will not only be beautiful, it will allow a variety of different animal and insect species to find a niche, creating a natural balance that keeps their numbers in check.

Consider the grassy areas of your yard to be a garden, and care for them as such. Just as in your flower or vegetable garden, a variety of plants in your lawn (such as grasses, clover, and yes, even dandelions) is a sign of health. Keep your grass on the tall side – mow to about three inches in height. Grass clippings left on the lawn will encourage healthy growth by returning nutrients to the soil, providing a natural fertilizer. ♦

**At least 48 hours before treating a lawn or yard with certain pesticides, commercial applicators will have to provide a written warning notice to owners of abutting properties within 150 feet of the application. In most cases, this would mean five properties: one on each side, and three in the rear.** See www.nypirg.org and www.monroecounty.gov (entering “neighbor notification” in the search box) to learn more about this law and any exemptions that may apply.

For more information:
http://www.organicgardening.com/
http://www.organiclawnaretips.com/
http://www.local-motion.org/greengrass.html
Here are a few pointers to help keep it that way. - By Pat Battaglia

Guard Against Overexposure to the Sun

- Go outdoors early in the morning or late in the afternoon when the sun is lower in the sky.
- Wear protective clothing. A hat and shirt are the best sun protection. Sunglasses will shield the delicate eye area, especially if you're not wearing a hat. Seek glasses with a label saying "meets ANSI requirements," or "UV absorption up to 400 nm."
- Find shade. Take an umbrella to the beach or picnic in the shade of a tree.
- Don't get burned. A sunburn is a clear sign your skin has been overexposed. A blistering burn can increase the likelihood of developing skin cancer, even years later.
- Use a zinc and/or titanium-based sunscreen on areas of skin exposed directly to the sun. Choose a broad-spectrum product with an SPF of at least 15. Sunscreen can interfere with the synthesis of vitamin D in your skin, but doesn't appear to block it if entirely. It that is a concern for you, have your blood level of vitamin D checked by your doctor and supplement if necessary.

For more information:
http://ods.od.nih.gov/factsheets/vitamind/

HEALTHY SUMMER CAPRESE SALAD

Caprese is typically made from fresh tomatoes, basil, mozzarella, and balsamic vinegar. This is a twist on this delicious treat, substituting sweet summer peaches for the tomato. This caprese salad will have your mouth dancing all summer long.

- By Pat Battaglia

Slice the peaches into ¼-inch thin discs, removing from the pit.

Shred or finely chop the mozzarella.

To assemble, place one slice of peach on a plate and top with one basil leaf. Place a tablespoon of mozzarella on the basil and drizzle balsamic vinegar.

* Adapted from www.cookingwithcaitlin.com

Guidelines for Cooking on the Grill

- Marinating and/or preheating meats in the microwave will greatly reduce the amount of potentially harmful chemicals that can form in them during grilling.
- Thin cuts of meat require less cooking time and are a better choice for the grill.
- Don't cook meat beyond the well done point. Check for doneness with a thermometer.

- Don't allow food to come into direct contact with the flame and remove any charred bits before eating.
- Plant based foods form fewer potentially harmful chemicals than meat when grilled.
- Vegetables, fruits, and whole grains included in the meal help to minimize the effects of any chemicals that may form during grilling.
Runners of the women-only race left the park area first, almost as intent on their goal to go the five kilometer distance as they were resolved to end breast cancer. The two-and-a half mile Family Fitness Walk commenced minutes later, and a sea of smiling faces and pink bandannas slowly but determinedly made its way along the beachside road. Families and friends walked side by side and the air was charged with the sounds of laughter and friendly chit-chat.

The runners and walkers...
17

Race winner Trisha Byler crossing the finish line

OVERALL FASTEST TIME CATEGORY

WINNER
Trisha Byler, Age 27, 18:01
$300 Cash

SECOND
Jennie Hansen, Age 26, 18:21
$100 Wegmans Gift Card

THIRD
Rachel Sweet, Age 25, 19:15
$50 Wegmans Gift Card

BREAST CANCER SURVIVOR CATEGORY

WINNER
Amy LaRussa, Age 47, 24:44
Women's Polarized Bolle Sunglasses;
Pharaoh’s Hairum Spa Manicure & Pedicure Gift Certificate & a $40 Jim Dalberth Sporting Goods Gift Certificate

SECOND
Alison Currie, Age 54, 25:40
Scott Miller Salon Gift Basket & a $40 Jim Dalberth Sporting Goods Gift Certificate

THIRD
Michele Davidson, Age 52, 25:58
$50 Chic Feet Boutique Gift Certificate & a $25 Target Gift Card

completed their courses and returned to the finish line tired but jubilant. Prizes were awarded to the top finishers of the race in many categories, but every single person who laced up a pair of sneakers and set out in the early morning sunshine that day is a winner. We are deeply grateful to them, and to those who were unable to join us that morning but have supported us in so many other ways. Our advocacy and support work continue because of such generosity, and we all stand united against breast cancer.

RI B B O N  W A L K

ipad Touch Raffle Prize Winner: Nicole Nelson

People, Beautiful Cause!
Thank you to our generous race sponsors!

