Family Fitness Walk: 
Friends Through Thick and Thin - and Through Breast Cancer 
-By Pat Battaglia

Holly Warren and her family had much to be grateful for when they participated in the 2016 Pink Ribbon Run and Family Fitness Walk. Having faced her breast cancer diagnosis in 2007, it would have been more than enough for Holly to celebrate her own survivorship once again this year, the fourth year she has participated in our Mother’s Day event. Instead, she and her family walked in honor of her best friend, Elizabeth (Betsy) Brown, who “is like a sister to me,” Holly shared. The two women live in the same neighborhood, where Betsy is considered to be the “neighborhood Grandma”.

Betsy was there for Holly during her diagnosis, bilateral mastectomy with reconstructive surgery, and recovery. Along with Holly’s husband, Gary, and their daughter, Betsy became one of the “three nurses” who saw Holly all the way through to healing and active survivorship.

Then, in November of 2015, Betsy was devastated to learn of her own breast cancer diagnosis.

“I’m walking this with you like you did with me,” Holly promised her friend, and has kept true to her word.

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The quiet ticking of the clock on my wall reminds me that time is passing. Day by day at the Coalition we hurry and scurry to make deadlines. There may be another newsletter ready to go out the door or another program about to commence. We occasionally meet with potential facilitators or instructors for our programs. A Research or Advocacy Committee meeting might just be underway. Meanwhile, a suitcase filled with supplies for a festival or health fair is lugged out the door. The calendar page turns, and each day brings a new beginning. The corridors of the Coalition hum with activity on any given day. The tone is spirited and purposeful. This place is alive. If you listen carefully, you can almost hear its beating heart.

In all of this day-to-day hustle and bustle, first and foremost on our minds are those coping with the aftershocks of a cancer diagnosis - those who are here in our presence and for whom we exist. We may hear a quiet voice, a sniff, a sob, cautious laughter, a giggle – followed by an inhale, an exhale, a deep breath as those facing a diagnosis learn to ride the waves; to live in the aftermath of cancer. The C word.


Coalition
noun co-a·li·tion \kō-ə-'li-shən\
: a group of people, groups, or countries who have joined together for a common purpose
: the action or process of joining together with another or others for a common purpose

As I listen to our caring staff tenderly greet someone walking through the door for the first time, I catch my breath, straining to hear. What will her story be? Or his? Each person who enters the Coalition is walking their own path and has their own questions and challenges. Although the stories vary, many share a common theme: uncertainty. This is new terrain for most and uncertainty is almost always present.

A cancer diagnosis comes with a long list of things to think about. The Coalition is here to ensure that those coping with myriad decisions can always find someone with whom to process these. If there is one thing we have learned, there are no easy answers; there is no plain vanilla breast cancer. Whether sorting through surgical options, determining the best treatment for an individual, or considering the impact these decisions will have in the short term as well as the long run, each decision is painstakingly made.

This is an invitation. If you haven’t been to the Coalition, pick up the phone or just walk through our doors. Take some time for yourself. We promise you a warm welcome, a cup of tea, and a listening ear. ☕️
Her name is EJ and when asked what the initials stand for, she replies “Everlasting Joy.” At eighty-eight years young, this spirited woman has seen her share of joy and hardship. Always one to rise above, EJ carries wisdom gained through abundant experience, and has earned her name.

As a teenager living in Florida, her birthplace, EJ’s lifelong love of hiking was born when she joined a hiking club, traversing trails throughout the state. “We had a wonderful time,” she reminisces.

When she grew to young adulthood, EJ attended business college in Jacksonville, Florida, where she met the love of her life, Howard Fordham. “Soon after we married,” she shares, “we got to talking about California. Is it really there?” The couple, who had never traveled outside of the Florida/Georgia area, joined her husband’s sister and brother-in-law as they packed a trailer and drove it across the country to California. “And we thought, oh, this traveling cross-country was wonderful!”

The Fordhams settled in the Los Angeles area and raised three daughters. They satisfied their wanderlust with regular trips to Georgia and Florida to visit family, including rambling side excursions to such places as Carlsbad Caverns and the Grand Canyon. “One year we went to Florida by way of Niagara Falls,” EJ quips.

Sadly, plans for further adventures never came to fruition; at age 37, Howard died of cancer. EJ still grieves this loss. “That’s where I got my attitude,” she explains. “Don’t wait.” If there’s something you want to do, a place you want to visit, or a dream you want to pursue, EJ’s advice is “just do it,” and her life is a testament to those words. She has traveled much of the United States and Canada, sometimes on her own, at other times in the company of friends or family. “I’ve hiked both ends of the Appalachian Trail. I missed this little bit in the middle,” she laughs.

EJ’s world came crashing in on her once again in early 2014, when her oldest daughter, Teresa, was diagnosed with colon cancer. At the same time, EJ noticed changes in one of her breasts, but kept that information to herself so she could focus on her daughter. Four months afterward, with Teresa’s surgery imminent, EJ consulted her doctor, who strongly advised a mammogram. EJ concurred. With three weeks between the surgery and her own mammogram, EJ used the time to assist her healing daughter. Fortunately, Teresa’s post-surgical news was favorable: the entire area was removed, and she has remained in good health to this day.

On the day of her mammogram, EJ still hadn’t shared her fears or the reason for her “very important doctor’s appointment” with anyone. Unfortunately, her fears were confirmed. EJ had just walked out of the imaging center when the weight of all she had been carrying for months became too heavy to bear any longer. She collapsed into the arms of a kind stranger who stayed with her, listening and holding EJ until she was able to make her way home. She has never seen this person since, but EJ still marvels at “…my angel. I don’t know what I’d have done if she hadn’t been there.”

Immediately upon her return home, her middle daughter, Kathy, called to ask how the appointment had gone. “I have some news,” EJ replied, and Kathy responded, “I’m coming home.” In a tearful exchange, Kathy learned of her mother’s long-hidden fears and her diagnosis of breast cancer. With everything now in the...
Advocacy Chair's Update

For the past several months, the Advocacy Committee has been following the Toxic Substance Control Act (TSCA) and the Frank R. Lautenberg Chemical Safety for the 21st Century Act, as these laws have a strong impact on all of us.

We are fortunate to have enlisted the help of Claire McCarthy, a PhD student in toxicology at UR. Claire presented information to the committee on the TSCA reform, and will be working to keep the committee updated on the TSCA act and other related information.

The Toxic Substances Control Act of 1976 provides the EPA with authority to require reporting, record-keeping and testing requirements, and restrictions relating to chemical substances and/or mixtures. Certain substances are generally excluded from TSCA, including, among others, food, drugs, cosmetics and pesticides.

The TSCA has never been significantly amended since it was adopted in 1976.

The Frank R. Lautenberg Chemical Safety for the 21st Century Act was recently passed, adding a significant number of safety reviews for existing chemicals as well as new chemicals that come on the market each year. It also ensures the EPA takes into consideration the impact on health and the environment when determining whether to allow a chemical to be sold or manufactured.

Please see the accompanying article by Kathy Gugliemi for a thorough understanding of the TCSA and the significance of recently passed legislation.

If this issue - or any other issue significant to those affected by breast cancer - interests you, please join us at the Coalition on the first Wednesday of any month from 4:30-5:30 as the Advocacy Committee meets to talk things over and figure out ways to take meaningful action.

Become An Advocate! Attend an Advocacy Committee meeting, held the first Wednesday of each month.
a production of over 1 tonne* per year and a mandatory Chemical Safety Report for production over ten tonnes a year.