**GOLD SPONSORS**

Wegmans

**DONORS**

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- Dunkin Donuts (Empire Blvd)
- Fingerlakes Coffee Roasters
- Gallea's Tropical Greenhouse
- Jim Dalberth Sporting Goods
- Diana Kapatos
- Michael Riebesehl - Red Seat Photo
- Pharaoh's Hairum Salon & Spa
- Red Osier Landmark Restaurant
- Rockcastle Florist
- Scott Miller Salon
- Target (Webster)
- Windjammers

**OTHER SPONSORS**

- Biggest Fundraiser Emma MacIntyre with her sister Molly and Mom Niki
Sharing the Journey continued

it to Angie. Kathy then left for a weekend getaway her husband had arranged to take her mind off the impending surgery. The couple and their two children spent the weekend snowmobiling at their camp.

Back at home, a flurry of email and facebook exchanges between Holly, Kathy, Angie, and Pat (the PALS Project Coordinator) ensued. Consent was sought and received from Angie, and contact information was requested and delivered. It culminated in a phone conversation between Kathy and Angie on Sunday night, the evening before their surgeries. They spoke of their fears and hopes, and Angie suggested the possibility of sharing a room during their recovery. Both women had requested a private room, but would be willing to share with each other if it could be arranged.

In the morning, Kathy made a phone call to the hospital. With surgery so close at hand, she was glad of the chance to be able to take charge of something and to move in a positive direction. She was connected with the bed coordinator. “Anything you can do would be greatly appreciated,” Kathy said, knowing a last-minute effort like this might not succeed. But the bed coordinator came through with flying colors.

As the women were in surgery, their families filled the waiting room, and their husbands met each other. Kathy was wheeled into the hospital room first, her surgery having been scheduled two hours before her roommate’s. Angie followed in due time, and the pair had their first “in person” talk through a curtain. They were soon able to meet face-to-face, and each drew comfort in the presence of the other. After the first day, Angie was released, and Kathy went home one day after that. The two still keep in touch almost daily, having shared a very difficult and critical step in their individual journeys.

When considering whether to seek support through something as life-altering as breast cancer, the thought of sharing deeply personal aspects of one’s self might seem like a risky proposition. But in opening up to new possibilities, surprising things can happen. Angie, Kathy, Jody, Shawna, and Angelina have joined a group that no one chooses to join. By extending or gratefully receiving a helping hand, each in her turn has drawn strength from others as she forged her own healing path.

Sharing the journey, with all its ups and downs and uncertainties, can nurture relationships that just may lighten the load enough so that it feels bearable.

Hydro-fracking continued

Fox details the multitude of problems associated with disposing of it. In short, there is no safe way to render this water safe for living creatures. The overwhelming barrage of information leads to one conclusion: to use the common wordplay, no fracking way!

Recently, scientists at Duke University analyzed samples of water taken from private wells near shale-gas drilling sites in Eastern Pennsylvania and compared them with samples from non-drilling sites. They were looking for traces of chemicals used in fracking fluid - which contains many known carcinogens and endocrine disruptors - as well as the presence of methane gas. The water near wells contained methane, but traces of other chemicals were not detected. Methane is not regulated and the long term health effects of low level exposure are unknown. However, it is known that methane is highly flammable and will cause asphyxiation in high concentrations. One major conclusion of this study is that further study is needed.

A layer of rock known as the Marcellus Shale extends from western Tennessee northward, covering a large swath that extends through upstate New York. It is rich in volatile organic compounds, and has been target of fracking drills. Energy companies are eyeing New York State as the next area of development. There is currently a moratorium on new drilling, set to expire in July of this year. However, many hope that it will be extended, as studies of the impact fracking would have on the state’s environment and economy have not been concluded.

Supporters of the moratorium are taking a stand for the precautionary principle. There are too many unknowns about hydrofracking, both in the short term and the long run, to rest easy knowing it could happen very close to home. What IS known about it raises a great deal of concern. For a technology that will, at best, be a stopgap approach while more enduring energy options are explored, it is not worth the risk. Forms of energy such as wind and solar power, are clean, safe, and sustainable. Can we develop them for our uses? We’ll never know if we don’t try.
On May 22nd, the Coalition lost a true friend and champion in the fight against breast cancer, Laura Frazier. Although Laura had been acquainted with our organization as a longtime participant in our Pink Ribbon Run & Family Fitness Walk, she was warmly welcomed to the Coalition following her own diagnosis of breast cancer in early 2009. She quickly made many friends and brightened the day of everyone she met with her contagious smile. Shortly after finishing her treatment, Laura decided that she wanted to volunteer for the Coalition. She took on the enormous job as co-captain of registration for the race portion of The Pink Ribbon Run & Walk. I will always remember Laura for her positive attitude and her dedication to this event. Laura was an inspiration to other women battling breast cancer and was always there to give them words of encouragement. She was also a proud wife and mother—I remember running into her at the Lilac Festival and she was so pleased to introduce me to her family. The night sky is now twinkling brighter with Laura’s shining star. We miss you, Laura!

Healing

We clasp the hands of those who go before us,
and the hands of those who come after us;
we enter the little circle of each other’s arms,
and the larger circle of lovers whose hands are joined in a dance,
and the larger circle of all creatures,
passing in and out of life,
who move also in a dance,
to a music so subtle and vast,
that no one hears it except in fragments.

~ Wendell Barry
After a seven year journey with breast cancer, Patricia Gerstner, my mother-in-law, passed away on April 14, 2011. We first met when she was a patient of mine while I was a student at Highland Hospital through the Rochester Institute of Technology Nuclear Medicine Technician Program. On March 9, 2004, she came in for a sentinel lymph node injection prior to her lumpectomy that was scheduled for the next day. I held her hand through the injections because they were painful for her. I found her to be a very lively, beautiful, friendly person who had no trouble letting my co-workers and I know that her oldest son was single. In spite of her situation, she wanted to play “matchmaker!” I was the only single one there, and felt I had nothing to lose by giving Trish my email address. The next day, I visited her after her surgery, and I also received an email from her son, Frank. We met for dinner at Applebees in Webster later that night. Frank and I were married 18 months to the day after that dinner, on September 10, 2005. We now have an 8 month old daughter Bethanee, born on September 2, 2010. I am so thankful that Trish got to meet her first grandchild!

I tried to be with my mother-in-law whenever I was able to through her tests, chemo treatments, and multiple surgeries. Our family did the BCCR Pink Ribbon Walk every year as long as Trish was able. Holly and Tracey from the Coalition were helpful to her along the way with some difficulties, financial and otherwise. Trish lived in Wolcott, and I live in Ontario, which made attending Coalition programs a challenge, and we always wished we could participate more in those activities.

My mother-in-law taught me so much, from cooking and baking to painting and installing tile. She was an amazing single mother to her six children, and I hope I can be half the mother she was. Trish was more than a mother in law to me - she was like a second mother and a friend. I could tell her anything that was on my mind. She fought a courageous battle, always upbeat and with a positive attitude, and she touched so many lives along the way in her journey through life.

Her children are my husband Frank (27); Ray (26) who lives in Virginia with his wife, Candice; Ashleigh (21); Erick (19); Benjamin (16); and Luke (12). The four younger children will stay in the family home in Wolcott. Ashleigh, a full time student who commutes from home to SUNY Oswego, will be in charge of the house. Erick, who was Trish’s “weatherman” as he loves the snow and always knows the forecast, works hard at his full time job. Benjamin is extremely intelligent, and spiritual beyond his years, Luke is into sports and hopes to someday be a New York Yankee.

Our family will carry on with the memory of Trish’s loving spirit to inspire us and give us hope.
We seem to struggle with language when the topic is cancer.

We don’t think twice when cancer is discussed in military terms. In 1971, Richard Nixon declared “war” on cancer in his State of the Union address.

When I was diagnosed with breast cancer, countless people told me to “fight this thing.” Since I’m still alive, I’m often referred to as a survivor. If I were to die, my obituary might well read, “Bob lost his long and courageous battle with cancer.”

The language of cancer seems to mirror the language of war. Battles are won and lost. There are survivors and there are victims. But is this the language we should be using?

Over the last few years, I’ve had several friends die from cancer. I don’t think it’s appropriate to say that they lost their battles. That seems to blame them for not fighting hard enough.

I prefer to say that cancer was the cause of their deaths.

In a similar fashion, I’m not quite comfortable being referred to as a survivor of cancer. Survivor is a better term than victim, but survivor seems to indicate victory. I’m not sure that I have beaten cancer. There’s always the chance it might come back. (In an odd way, I’ll know that I survived cancer when I die from something else).

And what if I were living with metastatic cancer -- that is, what if the cancer had spread to other parts of my body? Would I still be called a survivor? I’m not sure, but I wouldn’t want anyone to think that I had lost or was losing. I would want people to think that I was living with cancer to the best of my ability.

Even the treatment for cancer is saddled with awkward language. I suspect that most people have heard chemotherapy being referred to as poison. Chemotherapy is medicine. Any medicine - even aspirin - can be poisonous if taken incorrectly. Why should chemotherapy be singled out for its potential dangers and not for its potential benefits?

Casual conversations about cancer also cause people to speak in seemingly bizarre code. I often hear people refer to cancer as the Big C. Why don’t we call diabetes the Big D or eczema the Big E?

Although cancer still makes us tongue-tied, we’ve made real progress in that we’re trying to talk about it.

Fifty years ago, people often died of cancer without ever being told the diagnosis. (Of course, most people dying of cancer knew they were dying of cancer, whether they were told or not). And today, more and more people are living -- in every sense of the word -- after a cancer diagnosis.

But we still have a ways to go in being comfortable with the language of cancer.