The 114th Congress, 2015-2016, addressed two bills amending the TSCA. In June, 2015 the House passed HR2576, The TSCA Modernization Act of 2015. In December, the Senate passed this bill by voice vote, with amendments, and it was sent back to the House. The bill, now titled S697, The Frank R. Lautenburg Chemical Safety for the 21st Century Act was passed, with changes, by a 402-12 House vote on May 24, 2016. The Senate passed the legislation by voice vote on June 7, 2016. The bill has been sent to the President for his signature, and if it is signed, it will be the first significant change in decades to chemical safety and environmental law.

While both environmental and industry groups agree that change is long overdue, concerns remain regarding the legislation, primarily states’ rights and funding. The Lautenburg Act grandfathered in existing state laws and allows states to quickly act to regulate a chemical deemed “high priority” by the EPA. However, if quick action is not taken, state action will be suspended for up to three years while the EPA completes its review.

The Advocacy Committee will continue to monitor this situation, including implementation of the bill. We remain committed to increasing awareness of the impact of environmental hazards on breast cancer occurrence, and to the health and well-being of current and future generations.  

*one tonne=2204.6 pounds

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**Tips to Avoid Toxic Chemicals in Food**

*From Safer Chemicals, Healthy Families: saferchemicals.org*

✓ **Limit canned food and plastic containers.**
   A study conducted by the Breast Cancer Fund and the Silent Spring Institute found that families can reduce their BPA levels by 60% in just three days by avoiding food packaging with BPA.

✓ **Avoid non-stick pans.**
   Most non-stick cookware is made using perfluorooctanoic acid (PFOA) – a toxic chemical linked to cancer and other health issues. Choose stainless steel, cast iron or enameled pots and pans instead.

✓ **Old fashioned popcorn.**
   Most microwave popcorn bags are lined with PFOA. This possible carcinogen shows up in french fry cups and pizza boxes as well.

✓ **Filter your drinking water.**
   Remove contaminants from your drinking water by filtering with either a faucet unit or a water pitcher. Avoid buying plastic bottled water; instead, fill up a stainless steel water bottle with filtered water.

✓ **Buy organic when possible.**
   Check out the Environmental Working Group’s “dirty dozen” list (ewg.org/foodnews/dirty_dozen_list.php) before you head to the grocery store. And remember, many farmers markets and community supported agriculture programs have cost competitive, healthy produce.

✓ **Avoid food dyes.**
   Many foods on the market contain food dyes, 90% of which are derived from petroleum. Learn more from the Institute for Agriculture and Trade Policy: www.iatp.org.

✓ **Tell Congress to fix our broken laws.**
   Consumers shouldn’t have to bear the burden of avoiding toxic chemicals. Find your congressional representative here: www.contactingthecongress.org.

To learn how you can make a difference, join us at an Advocacy Committee meeting. See the Advocacy Chair’s Update on page 4 for more information.

*ewg.org/foodnews/dirty_dozen_list.php*
Living With Advanced Breast Cancer

-By Pat Battaglia

Dina Marcoccia
Wholehearted Living With Advanced Breast Cancer

Who has time for metastatic breast cancer? Dina Marcoccia certainly doesn’t. She allows herself all the time she needs for treatment and to recuperate afterwards, but that leaves her plenty of time to live life on her own terms. She still works full time, hangs out with friends, and volunteers for the Coalition.

Less than two weeks after her original diagnosis of breast cancer in early 2014, Dina found herself beginning chemotherapy. Afterward, her lumpectomy took place in June, followed by thirty-three rounds of radiation that ended in September. During all this time, Dina was on partial disability while working part time. “2014 was taken from me,” she recalls.

Dina resolved that “2015 would be my year,” and it was. It was the year she sought – and found – a new job, resumed an interrupted gym membership, and enjoyed “…getting back to who I used to be…It was an amazing year.” When December rolled around, she became increasingly winded by her workout routine, so she slowed her pace but forged onward; “I was listening to my body,” she notes.

In January of 2016, symptoms of a sinus infection appeared and gradually worsened, becoming too much to ignore in February. Dina consulted her doctor and was treated for the infection, which began to clear. But accompanying headaches and dizziness did not, and it was these symptoms that finally landed her in the emergency room in late February. Imaging showed that the cancer had reappeared in her brain; further testing revealed it had also metastasized to her lungs and pancreas.

Whole brain radiation began shortly thereafter, and Dina was given the directive not to drive – a hardship for anyone, but especially for a single woman. With radiation behind her, chemotherapy was begun and will continue for the foreseeable future.

This is all overwhelming, but you can’t keep a good woman down. “I’m still working!” Dina affirms, and truly loves her job. “I’m doing my thing. I go out with my friends when I can, when I feel up to it. I listen to my body – if my body says stay home, I stay home.”

Recent results from a brain MRI showed that all the brain lesions had either shrunk significantly or disappeared altogether, welcome news that means Dina may be behind the wheel of her car before long. Chemotherapy is dealing with the lung and pancreatic tumors, and Dina continues to live her life on her own terms.

With a cadre of friends and family to support her, including her mom Franca, her dog Maddie and delicious meals provided by her friend Anita, Dina maintains her employment and her status as a valued Coalition volunteer, working at our events and reaching out to others as a PALS mentor.

“I can’t control this [cancer],” Dina declares. “All I can do is control my attitude.”

Continued on page 20
The 13th Annual Cindy L. Dertinger 
ADVANCED BREAST CANCER: 
Tools For the Journey

Our 13th annual seminar devoted to the concerns 
of those living with metastatic breast cancer, held 
on April 8, 2016, was an afternoon of information 
and inspiration. Moderator Alex Solky, MD, deftly 
guided the day’s events, which included professional 
speakers, the powerful testimonies of those living with 
metastatic breast cancer, and stretching breaks led by 
registered yoga and Qi Gong instructors.

Sue Czap, MS, RD, CSO, CDN, spoke of the role 
nutrition plays in the management of symptoms and 
side effects of treatment. Wakenda Tyler, MD, MPH, 
updated attendees on the treatment of bone metastases 
and Therese O’Connor, LMSW, addressed financial 
concerns and resources for cancer patients. Survivors 
Owen Toale and Lee Alger shared powerful stories 
of living with metastatic disease. Registered yoga 
trainer Susan Wood and Qi Gong therapist Raphaela 
McCormack helped renew and refresh participants 
through guided stretching breaks.

As always, this seminar was open to all community 
members: survivors of breast and other cancers 
(whether metastatic or not), their families and friends, 
health care providers, and anyone who wants to learn 
more about what living with metastatic breast cancer 
means in human terms. This half-day seminar honors 
Cindy Dertinger, an Executive Assistant at M&T 
Bank who was lost to this disease. The Coalition and 
Cindy’s M&T colleagues work jointly to provide this 
annual seminar, and along with many other caring 
community co-sponsors, to ensure that this forum 
for gaining knowledge of advanced breast cancer will 
continue for as long as it’s needed.

More seminar photos on page 13
Breast cancer isn’t a single disease. Each diagnosis represents a complex interaction of variables, including the presence or absence of three factors: receptors on the surface of tumor cells for estrogen, progesterone, and the human epidermal growth factor receptor2 (or HER2). When too many of these receptors are present, the cancer cells receive enhanced growth signals from estrogen, progesterone, and/or HER2. There are treatments that interfere with this process, essentially “starving” the cancer, reducing the risk of recurrence in early stage disease and controlling metastatic spread. But when all three of these factors are absent, the disease is considered to be triple negative, and treatments that target estrogen, progesterone, and HER2 receptors are ineffective.