I’ll be happy to discuss my cancer with you. Just don’t ask about my battle. Ask about me. ☰

From the Ithaca Journal, May 20, 2009
Our Fundraising Friends

Royal Wedding Party
A huge thank you to Dee Alexander, for organizing the Royal Wedding Party to benefit the Breast Cancer Coalition of Rochester. On the morning of the wedding of Prince William and Catherine Middleton people gathered at The Pub at Don’s Original, in Penfield, to watch the wedding and have an English breakfast. There were also several silent auction items and a life-size cut out of Prince William and Catherine so people could get their picture taken with the happy couple. Some dressed in fancy dresses, others came in bathrobes and slippers, and everyone had great time while supporting a worthy cause. The event was a huge success, raising $4,700 for BCCR! Thank you, Dee, for choosing BCCR as the beneficiary of the Royal Wedding Party.

Patti Cataldi, Karen Hauza and Lori Betlem Lytle enjoying the company of the “royal couple”

A Day 4 Kay (Tiffanie Pierce)
Tiffanie Pierce, a senior at Webster Thomas High School, organized a walk for the Breast Cancer Coalition of Rochester for her senior project. A Day 4 Kay Fundraising raised $1,479.38 for BCCR. Thank you, Tiffanie, for all your hard work.

Kathy O’Neill – Bowl For A Cure
On February 18th Kathy O’Neill held the 9th Annual “Bowl For A Cure” at Clover Lanes. One hundred teams (400 bowlers!) gathered for a night of bowling, raffle prizes, and fun… all with the hope that they could help “Strike out Breast Cancer!” All of us at BCCR were overwhelmed to receive the $11,525 donation from the 2011 Bowl For A Cure. Thank you to everyone who participated and a huge thank you to Kathy O’Neill for her continued support of the Breast Cancer Coalition of Rochester.

Churchville-Chili Lacrosse
The Churchville-Chili High School Varsity and JV Lacrosse players sold “Stick It to Cancer” t-shirts to raise money for the Breast Cancer Coalition of Rochester and also collected donations for BCCR. The team raised $1,866! Thank you for your donation and helping us “Stick It to Cancer!”

MCC Chapter of American Association of Women in Community College
On February 18th the MCC Chapter of the American Association of Women in Community College held a walk, “Pink the PAC”, to benefit the Breast Cancer Coalition of Rochester. Thank you for your $582 donation!

Knights of Columbus
For the second year in a row the New York State Council of the Knights of Columbus and their First Lady of New York, Marlene Harris, selected the Breast Cancer Coalition of Rochester as their charity of choice for their gift basket raffle. We are so pleased they more than doubled the amount raised this year. Thank you for your $4,929 donation and for once again selecting BCCR as your recipient.

Windjammers
Windjammers Bar and Grill sold pink “Save a Breast, Eat a Wing” t-shirts to benefit the Breast Cancer Coalition of Rochester. BCCR was very pleased to receive a check for $150. Thank you for your support!

Eastridge H.S.
The Eastridge High School Sports and Entertainment Marketing Class held its Seventh Annual Breast Cancer Fundraiser and Silent Auction. Each year the class, instructed by Patrick Flanagan, organizes different events throughout the year to raise money which is then donated to the Breast Cancer Coalition of Rochester. This year’s events included a t-shirt sale, head shaving and silent auction at the Senior Night basketball game, and a Spirit Olympics. All the student’s hard efforts paid off as they raised $5,000 for BCCR this year. This brings the seven-year total to almost $24,000!!! Thank you to the students at Eastridge High School and to Patrick Flanagan for your continued dedication to the Breast Cancer Coalition of Rochester.

Pittsford Hockey – Pink the Rink
Once again the Pittsford Varsity and JV hockey teams held their “Pink the Rink” fundraiser for the Breast Cancer Coalition of Rochester. The game was on February 4th against Fairport. Players wore pink jerseys and proceeds from t-shirt sales and other game day activities were donated to BCCR. The donation from “Pink the Rink” totaled $5,600! Thank you to Celeste Frohm and everyone who made this event a huge success. BCCR is so appreciative of your continued support!

Best Buy
A BIG thank you to Heather Jackman and Kristen Jones of Best Buy in Greece for rounding up an army of fellow employees to volunteer at the Pink Ribbon Run & Family Fitness Walk. We heard over and over again how helpful and considerate they were….hope to see them again in 2012!

Fairport H.S. Improv
Fairport High School’s improvisational comedy team, Downstage, hosted its second annual “Ha Has for Ta Tas” comedy show. Between ticket sales and donations they raised $1,000. Thank you for choosing the Breast Cancer Coalition of Rochester as recipient of this year’s event!
Our Fundraising Friends

Brockport High School Lacrosse

Brockport High School Seniors, Josh Ash and Geoff Catlin, organized a fundraiser to benefit the Breast Cancer Coalition of Rochester for their senior project. As both boys are lacrosse players, they planned the fundraiser around a lacrosse game on May 12th. They wore white jerseys with pink numbers, had a 50/50 raffle, sold t-shirts and collected donations. They raised $1,032 for BCCR! Thank you Josh and Geoff for your support and for keeping it local!

Amy Connell, Geoff Catlin, Josh Ash and Shauna Poisson

Sisters For A Better Black Community

The Sisters for a Better Black Community, Inc held their 36th Annual Scholarship Luncheon and Fashion Show on March 12th. This year the theme was “Simply Pink” and they donated $300 to the Breast Cancer Coalition of Rochester. Thank you for your support.

Bottom Left: Cora L. Jones, Beverly Huitt, Center, Sadie Dukes, Edna Norton, Elizabeth Cowart Top Left: Our Remaining Founder, Alice M. Evans, Margo Crews, Cynthia Allen, Yolanda Wooten Not featured: Mary Lou McCloud and Sheila Rivers

Breast Cancer Care Kits

Tracey Dello Stritto with Alexis Klintworth and Ashley Wynne

Volvo Rents

Thank you to Volvo Rents, for once again inviting BCCR to your annual open house. Over $1,000 was raised for the Breast Cancer Coalition of Rochester. Thank you for your continued support!

Pittsford Dance Studio

On March 3rd the Pittsford Dance Studio, DK Dance, The Draper Center and Little Red Dancin School had a recital to benefit the Breast Cancer Coalition of Rochester. These very talented dancers raised $1,000 for BCCR! Thank you!

Ridge Road Fire Fighters

Thank you to the Ridge Road Professional Fire Fighters Association Inc, Local 3794, for your $160 donation!

Mighty St. Joes Drum and Bugle Corps

On April 30th Mighty St. Joe’s Drum and Bugle Corps held the 18th Annual Curt Anderson Memorial Classic Concert. One dollar from every ticket sold went to the Breast Cancer Coalition of Rochester. BCCR is very grateful for the $350 donation. Thank you for your support.

Anthony DiMonte

Anthony DiMonte, a senior at Webster Thomas High School, held a fundraiser to benefit the Breast Cancer Coalition of Rochester for his senior project. He designed t-shirts and sold them at home basketball games. He raised $315 for BCCR. Thank you Anthony!

Greece Public Library Fashion Show

Thank you to the Greece Public Library for raising $112 from their “Over the Rainbow” fashion show!
Bishop Kearny High School

The Key Club at Bishop Kearney High School held a “Pink Passion” dress down day to benefit the Breast Cancer Coalition of Rochester. Students paid $3.00 to wear pink instead of their school uniform. They also donated spare change at lunch and held a bake sale. The students raised $984.64! Thank you for your support.

Chubb Group of Insurance Companies

Thank you to the local Chubb employees for your $50 donation.

Van Bortel

During the month of December Van Bortel Ford, Van Bortel Subaru and The Van Bortel Used Car Center had a “Give Back To Those In Need” campaign. Van Bortel pledged $250 to the customer’s charity of choice for every new and used vehicle purchased. The Breast Cancer Coalition of Rochester received a total of $500 from this campaign. Our sincere thanks go out to Kitty Van Bortel and to the customers who chose BCCR as their charity.

Ristorante Lucano/ CNS Group @ RGH

Members of the CNS group at Rochester General Hospital donated $100 to the Breast Cancer Coalition of Rochester while they were dining at Ristorante Lucano. Their initials are now up on the Charity Wall at Ristorante Lucano. Thank you for your support!

ACM Medical Laboratory

ACM Medical Laboratory celebrated its 35th anniversary in business. As part of the celebration they held a raffle to benefit local charities. $410 was donated to the Breast Cancer Coalition of Rochester. Thank you for choosing BCCR as one of the recipients!

Penfield Pediatrics

Thank you Penfield Pediatrics for your $241 donation from your Denim Days!

Fairport JV Hockey

Thank you to the Fairport Red Raiders JV Red Hockey Team for selling t-shirts to benefit the Breast Cancer Coalition of Rochester. Your $100 donation is much appreciated.

Moms Club of Henrietta – West

Thank you Moms Club of Henrietta West for your $440 donation!

SUNY Geneseo Softball – Strike Out Cancer

On Saturday, April 9th, the SUNY Geneseo Women’s Softball team had their “Strike-Out-Cancer” softball game to benefit the Breast Cancer Coalition of Rochester. A BCCR community member, Maureen Kingston, threw out the first pitch! The team raised $165.50 for BCCR. Thank you to the team and Coach Tony Ciccarello for your continued support.

Brockport Football

Last fall the Brockport High School football team and Brockport Football Boosters raised $720 for the Breast Cancer Coalition of Rochester. Varsity players donated $5 to wear a pink ribbon on their helmet or a pink arm band. The Boosters donated 10% of concession stand sales for the season. The JV team sold pink ribbons at the Senior Night Game. Thank you all for your support.

Spaghetti Supper

A group of women friends organized a Spaghetti Supper in honor of their friends who are surviving breast cancer. Chefs Joan Morrow, Janice Maxwell, Susan Hespen, Mona Alongi and Lili Lanphear collected donations on behalf of the women’s group formerly known as “Seton 21” totaling $1,396! Thank you for your support of the Breast Cancer Coalition of Rochester.

Dominique Boller – Avon

Dominique Boller, a local Avon consultant donated 20% of sales of certain products for the months of March, April and May to the Breast Cancer Coalition of Rochester. A breast cancer survivor herself, Dominique was looking for a way to give back. Thank you for your $200 donation.
Donations ending March 31, 2010

The name of the individual honored or remembered is shown in bold type. The Breast Cancer Coalition thanks donors for these gifts made since our last listing. (Donations made after March 31st will be included in the autumn newsletter.) We apologize for any errors and/or omissions on our donor pages.