Comprising 10 to 20% of all breast cancer diagnoses, triple negative breast cancer (TNBC) tends to affect younger people, African Americans, Hispanics, and those with a BRCA mutation.1 But others are affected as well.

Decisions, Decisions

TNBC presents a different picture in terms of treatment options and prognosis than other breast cancer subtypes. Depending on the stage of disease, it may be more likely to recur, particularly within the first five years after diagnosis. However, individual prognoses vary widely2 and outcomes are generally favorable. Metastases, when they do occur, more often affect soft tissues and organs such as the lung and brain, rather than bones.

Treatment decisions for TNBC are based on the same guidelines used for other types of breast cancer, factoring in tumor size, lymph node involvement, and the presence or absence of metastatic disease. Depending on individual pathology results, considerations include surgery, chemotherapy, radiotherapy, and, potentially, enrollment in a clinical trial. Breast conserving surgery (lumpectomy) is a good option for many with TNBC, based on tumor size and other prognostic variables, and when combined with radiation, offers the same survival benefit as mastectomy3. For others, a mastectomy is the best choice. Neoadjuvant chemotherapy, or chemo given before surgery, may be recommended, and some have suggested that TNBC may respond better to conventional chemotherapy than its hormone and HER2-driven counterparts.4

New Horizons

A great deal of research attention is being paid to TNBC. Platinum-based drugs, either alone or in combination with standard chemotherapy drugs used in breast cancer, are receiving renewed interest. Antibody-drug combinations are also being studied, as are anti-androgen agents5. And molecular differences discovered among TNBC tumors suggest that there are at least six distinct subtypes5, pointing the way toward the development of individualized treatment options such as biological therapies, mitotic inhibitors, and other novel targeted therapies6,7.

Most of these developments are in the pre-clinical stage, and have a long way to go before becoming part of treatment plans, although some are closer than others. Not all will make the cut, and new therapies may be just over the horizon. It’s a painstakingly slow but necessary process.

A Survivor’s Story

A diagnosis of TNBC can be confusing, as Kathy Finnegan learned in 2011. “I thought it was odd since I didn’t fit the demographic,” she recalls, and as a Caucasian woman in her early 50’s with no family history of breast cancer and no BRCA mutation, she came to the conclusion that “…there is no demographic” that always fits this scenario. Facing a lumpectomy, chemotherapy, and radiation, her life “…soon unraveled into an eight-month commitment of strength and determination to do all I could do to beat it.”

“I decided to take this challenge on,” Kathy affirms. “I asked friends for names of women they knew who had gone through breast cancer and called them to get names of doctors. I also asked about their experiences and kept a journal so I could go back and refer to it along my journey. I then interviewed three different medical oncologists and selected [my] doctor. I had faith that he and his team could eliminate any rogue cells that may have been left behind after surgery. I think this is a personal decision.”
What does an elected official do when deciding whether to make a bid for re-election shortly after a cancer diagnosis? Nancy Steedman, Mayor of the Village of Churchville found herself in this quandary a month after her diagnosis of ovarian cancer and in the midst of chemotherapy. Certain of her own preference, she put the question to her oncologist. “I think you should run,” he replied, and Ms. Steedman threw her hat into the ring in what was to become another successful run for office.

And so her journey, whirlwind from the outset, continued. As weeks of chemotherapy turned into months, treatment progressively took its toll on this spirited, focused woman, even as the cancer’s growth was checked. “I ended up having three blood transfusions during the process,” Ms. Steedman notes.

Ms. Steedman lived with her aging mother who was “mentally sharp, [but] had difficulty physically doing things on her own”, and her community came to her assistance. Many friends, including fellow members of the Churchville Lions Club “…were just amazing helping me, and helping my mother, and helping me help my mother,” Ms. Steedman observes. Members of her office staff pitched in as well; “They were a big part of helping me through.” The retired former Village Clerk accompanied Ms. Steedman to appointments and treatment sessions. “I needed another set of ears,” she recalls, “and [with] her years of taking minutes for our meetings, she could just sit there and take her shorthand.” The two friends made the most of each treatment day by planning a relaxing outing afterward.

Massages, reiki, exercise, and free hats were provided by the Wellness Connection. Delicious soups from a Rochester restaurant were delivered to the treatment center during infusions. Cooking and art classes at Gilda’s Club and the Look Good Feel Better Program from the American Cancer Society were all helpful. Ms. Steedman enrolled in the Livestrong exercise program.
Voices & Vision: A Writing Workshop

This well-loved group gives people with breast or gynecologic cancer an opportunity to explore and express their feelings through writing. Led by professional instructors from local colleges, Elizabeth Johnston, Pamela Emigh Murphy, Angelique Stevens and Karen VanMeenen, these workshops run in five week cycles on Tuesday evenings. Seating is limited, and advance registration is required.

The Healing Arts Initiative

This initiative is an opportunity to learn a new modality or practice a complimentary healing course to relax, de-stress, and exercise.

All Healing Arts programs are offered free to survivors of breast or gynecologic cancer.

Advanced registration is required for all Healing Arts programs and each class is limited to 14 survivors.

Weekday Healing Arts Programs

Gentle Yoga

A popular program facilitated by Susan Wood, is offered in six week sessions on Monday evenings and Tuesday mornings and afternoons.

Qi Gong

Offered on Wednesday afternoons in six week sessions throughout the year. Qi Gong is facilitated by Raphaela McCormack.

Mindfulness & Meditation

Offered in four week sessions with Estalyn Walcoff on Thursday afternoons or with Siobhan LeGros on Wednesday afternoons.

Saturday Healing Arts Programs

Gentle Yoga

Back by popular demand - our four week Saturday yoga is offered with instructor Raksha Elmer.

Nia Movement

Four week Saturday Nia Movement with Jane Pagano is a mind/body movement that embraces elements of Tai Chi and dance.

Fluid Motion

Four week Saturday Fluid Motion with Tracey Boccia is a movement-based class helpful for those managing lymphedema and others.

Tai Chi

Our four week Saturday tai chi is a martial art using small flowing movements.

Please visit www.bccr.org for the 2016 Healing Arts Program Schedule and Registration Guidelines.

Expansion of the Healing Arts Initiative has been made possible by grants from The Greater Rochester Health Foundation and Excellus Blue Cross Blue Shield.

Book Club

If a traditional support group isn’t for you but you still like the idea of participating in a supportive community following a breast or gynecologic cancer diagnosis, join our Book Club, led by Pamela Emigh-Murphy, Carol Moldt, Theo Munson, Jill Richards, Angelique Stevens or Karen VanMeenen, which meets on the 4th Thursday of the month, from 6:00-8:00pm. Prior sign-up is encouraged. Call us or visit us at www.bccr.org for details and latest book selections.

Young Survivor Soiree

A young survivor may identify with those who have faced breast or gynecologic cancer in the midst of a career climb, or while raising children, or perhaps those whose family plans have been derailed by treatment. Four times a year, we hold these soirees as an informal way to connect with others who have walked a similar path.

The next soiree will be Friday, September 16. Please call to be added to the invitation list.
BC 101

These one-to-one sessions assist the newly diagnosed in managing the complex tasks and emotions of a breast cancer diagnosis, empowering them to be self-advocates as they proceed through treatment, recovery, and survivorship. Our professional facilitators provide a safe, comfortable atmosphere where information can be absorbed and assimilated while each individual formulates a personal strategy for making informed decisions.