In Honor of:

Phyllis Bernardo
Beth Morasse

Holly Creek
Donald Simonetti, Jr.

Sue Degar
Timothy Reilly

Donna Di Ponzio
Marianne Sargent

Dr. Stephen Evangelisti
Anesthesia Care Associates

Lori Griffin
Holly Anderson
Sandra Ford Hawskwood

Barbara Lovenheim
Dorothy Pitlick

Mr. & Mrs. Bob McNeil
Thomas & Mary Kurtenbach

Sheri Maloney
Cornelius & Mary Ellen Campbell

Kathy Reilly
Timothy Reilly

Rochelle & Larry Shur
Jewell Rothstein

Bernie Todd Smith
Rochelle & Henry Richter

Sherrie Valentino
Jill Edd
Sharyn Leahy

Thea Zigler
Carol Harrington

In Memory of:

Grace Agnello
Adeline Bruno

Joanne Agnello
Adeline Bruno

Norman “Jack” Connelly
Nancy Alamo
Tom & Holly Anderson
Lila Bluestone
Rose Boice
Misha Boyd
Andrew & Mary Bryan
Dick & Patti Cataldi
Patricia Carnahan
Louise Cerrone
Gary & Sue Clarceq
Mike & Phyllis Dewhirst
Mike & Helene Ehmann
Carl & Patricia Foucht
Nancy Geoca
Larry & Grace Gorenflo
Katherine Gottfried
Carol Gutzmer
Joanne Hammond
Dolores Humbert
Kristin Hunt
Jason & Shelly Kleinschmidt
Jean Lazeroff & Cinthia Garcia
Gail & Beverley Levy
Katherine MacBeth
Steve & Niki Maclntyre
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Olive G. Eccles
Betty Craft
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Amelia “Amy” Gaesser
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Eleanor Drake
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Craig & Maria Schumehl
Nancy Verni
Nancy Powers  
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Jennifer Schoen  
Malcolm & Oneita Covert  
Stephen & Linda Lesio  
Jennifer McCarthy  
George & Margo Navak  
Robert Nuuja  
Terry & Paula Sheehy  
Thomas & Donna Turner

Terri Schmitt  
Timothy & Mary Beth Allyn

Joyce Totlis  
Don Simonetti, Sr  
Don Simonetti, Jr  
Paulette Simonetti

Founder’s Circle $5,000.00 +  
Kathy O’Neill - Bowl for a Cure  
Friends of Pittsford Hockey - Pink the Rink

Visionary Circle $1,000.00-$4999  
Michael Avent Sr. - Spirit of Tae Kwon-Do - Kick-a-Thon  
Eastridge High School - Mr. Patrick Flanagan’s Sports & Entertainment Class  
Estate of Donald Henderson  
Johnson & Johnson Matching Gifts  
Pittsford Dance Studio, The Draper Center, D.K. Dance & Little Red Dancin School  
Sember Fitness, Inc. - World Gym Fundraiser

Advocate’s Circle $500-$999  
Bishop Kearney High School - KEY Club Pink Passion Fundraiser  
Turbo Kick for Breast Cancer  
Van Bortel Motorcar, Inc.  
Harry Wood

Pink Ribbon Circle $100-$499  
Anonymous  
ACM Medical Laboratory - 35th Anniversary Raffle  
Sherry Anarella  
Christine Bird  
Suzanne Campbell  
Amanda Couch  
Sandra DeBruycker  
Cindy Dykes  
K. Adair Eodice  
Marcus Eodice

Fairport J.V. Red Hockey Club  
Luann Farruggia  
Elizabeth Hernandez  
Joan Higgins  
Cindy Jankowski  
JPMorgan Chase Foundation Matching Gift  
Gianluigi Lulianella  
Terrylee Leone  
Linda Malinch  
Andrew Maltese  
Anne Mannella  
Eileen McConville  
Nagendra Nadaraja, M.D.  
Margo Novak  
Penfield Pediatrics - “Wear Jeans for Charity”  
Maryann Platania  
Karl Pratt  
Rochester General Hospital - CNS Group  
Manley Smith  
Ridge Road Professional Fire-Fighters Association  
Spencerport High School - Health Project Jamie Lynn, Lexi, & Bri  
Surmotech  
Target - Chili  
The Foundation for the Jewish Community  
Volvo Rents  
Windjammers of Charlotte  
Mary Woodruff  
Ashleykay Yaniga  
Zion Episcopal Church - The Lucy Wardlaw Committee

Friend’s Circle $50-$999  
American Express Matching Program  
Holly Anderson  
Anonymous (2)  
Teresa Bartolone  
Catherine Brice  
Community Shares of Minnesota - Marcel Secours  
Chubb Group of Insurance Companies  
EZ Bottle and Can Return  
Patricia Fyles  
Christine Henningsen  
Timothy Jordon  
Frances Mann  
Heather McClure  
Nicole Ralph  
Noris Randizzani  
Thomas Tschorke  
Tealightful Treasures, Inc.  
Mark Veltz  
Douglas Wagenhauser