Peer Advocates Lending Support: PALS

In this peer mentoring program, individual breast cancer survivors reach out to those who are new to the disease, providing the reassurance of one-to-one contact with someone who’s “been there”, helping them connect with needed resources, and instilling confidence during a difficult time. Please call to learn how to enroll in the program after your own diagnosis, or if you would like to become involved as a mentor. See page 12 for PALS Program updates.

Tuesday Night Breast Cancer Support Group

This discussion-based group, led by Joan Mitchell, meets on the 2nd and 4th Tuesday evening of each month from 5:30-7:00pm. Join others coping with breast or gynecologic cancer, share your experiences, and lend your support. No registration is required.

Thursday Night Breast Cancer Support Group

This discussion-based group, led by Peg DeBaise, LMFT, meets on the 1st and 3rd Thursday of the month from 5:30-7:00pm. Gather support, network and discuss your journey with others diagnosed with breast or gynecologic cancer. No registration is required.

Brown Bag Fridays

Any given Friday at noon finds a group of survivors of breast or gynecologic cancer conversing over anything from making treatment decisions to hair loss and funky re-growth…from the latest clinical trials to our own locally-funded research initiative…from prosthetics to bathing suits…and on and on. Feel free to drop in for this non-traditional support group. Bring your lunch and we will provide delectable desserts.

The Lymphedema Awareness Network

LANROC provides awareness, education, and peer support for anyone living with lymphedema. Caregivers, lymphedema therapists, medical personnel, and those at risk for developing lymphedema are also welcome. This group, facilitated by Karen Miltnar, meets from 5:30 to 7:00pm on the second Wednesday of each month.

Common Ground: Living with Metastatic Cancer Discussion Group

For those living with metastatic breast or gynecologic cancers, we offer a discussion group on the 1st and 3rd Thursday of the month at noon. Led by Peg DeBaise, LMFT, the discussion is topic-based, although all concerns of those present will be addressed. Lunch and beverages are provided so an RSVP is needed.
When Jacqueline (Jacqui) Freitas lost her mother, Gail Bayer, to breast cancer in 1995, one of her greatest sorrows was that, three months into her second pregnancy, her child would never meet his grandmother. Just two years prior, her grandmother - Gail’s mother - was lost to the disease as well. Breast cancer has torn deeply into the fabric of this family, but a mother’s love lives on. Jacqui’s mother taught her to be true to herself and to follow her dreams, and she honed her photography skills while raising her three children, Shelby, Adam, and Summer Gail, who was born three years after her namesake passed away.

In 2005, Jacqui approached the Coalition with an idea: “Little Lives Touched”, a beautifully produced 2006 calendar featuring portraits of children affected by breast cancer in their families. The funds raised through sales of this calendar that sat on a desk or counter in its own CD case holder would benefit the Coalition. A portrait of Jacqui’s children was featured in August and the back of the page contains their mother’s heartfelt words on the lessons learned from her own mother.

Jacqui again contacted us in 2007 with the idea of photographing six breast cancer survivors. She went on to produce portraits that captured the essence and singular beauty of each woman, and we were proud to display them at our gala and hang them on the walls of our facility afterward. Each year since, Jacqui has donated an additional six survivor portraits, and the amassed collection hangs in the main room of our facility in a powerful testament to the diversity of those who have faced breast cancer.

Jacqui has also donated portrait sittings to our ARTrageous Affair.

In her calendar, Jacqui wrote “[My] children will learn much from her in their lifetimes and chances are they will teach those things to their children. It is how a mother’s love lives on.” We are deeply grateful for this gifted artist whose exceptional work graces our facility, all for the love of her mother.

Jacqueline Freitas Photography has served the Rochester area for 20 years. Visit her website at www.jfreitasphotography.com

“A mentor is someone who allows you to see the hope inside yourself.” ~ Oprah Winfrey
As the Program Director for a little over six months now, I have truly enjoyed getting to know so many of our program participants! I have most faces and names committed to memory and am thrilled when I’m called on by a participant to discuss our Healing Arts classes, an upcoming evening seminar, a Young Survivor Soiree, or just to talk about what is going on in their lives: a new grandchild, a recent vacation or an upcoming move.

But what really pulled the Coalition community together for me and solidified my place within it is the Pink Ribbon Run & Walk. I was amazed at the coordinated effort necessary to successfully run this event. I saw my Brown Baggers and Yoga Participants helping at race registration, handing out T-shirts and race packets by the hundreds. Common Ground and Thursday Evening networking and support group facilitator Peg DeBaise and her husband, Bix, deftly managed a group of volunteers. Coalition Staff, their families, Coalition Board members, Research Committee members and too many program participants to count, all pulled together like a well-oiled machine to make this year’s event the best ever.

And it was a glorious sunny day! There were so many smiling Coalition community members who greeted me with a friendly “Hello Jennifer” as they concluded their walk or run. Dozens of program participants donated their time to the organization that provided them with a safe place to land in the midst of their diagnosis and healing. All were supporting an organization that continues to support them with quality programming – yoga, Tai Chi, Mindfulness & Meditation, Evening Seminars, support/networking groups and so much more!

I am honored to be part of this wonderful community and to help provide valuable support and programs to this amazing group of survivors. Stop by my office to chat about programs that may be of interest to you!

Jennifer Gaylord
Program Director

Enjoy the Breast Cancer Coalition's Resource Library

Are you on our mailing list?
Learn more about how the Coalition can support YOU.
Contact Jennifer at 585-473-8177 or jennifer@bcco.org

Advanced Breast Cancer Seminar continued

Janet Clark (right) models her t-shirt for Holly Anderson

Rosemarie Sprague and Kathy Gugliemi

Elaina Finger and Michele Mayer
Summer Skin Care Tips from a Lymphedema Therapist - By Pat Battaglia

When James Byers, PT, MPT, CLT-LANA of Callan-Harris Physical Therapy spoke at our March 2016 evening seminar on lymphedema*, he emphasized the role of skin care in managing the condition. Nurturing healthy skin year-round is a priority for those at risk for lymphedema. During the summer months, when gardening, insects, and sun exposure are typical, maintaining healthy skin can be challenging. But by nurturing your skin, not only will you minimize damage that can aggravate lymphedema symptoms, you will reap the rewards of healthy summer skin. And that is a benefit for everyone - cancer survivor or not, lymphedema sufferer or not.

First and foremost, Mr. Byers’ advice is to keep the skin well moisturized, not only by regularly applying a high quality moisturizing product, but by maintaining overall hydration through adequate fluid intake. Furthermore, minimizing the risk of skin infection makes sense for everyone, and is fundamental to the management of lymphedema. There are many measures we can take to that end, and Mr. Byers has provided a partial list as a starting point:

- Avoid scratching.
- Wear protective clothing to prevent scratches, burns, cuts, etc.
- Avoid areas with mosquitoes, bees, and other insects.
- Modify your activities to minimize risks when cooking, gardening, swimming, etc.
- Keep fingernails and toenails well groomed, but don’t cut cuticles.
- Ensure excellent fit of shoes.
- Avoid walking outside barefoot.
- Some individuals may require podiatry care.
- Do not wear constrictive clothing.
- Inspect for areas of infection, blisters, cuts, scratches, and fungal infections.
- Be aware of activities that may increase your risk of infection.
- When possible, avoid injections or IV placement in the surgical limb.
- Take extra care in cold and hot weather. Avoid frostbite, sun tanning, and sunburns.
- As an overall health measure, maintain a body mass index under 30.