Contributor’s Circle $1-$499  
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Patricia Bourgoin  
Timothy Barnhart  
Dorothy Brittain  
Kyla Brosius  
Jeffrey Chartrand  
Howard Clink  
Louis Costanza  
Ben Cowley  
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Brian Glitch  
Duane Glover  
Kevin Granson  
Traci Harasymchuck  
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June Konz  
Gail Kourofsky  
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Michael Lasch  
Mark Lavere  
Sequoa Logan  
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Rhonda Magar  
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Daniel McNerney  
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O’Dell Family Chiropractic P.C.  
Jim Oliver  
Sean OnEill  
David Pagel  
Christopher Paine  
Edith Parchus  
Shawna Poisson  
Mark Raeside  
Timothy Rosenzweig  
Nancy Schaad  
Jorge Sosa Jr.  
Trisha Tower  
Joanna Urso  
Jonathan & Corinne Verna  
Janet Walker  
Miles Young  
Casey Zimmer
hot showers, spicy foods, and caffeine is a good first step. If you are able to connect something – such as entering a hot room or feeling pressured to meet a deadline – with the onset of hot flashes, you’ve found one of your triggers. Once you know your triggers, you can take steps to avoid them, or at least to be prepared in advance. Dress in breathable cotton clothing, preferably in layers that you can shed when you begin to feel the heat. One of the many benefits of regular exercise is that it can help control hot flashes. The same goes for eating a well balanced diet. Keep ice water at hand to help you cool down. Seeking out and learning relaxation and stress reduction techniques can help you deal with the unavoidable ups and downs of life that can cause your internal thermostat to go haywire. Some women have gotten relief after consulting with practitioners of alternative healing arts such as Chinese Medicine and acupuncture. When all else fails, doctors can prescribe medications that many have found helpful.

Estrogen helps maintain the integrity of tissues throughout your body, and when levels diminish, it can show in thinning bones and vaginal dryness. Some may find their heart health affected. Measures that maintain good health – such as regular exercise, good eating habits, and stress reduction techniques – are as helpful with these issues as they are with other issues of menopause. They’re just good for you in general! Regular monitoring of things such as bone density and cholesterol will give you a heads-up should problems arise, and you and your doctor can decide which interventions are best for you if you need them. Hormone replacement therapy, whether oral or in the form of vaginal creams, is not regarded as safe for breast cancer survivors. Over-the-counter personal lubricants are the first line of choice, and very effective for most women. For extreme cases, mild estrogen preparations are sometimes prescribed, but for most they are not necessary.

Beyond exaggerating the physical discomforts associated with menopause, breast cancer treatment can exact a heavy emotional toll. Sadness, fatigue, depression, anxiety, and memory problems have been part of this roller coaster ride for many. Whether they’re related to the stress of diagnosis and treatment or the menopause that often results is open to debate, but that doesn’t prevent you from taking positive steps to deal with any of these things, should they occur. Some of the same strategies to cope with hot flashes will help here – exercise, eating well, and working to reduce your stress levels will enhance your sense of well-being. Your support system is your lifeline, and family members and friends, your medical team, and others who you choose to let into your life can be there for you when your emotional reserves are drained. You nurture yourself when you nurture your connections with others. The Coalition offers many opportunities for you to be in the company of those who have had a similar journey – who can offer you the reassurance that life does go on, and it is, indeed, good. As with hot flashes, if you still feel unable to cope with your emotions despite your best efforts, your doctor may prescribe medication to get you through the rough spots. According to Dr. Weiss, “Menopause is a wake-up call to a new phase of your life, and so is breast cancer. Two wake-up calls may be more than most people can handle, but what’s the choice?”(4) No one sets out on this path willingly. But if you find yourself thrust upon it, you do have choices about how you will
travel it. In the process, you may learn some things about yourself and others. Whatever detours the road may take, you can still be the author of your own story.

References:
1. http://www.breastcancer.org/tips/menopausal/understand/bc_therapy.jsp
2. ibid
4. ibid; p 287

For further reading:
• http://www.breastcancer.org/tips/menopausal/
• http://www.cancer.gov/cancertopics/treatment/aromatase-inhibitors/Page4
• http://www.mayoclinic.com/health/menopause/DS00119

Before reaching for caffeine, try this yoga breathing practice to energize you!

Breathe of Joy is a quick, refreshing yoga breathing technique (pranayama) which can instantly lift your spirits and clear your mind.

These arm motions help fill your lungs with fresh oxygen - energizing your body.

Begin standing with your feet hip width apart. Imagine you’re moving your arms like a conductor, inhaling through your nose and swinging arms up towards overhead; inhaling again swinging arms out to the side; inhaling once more swinging arms back up overhead; then exhaling through your mouth with a “ha” while folding forward swinging arms towards the earth with knees soft.

Practice this sequence about 5x. Beginning slowly and finding your own perfect rhythm.