It’s important to check with your doctor’s office or lymphedema therapist for advice tailored to your specific situation. It’s also important to enjoy the great outdoors, and there are simple measures you can take to ensure your good times won’t be marred by skin damage. So break out the gardening gloves, hiking boots, beach towel, or whatever you may need, because Upstate New York summers are too short - but breathtakingly beautiful - to stay indoors! ☀️

**For more information on lymphedema, check our Spring 2016 issue, pg. 5, available at www.bccr.org"
New Sunscreen Guide from the Environmental Working Group

With the recent release of their Tenth Annual Guide to Sunscreens, the Environmental Working Group (EWG) has drawn on the work of their scientists, who investigated over 750 products, to produce a user-friendly guide to the safest, most effective sunscreens for a variety of uses. The guide can be found on the organization’s website: www.ewg.org/sunscreen.

Ingredients

<table>
<thead>
<tr>
<th>Veggie Dinner Strata</th>
<th>Creamy Avocado &amp; White Bean Wrap</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 tablespoon olive oil</td>
<td>12 large eggs</td>
</tr>
<tr>
<td>1 small yellow onion, diced</td>
<td>1 cup low fat or whole milk</td>
</tr>
<tr>
<td>1 garlic clove, minced</td>
<td>1 loaf Italian bread, ciabatta or baguette, cut into 1 inch cubes (about 8 cups)</td>
</tr>
<tr>
<td>2 red bell peppers, diced</td>
<td>1 cup shredded cheddar cheese, divided</td>
</tr>
<tr>
<td>1 cup broccoli florets</td>
<td>butter, for greasing the pan</td>
</tr>
<tr>
<td>2 cups cauliflower florets</td>
<td></td>
</tr>
<tr>
<td>2 teaspoons salt, divided</td>
<td></td>
</tr>
</tbody>
</table>

• Preheat the oven to 375 degrees F.
• Heat the oil in a large sauté pan over medium heat. Add the onions and cook for 3 minutes.
• Add the garlic, bell peppers, broccoli, cauliflower, and 1 teaspoon of salt. Cook 5 more minutes, until the onions are soft. Allow to cool.
• In a large bowl, beat the eggs, milk, the remaining 1 teaspoon of salt and 2/3 cup of the cheese.
• Grease a 13 x 9 baking dish, add the bread cubes and the cooked veggies, and toss to combine.
• Pour the egg mixture into the baking dish, pressing down the bread mixture gently to soak up some of the eggs and sprinkle with the remaining 1/3 cup of cheese.
• Cover with foil and bake for 30 minutes.
• Remove the foil and continue to bake an additional 20 minutes.
Makes 8 servings.

http://weelicious.com/2015/10/05/veggie-dinner-strata-recipe/

Ingredients

<table>
<thead>
<tr>
<th>White beans combined with ripe avocado, sharp Cheddar, garlic, and onion makes a rich, flavorful filling for this wrap. The tangy, spicy slaw adds crunch. A pinch (or more) of ground chipotle pepper and an extra dash of cider vinegar can be used in place of the canned chipotles in adobo sauce. Serve with tortilla chips and salsa.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 tablespoons cider vinegar</td>
</tr>
<tr>
<td>1 tablespoon canola oil</td>
</tr>
<tr>
<td>2 cups shredded red cabbage</td>
</tr>
<tr>
<td>1 medium carrot, shredded</td>
</tr>
<tr>
<td>1 15-ounce can white beans, rinsed</td>
</tr>
<tr>
<td>1 ripe avocado</td>
</tr>
<tr>
<td>1/2 cup shredded sharp Cheddar cheese</td>
</tr>
<tr>
<td>3 cloves of garlic, crushed or finely chopped</td>
</tr>
<tr>
<td>2 tablespoons minced red onion</td>
</tr>
<tr>
<td>4 8-to-10-inch whole wheat wraps or tortillas</td>
</tr>
</tbody>
</table>

• Whisk vinegar, oil, chipotle chile and salt in a medium bowl. Add cabbage, carrot and cilantro; toss to combine.
• Mash beans and avocado in another medium bowl with a potato masher or fork. Stir in cheese, garlic, and onion.
• Spread about 1/2 cup of the bean-avocado mixture onto a wrap (or tortilla) and top with about 2/3 cup of the cabbage-carrot slaw. Roll up. Repeat with remaining ingredients. Cut the wraps in half to serve. Makes 4 servings.

Adapted from EatingWell: July/August 2009
The 15th Annual Pink Ribbon Run and Family Fitness Walk on
May 8th, 2016, was another great success, netting more than $130,000
to help us continue our free programs and services for those
impacted by breast cancer.

If there is strength in numbers, then this Mother’s Day tradition is
one of the most comforting events on the planet; over 3,000 runners
and walkers participated this year alone! The event is overwhelmingly
joyous for survivors, their families and friends, but also contemplative
and deeply meaningful for those memorializing a loved one lost to
the disease.

The scenic Genesee River and
Erie Canal at Genesee Valley Park
provided a beautiful backdrop
for the sea of bright pink T-shirts
and other fun accessories donned
by women, men, and children, all
drawn together to do their part
to fight breast cancer and support
those who have traveled this road.

As people gathered at the
park, they were welcomed by the
inspiring voices of Vocal Point, the
University of Rochester’s all female
a cappella group, followed by a
lively warm-up exercise session led
by fitness instructors from Bounce
Aerobics. As runners and walkers
crossed bridges over the river,
members of the Genesee Rowing
Club and Naiades Oncology
Rowing cheered them on from
the river below, continuing what
has become a tradition. Rochester
Rattler Dancers, Flower City Pride
Band, The Foolz band, members
of After Hours Co-Ed A Cappella
group, and the Umoja drumming
group entertained walkers on both
sides of the river.

We are deeply grateful for the
many volunteers who made this
event possible, especially the Pink
Ribbon Committee members and
team leaders who spent many
hours planning and fine-tuning
numerous details, led by Debra
Bonsignore, Event Director; Bix
DeBaise, Race Director; and Benita
Aparo, Walk Director.

A big “THANK YOU” goes out
to our generous sponsors who help
us realize our mission.

We hope you will join us next
Mother’s Day at the 16th annual
Pink Ribbon Run & Family Fitness

- By Cindy Dykes

- By Cindy Dykes
A celebration in the sunshine on Mother's Day!

**Family Fitness Walk**

---

**Race Results**

**OVERALL FASTEST TIME CATEGORY**

**WINNER**
Ashley Nevol  
Age 26, 17:57.0  
$300 Cash- Sponsored by Wegman’s plus $25 Dunkin’ Donuts Gift Card

**SECOND**
Sarah Loerch  
Age 30, 18:10.0  
$100 Wegman’s Gift Card plus $25 Dunkin’ Donuts Gift Card

**THIRD**
Karen Blodgett  
Age 39, 18:35.0  
$75 Wegman’s Gift Card plus $25 Dunkin’ Donuts Gift Card

**BREAST CANCER SURVIVOR CATEGORY**

**WINNER**
Jennifer Darlak  
Age 37, 24:10.0  
1-hour massage at Spa Elan at Woodcliff, Jim Dalberth Sporting Goods $30 Gift Certificate, $25 Dunkin’ Donuts Gift Card, Rock Ventures Complimentary Intro Class ($190 total)

**SECOND**
Krista Jackson  
Age 44, 25:48.0  

**THIRD**
Jeannie Weber  
Age 49, 26:08.0  
I'm not a big believer in New Age-y ideas, but I am convinced I was meant to be here at the Breast Cancer Coalition. The fates really did point me in this direction! For over 22 years, I've worked as a professional fundraiser in higher education, health care, and social services, and by far, it's the grassroots community groups that capture my heart and my enthusiasm most completely.

I am not a breast cancer survivor, but this disease has touched my life over and over again. Many friends have been diagnosed through the years – one year, there were four! I’m happy to report all are doing well. But the most profound effect has been in my family, on someone I’ll never meet—my children’s grandmother. My husband’s mom died of breast cancer at age 50, long before he and I met, and she never had the joy of knowing our children and being a grandmother - a thought that makes me deeply sad.

So, in her memory, and in honor of the many lives this disease touches, I pledge to work tirelessly for the Coalition, expanding our highly successful events and implementing some new ideas: a sustained giving program, planned giving, and many other initiatives. Of course, your input is always welcome. Just call or email me any time—I’d love to hear your thoughts or suggestions.

And thanks for your support. We truly couldn’t accomplish all we do here at the Coalition without our loyal friends and donors. ☺

Please call (585) 473-8177 x308 or e-mail deb@bccr.org for more information.

The months following the Research Grant Initiative Award Ceremony are a time of review and reflection for the Research Committee. From January through March, our committee’s calendar is full, as we receive and review scientific proposals from researchers associated with various regional medical and academic institutions. Next, we host our annual Proposal Review Day, select a grant recipient (or recipients), and hold the award ceremony one month later.

From April to December, we prepare for the upcoming grant cycle. This planning period allows committee members time to visit award recipients’ laboratories, review our procedures, and receive progress reports from our researchers.

There is always room for improvement and goal setting at the Coalition. In the coming year, our team seeks to draw in more applicants from medical and academic institutions throughout the Upstate New York region and cultivate community partnerships that will enhance our Research Initiative. The continued goal of the Research Committee is to identify groundbreaking proposals that lead toward revealing the cause, prevention, metastasis, and most importantly, a cure for breast cancer.

Through our work in advocacy, research, education, and empowerment, we as an organization and community hope to find a way to end breast cancer. ☺

Please call (585) 473-8177 x307 or e-mail dominique@bccr.org for more information.
Regional Outreach Director’s Update

“Make new friends, but keep the old. One is silver, the other is gold…”
~Popular Girl Scout Song

Make new friends, but keep the old. One is silver, the other is gold… I sang this verse around the campfire as a young Girl Scout. I lived in a rural part of Western New York and enjoyed joining girls from other small towns every week. Meeting new friends was exciting, and being naturally curious, I liked learning about where they came from and about their lives.

My days as a Scout have long since ended, but that natural curiosity continues. I have an endless desire to meet new people, to learn their stories – who they are, where they come from, and what makes them tick.

In my travels through the region, I meet many survivors. Whether I am staffing a booth at a health fair, or welcoming new participants to a regional Gentle Yoga program, I’m hearing new (to me) stories of pain and joy, of loss and recovery, of triumph and hope.

A common refrain winds through the region, connecting these women – and some men, too. Breast cancer stepped into lives uninvited. A diagnosis changed futures, perceptions of what is meaningful, and maybe even how they view themselves in the daily routine of life. And some survivors have felt alone at different points in their breast cancer journeys. But there is another verse from that old Girl Scout song: You have one hand, I have the other. Put them together, we have each other.

You are not alone. We’re here to help, and we’re reaching for your hand.

Please call (585) 473-8177 x310 or e-mail tracy@bcr.org for more information.

Outreach Coordinator’s Update

“You can’t live a perfect day without doing something for someone who will never be able to repay you.”
~John Wooden

I’m sometimes asked if a volunteer needs to be a breast cancer survivor. The answer is a resounding “NO, you do not.” In fact, while many of our volunteers are people who have benefitted from the Coalition’s programs and services, at least a quarter have not had that experience.

The number of lives affected by one person’s diagnosis is amazing! Every survivor is part of a network of family, friends, coworkers, club members, and neighbors. Often, it is because of a relationship with a survivor that someone will decide to donate their time and talent to our efforts.

If you are intrigued by the idea of volunteering for the Coalition, we would love to have you. You do not need experience or medical knowledge. All you need is a warm and giving heart, a sense of purpose, and a desire to join the efforts of an organization dedicated to making a difference for those facing a breast or gynecologic cancer diagnosis.

Without the army of people who sort, fold, collate, stuff, deliver, register, organize, input data, and work at our fundraisers, public events, and festivals, we could not provide our services at no cost to survivors. WE NEED YOU!

Please call (585) 473-8177 x304 or e-mail lori@bcr.org for more information.

Would you like to become a Regional Volunteer?

We need you! Help out at a health fair, greet attendees at an event!

E-mail tracy@bcr.org to request a regional volunteer application.
open, EJ moved forward with Teresa, Kathy, and Tricia, her youngest daughter, never far from her side.

As the cancer was at a very early stage, EJ was offered the choice to have surgery or take Tamoxifen and undergo close monitoring. She opted for the latter. This gave her time to join a support group in her area, “…which was wonderful.” Unfortunately, the cancer continued to grow, and the need for a mastectomy became clear. The pathology report following this surgery brought good news: the cancer was completely removed with a wide margin of healthy tissue surrounding it for good measure.

Shortly after EJ’s surgery, Kathy’s son, daughter-in-law, and grandson moved from Seattle to the Rochester area; with her grandchild so far away, Kathy felt lost. “What am I going to do?” she asked her mother. “If I could just sell the house…”

“Do it,” EJ replied. And the house sold in less than three weeks. In November of 2015, the two found themselves making an easy adjustment to their new home in the Rochester area. But a couple of months after the move, EJ experienced discomfort in her armpit area on the same side the cancer had been; placing her hand on the area, she discovered another lump. A biopsy was quickly ordered, revealing that the cancer had returned. Soon after this, a thoughtful friend directed EJ and Kathy to the Coalition, where they attended a BC101 session and became regulars at Brown Bag Friday lunches. “I am forever grateful for listening to all these ladies at Brown Bag,” EJ acknowledges.

In March of 2016, the lump and surrounding tissue were removed, and pathology results showed no evidence of disease remaining. “The area seems to be healing very, very well,” EJ shares. She and Kathy continue to attend Brown Bag whenever they’re able, where EJ listens compassionately, and delights and engages others with her wisdom. “I’m totally grateful that if I had to [have breast cancer], I waited until I was my age. I did so much that I wanted to do,” she says, and encourages others to make their dreams come true. “Do it. Do it today.”

Tomorrow is never certain. All we have is the present moment, and in this moment, we have EJ Fordham to remind us of what makes life truly meaningful. This well-traveled, ageless pathfinder has, in a few short months, made an indelible impression in our survivor community — one of Everlasting Joy.

“In the changing weather of life, rather than drift with the currents or be cast about in storms, be the wind at your own back.”
~ Gina Greenlea
A Tribute to Marilyn Hasson

Marilyn was the love of my life. I have known her so long, I don’t even remember meeting her. We were teenage sweethearts who separated, but reunited twenty years later at our high school reunion. Cancer claimed the life of my beautiful wife on April 25, 2016.

Having faced metastatic breast cancer for five years, Marilyn’s medical journey will sound familiar to many: chemo regimens, surgery, clinical trials, and radiation treatments. Those diagnosed with cancer and those of us who provide care for loved ones with the disease will get some sort of education in both oncology and life, no matter the outcome.