Finish, standing quietly with arms by your sides, taking a few slow deep breaths.

Program Coordinator’s Update continued

whose life was claimed by breast cancer. It is still a reality that the breast cancer mortality rate is not declining. In addition to relaying how far we have come, the conference spent some time explaining where our research needs to be going. While I am neither a doctor nor a researcher, I am an advocate and can stand behind the urgency of this call. While we’ve developed unbelievable treatments, let’s now focus on a cure. Much of the conversation at the conference centered on the need to find a way to stop metastasis, as well as ending all breast cancer diagnoses. While this seems far out, what harm can be done in supporting those who believe that there may be a way to eliminate breast cancer once and for all? Take a moment and think of those who are no longer with us due to this disease. Hoping for a cure hasn’t helped, but perhaps putting energy, research and advocacy into changing how we look at the disease may help people in the future.

This conference allowed me the opportunity to listen, learn and absorb information that I can bring back to Rochester, NY and share with those within our community - other advocates who, like myself, are ready for a change. All that I learned at the many workshops and plenary sessions inspire me to NOT give up. We have come far, but we’re poised and ready to go even farther.

Benefits
Invigorates the body
Clears the mind
Lifts mood & spirits
Rids lungs of stale air
Stimulates digestion
Filters pollutants

Contraindications
Untreated high blood pressure
Any head injury, migraines or glaucoma
If feeling lightheaded, stop, relax and take a moment to find your natural breath again
Those with low blood pressure may need to practice slowly and bend less deeply
**Upcoming Events & Programs at BCCR**

### Upcoming Fundraising Events

**Tuesday Nite Ladies League Golf Tournament**
Friday July 22. Old Hickory Golf Club. Big Tree Road, Livonia, NY. Lunch and Nine Holes: $48 ($20 goes to BCCR). 12:00 lunch, 2:00 shotgun start. Prizes and 50/50 raffle.

**Urban Essentialz Shopping Event**
July 27th. 664 University Ave. 4pm-8pm 20% of sales (includes online orders) will go to BCCR.

**The Cycle Stop’s Dice Run**
Saturday September 10th. Registration starts at 11am at the Cycle Stop, 2600 West Henrietta Road. Call The Cycle Stop at 424-2120 for more information.

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**The Healing Arts Initiative**

The Healing Arts Initiative is an opportunity to learn about a practice you may have heard of, been curious about, or have fallen away from due to breast cancer treatment.

These offerings will be held in four-week sessions on Saturday mornings throughout the year.

**Offerings such as:**

- Feldenkrais
- Fluid Motion
- Gentle Yoga
- Pilates
- Qi Gong
- Tai Chi

For more information, please call BCCR at 585-473-8177

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**Upcoming Events & Programs at BCCR**

**Wednesday, July 27, 2011**
Evening Seminar: Long Term Effects of Radiation
Presented by: Jan Dombrowski, MD
7:00 - 9:00pm

**Wednesday, August 24, 2011**
Evening Seminar: Financial Boot Camp!
Patients, Survivors, & Caregivers
Presented by: Curt Balch, Financial Planner and Cancer Survivor
7:00 - 9:00pm

**Wednesday, September 28, 2011**
Evening Seminar: Creating Healthy Homes: A Closer Look at Food & Household Products
Presented by: Katrina Korfmacher, Ph.D. & Kate Mendenhall, MS
7:00 - 9:00pm

All events unless otherwise noted are at:
THE BREAST CANCER COALITION OF ROCHESTER
840 University Avenue
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Questions? Contact the BCCR at (585) 473-8177

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Stop by 840 University Avenue in Rochester or call us at 585-473-8177 for more information or to order one or more! The cost is $35.00 each. We do accept Paypal as well as most major credit cards. ☑

**Take Action!**

Become a Supporter of the Breast Cancer Coalition of Rochester by making a gift today! Your donation will ensure that you will receive a subscription and invitation to all general meetings, educational forums, and special events. Additionally, you will help support our goal of creating an active voice in the Greater Rochester Region in the fight against breast cancer through advocacy, education, and support.

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Breast Cancer Coalition of Rochester
840 University Avenue Rochester, New York 14607
(585) 473-8177; www.bccr.org

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Enjoy the BCCR Library

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Voices of the Ribbon
Published Quarterly by the Breast Cancer Coalition of Rochester
Tel. 585-473-8177 • Fax 585-473-7689 • E-Mail: info@bccr.org • Online at bccr.org

Voices of the Ribbon is published quarterly by the Breast Cancer Coalition of Rochester for the purpose of providing encouragement and inspiration to those facing a breast cancer diagnosis, their supporters, and care providers.

In addition, it is intended to impart accurate, science-based information to enlighten and empower its readership.

The ARTrageous Affair
10th Anniversary
SATURDAY
OCTOBER 1, 2011 at 6:00pm

YOU CAN HELP BY DONATING...

an ARTrageous piece of artwork

or

an ARTrageous gift certificate

Art submission deadline: Wednesday, August 31, 2011

For more information, e-mail amy@bccr.org or call (585) 473-8177. www.bccr.org