Here is some of what I learned from Marilyn during her struggle with this disease:

Embrace your inner strength. I believe all of us have some sort of innate strength to deal with a life threatening illness. I can’t advise on how to access this strength, but I saw it in Marilyn. When she was diagnosed with metastatic breast cancer, I thought this could not have happened to a more fearful, cautious person and expected her to crumble, but this was not the case. Marilyn’s strength has inspired many. She certainly inspired and impressed me, as I doubt I would have had the fortitude she displayed if put in similar circumstances.

Maintain a sense of humor. This was so important for me as Marilyn’s caregiver and partner. As unbelievable as it sounds, it is possible to find something funny even in the worst circumstances, and sometimes a little laugh can make all the difference.

Avoid obsessing and complaining. Marilyn rarely complained about her condition; instead, she chose to focus on the pleasant aspects of her life, even as her health deteriorated.

Be kind to others. Do not blow your car horn in anger. That stranger you are so exasperated with over a petty annoyance may be going through a challenge for themselves or a loved one.

Everyone who met Marilyn loved her. I used to tease her about this, but it was true! The outpouring of love and support from friends, family and even casual acquaintances, meant so much to us during her illness. It led me to a newfound appreciation for the woman I chose to love.

Marilyn Sue Hasson is loved and missed by all who knew her.

Friends Remembered...

We celebrate all who set an unwilling foot on this path. Most who face a breast cancer diagnosis will walk through and beyond their experience. These pages are dedicated to the ones whose light and wisdom have inspired and guided us, and who will never be forgotten.

Mimi Brooks
Kaili Michelle Collins
Marilyn Hasson
Sue Kidera

Tributes Welcomed

Would you like to write about someone you have lost to breast cancer? We welcome submissions from friends and family members and are particularly interested in stories about how they touched and changed your lives.

Please send your submission (200-400 words) with a digital photograph to Pat Battaglia, Voices of the Ribbon Newsletter Editor, at pat@bccr.org.

We would be happy to honor your loved ones.
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GOLD SPONSORS

Event photos taken by Rod Dietz and Team

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Tom Anderson
Benita Aparo
Stacey Bershod
Scott Brower
Dina Bunn
Jim Cappellino
Leslie Davis
Kathleen Fielder
John Frazier
Mickey Mann & Steve Atterbury
Nancy & John Owens
Mary Richardson
James Ward

Congratulations to the Bike Raffle Winner:
Dave Dilgard
High fives and family fun were seen all around the park!

GENEROUS DONORS

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Crabtree & Evelyn
Jim Dalbert Sporting Goods
Dunkin Donuts
Eleventh Hour
Lisa Fiorentino-Levy (Bolle/Serengeti)
Gallea's Tropical Greenhouse
Jack 'n Jill Childcare
LINQ

Park Avenue Salon & Day Spa
Pharoah's Hairum Salon & Spa
Rock Ventures
Simply New York Marketplace & Gifts
Suburban Disposal Corporation
Towpath Bike
Wegmans
Woodcliff Hotel & Spa
Living with GYN Cancer continued

at her local Y, but was unable to complete the entire 12-week session due to fatigue. Taking advantage of a support group in her Rochester treatment facility, she met a kindred spirit – a woman from Lake Placid faced with a similar diagnosis. “The two of us just hit it off and we have kept this friendship going….It really has been a marvelous relationship.”

Through it all, Ms. Steedman pushed forward with plans made prior to her diagnosis for a June trip to Alaska. With chemotherapy behind her, her mother safely in a trusted respite care facility, and the support of her doctor, she toured Alaska in the company of family and friends, returning days before her surgery. And in early July of 2015, the post-chemotherapy cancer remnants were removed.

Shortly afterward, Ms. Steedman’s mother decided her new living facility suited her, and chose to stay. Sadly, her health continued to decline, and she passed away in November of 2015. The grief is still fresh, but Ms. Steedman takes comfort in knowing her mother saw her through the worst of her illness. Healing continues slowly but surely. Ms. Steedman has become a Level 2 Reiki practitioner. Passionate about gardening, she carefully doles out limited energy reserves in tending her flower beds. ”I want tons of color around my yard,” she affirms. “I’m so thankful to be alive and to watch things grow.”

A serendipitous turn of events may have led to a new annual celebration in Churchville. Over 100 leftover luminaries from a rained-out relay for life event were set up in the village hall park for the last summer concert of 2015 and lit in honor and memory of those who have faced cancer. The impromptu event was so well received that another is planned for this summer, featuring a tree planting, music, and a luminary display to honor the lives touched by cancer.

Whether running for re-election, traveling, pursuing reiki certification, planting flowers, overseeing the creation of a meaningful village celebration, or forging helpful connections, Nancy Steedman has made life-affirming decisions at every turn of a difficult path. When the choice is hers to make, she casts her vote on the beautiful side of life. And that, in itself, is beautiful.

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“The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.”

~ Eleanor Roosevelt

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1. www.hopkinsmedicine.org/breast_center/breast_cancers_other_conditions/triple_negative_breast_cancer.html
Meet Our Summer Interns

Sarah Rollinson, a Rochester native, is a rising senior at the University of Rochester. She is studying Health, Behavior, and Society on the Pre-Medicine track. This coming fall, Sarah will be traveling to London and Jamaica to study abroad through a Health Practice and Policy Program. Following graduation, Sarah intends to pursue her Masters of Science in Cancer Epidemiology and Prevention, followed by her MD.

Allie Trachtenberg is a rising senior at the University of Rochester, studying Health, Behavior & Society. She grew up in Westchester, New York, and is happy to be spending her summer here in Rochester. Next semester, she is studying abroad in Copenhagen, and focusing her studies on health prioritization in Northern Europe. She is ultimately working toward a career in the public health field.

Sarah, left and Allie, right cheerfully greeted many who stopped by our booth at the Lilac festival

Our Fundraising Friends

Noshing in the Neighborhood

Inside the walls of a century-old factory in the Neighborhood of the Arts (next door to the Coalition’s previous home) rises a new contender for Rochester’s dinner and nightlife crown.

Patrons are also sure to leave feeling satisfied on a philanthropic level. Nosh recently announced it would be partnering with several local non-profits, including the Breast Cancer Coalition, to foster ongoing donations to support the Rochester community. Choosing a charity’s “signature dish” will result in a specified donation to that group. “The real question is ‘why not?’” said partner Peter Lezeska. “We have a platform to help the community. It would be selfish not to.”

Owned in part by long-time local real estate partners Peter Lezeska and John and Jacqueline Nacca, Nosh is bringing a new focus to Rochester’s food community.

“We love honest, hands-on food,” says head chef and partner Joe Zolnierowski. “Fine dining has a way of separating people. Food should bring everyone together, not divide us. That’s what Nosh is about.”

Opening to the public in late June, Nosh is already making a name for themselves as great neighbors.
Our Fundraising Friends

A Boost For All

The indefatigable Celeste Holmes and her fellow boosters dedicate countless hours to supporting their beloved Pittsford Panthers Hockey team. They love the game as well as the young people who hone their skating and their life skills on the ice.

This group once again dedicated their January Pink the Rink game to the Breast Cancer Coalition. Though they were not victorious against ice rivals Victor Blue Devils, players on both teams demonstrated great spirit and sportsmanship to raise a stunning **$8000**.

Victor students Grace Rydzynski and Katie Millspaugh showed a lovely example of this cooperative spirit by creating and selling ribbons, raising a “rival team” contribution of **$120**. Nice work!

We are humbled by the passion and the work of the Boosters and the Pittsford team. Thanks for all you do for our Coalition!

Gracias, Danke, Kiitos, Merci, Xie xie, Toda- Thanks!

Year after year (for 14 years now) the Pink Bowl at Clover Lanes in Brighton has been the culmination of avid bowler and Coalition friend Kathy O’Neill’s tireless work.

Kathy mobilizes scores of helpers and hundreds of bowlers, collects truckloads of prizes and raffles, and commandeers the entirety of Clover Lanes for a two shift extravaganza.

This year’s Bowl netted a record-breaking **$16,100** for the Coalition, bringing this annual effort’s grand total to over **$200,000**.

It would be impossible to express the impact this gift has had on our work and on the hundreds of people who reach out to us for support and help each year. It is ONLY with the support of this community and people like Kathy and her merry group of friends that we can continue to offer all that we do, year after year at no cost to families dealing with the challenges of breast cancer.

(*Note: This was the last Bowl event to be held at Clover Lanes, which has closed to make way for a Whole Foods Store at that location. Many, many thanks to Clover and its staff, who hosted happily and generously all these years.)

Our lucky Lilac raffle winner this year is a Williamsville man who has spent his life giving to others, and bringing a smile to the faces of everyone he meets. “Mac” McGlaughlin is a proud Veteran, a father, and a Santa Claus. Stopping by our booth and purchasing a few raffle tickets, Mac regaled us with jokes, interesting tales, and kind words. He is currently dealing with his own health issues, and is staying in Rochester to receive treatments.

It was a joy to give him some good news and $250 to use at any Wegmans store.

On the Road Again

Our friends at Pittsford’s Towpath Bike can claim another resounding success for their 5th annual “Go Pink” Breast Cancer Ride.

The details of coordinating not only the ride, but the simultaneous walk and the “care and feeding” of the dedicated early rising participants keep Towpath busy for months. The result: the sweet satisfaction of contributing to the wonderful breast cancer resources in our area!

We thank the incredible folks at Towpath again this year. Your generous contribution of **$20,000** means the world to us and to the community we serve.

Neighbor For Neighbor

The cold gray days of March do not quell the enthusiasm of the sand court players at Hot Shots Volleyball. The first weekend of March was kicked off with a beach party sponsored by Corona Cares and Rochester A list. A small admission donated to the Coalition provided free music and appetizers as well as tickets for three cool raffle items. The following day Hot Shots played host to an all-day “I DIG” tournament featuring scores of teams. Team registrations were once again dedicated to our Coalition. Owner Sal Gerbino was pleased to bring **$1407** across the parking lot to us. Now that’s real neighborliness!

Kayla Burnett and Kathy O’Neill

Our lucky Lilac raffle winner this year is a Williamsville man who has spent his life giving to others, and bringing a smile to the faces of everyone he meets. “Mac” McGlaughlin is a proud Veteran, a father, and a Santa Claus. Stopping by our booth and purchasing a few raffle tickets, Mac regaled us with jokes, interesting tales, and kind words. He is currently dealing with his own health issues, and is staying in Rochester to receive treatments.

It was a joy to give him some good news and $250 to use at any Wegmans store.
Our Fundraising Friends

**Duke Contractor Steak BBQ**

Ahhh, the intoxicating smell of cooking sausage, hot dogs and 800 steaks on the open grills, wafting from under the big top. Yes, that's 800 steaks, accompanied by massive pans of artichoke french, pasta, tomato salad, crusty bread and scrumptious potatoes, all hand made by the staff of The Duke Company located in Henrietta.

Each spring, Duke hosts a massive open house steak roast for all of its contractor clients. Part customer appreciation, part charity event, the big party raises money for the Breast Cancer Coalition as well. Duke donates unused promotional merchandise for us to sell at the event at bargain prices, inspiring the well-fed contractors to don pink T-shirts and assorted Duke-wear for the Coalition's benefit. In one two-hour event, Duke helped us raise $1935 this year.

Special thanks to Duke President and CEO David Terry, Vice President Kevin Holahan and all of the staff at Duke for this donation, and also best meal and the most fun our volunteers have all year!

**Real Men Skate in Pink**

Our own Rochester Americans Hockey Team hosted Providence Bruins at the Blue Cross Arena for a Pink in the Rink event on March 30. Special ticket packages, custom pink t-shirts, mystery puck sales and an on-ice ribbon executed by the Rochester Figure Skating Club made for a lively and very “pink” event. The highlight for dedicated hockey fans was the classic player Jersey auction, where bidding was spirited.

We are so grateful to our Amerks, who have honored us with $4762 as a result of this game. And kudos to the “behind the scenes” army who makes this event so successful and fun.

**Unexpected Delights**

While we like to hear about planned fundraising events in advance so that we can help publicize and support them, we are grateful for the unexpected gifts that arrive in our mail. Often modest, frequently not elaborated upon, but always appreciated, these checks are part of a wide effort of “quiet giving” from our community.

- Independent agent **Premier Designs** sales $50
- **Greece Odyssey** Color for a Cause $100
- **94.1 Kettle Corn Line Waiting Service**, Lilac Festival $66
- **Rural Metro Ambulance** $285
- **Restoration Church of God**, Frost Ave. $468
- Wear Pink Day to honor a Coworker at **Heritage Christian Services** $265
- **The Springut Group/ Channel 8** Lilac Festival Garden Challenge $100
- **Pittsford Swimming and Diving Boosters** $475
- **McQuaid Jesuit High School Hockey Moms**, in honor of survivors in their group $550

**“Salvatore’s!”**

There is no television viewer in this area who doesn’t recognize that call. **Salvatore’s Old Fashioned Pizzeria** restaurants are part of the fabric of Rochester, and owner Salvatore (Soccer Sam) Fantauzzo gives back generously to the community that supports his businesses.

Each year, the Coalition is the grateful beneficiary of the Pink Box campaign in October and November. This effort results in piles of pretty pink boxes out for recycling, and very happy customers. It also resulted in a fantastic gift of $3000 this past fall which was then matched by Sam! So thanks, Rochester. And our deepest gratitude to Sam and Salvatore’s for this year’s donation totaling $6000. WOW!

**Ongoing Efforts**

- **Colony Dry Cleaners** - Steve Tucciarello $123.78
- **Dunn Management** - Perinton Pizza Promotional Coupons $253
- **Leonard’s Express** - Penny-a-Mile Program $1537.45
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. Please notify us if a correction is in order.

### In Honor of:

- **Pam & Allan Bernstein**  
  Jane Gordon  
- **Angela Butler**  
  Margie Ashburn  
  Sandra Bralley  
- **Richard & Bonnie Denison’s 50th Wedding Anniversary**  
  Cheryl Risserger  
- **Elba Garcia 80th Birthday**  
  Mary Lou & John Marks  
- **Kathy Grimes**  
  Allan Rayburn  
- **Paula Kent**  
  Premier Designs, Inc. Christy Miller  
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- **Karen & Glen Moscoe**  
  Jane Goron  
- **Beth O’Neil & Dan Bower**  
  Jane Gordon  
- **Pluta Cancer Center**  
  Peggy Waterman  
- **Jennifer Robertaccio**  
  Judy Schilling  
- **Dianne Schaefar**  
  Pat & Bill Smith  
- **Jan Schumacher**  
  Karen Kremer  
- **Sherrie Valentino**  
  Diane & Michael Campoli  
  Deborah Wagner  
- **Laina Valerioti**  
  Josephine & Louis Coccia  
- **Pam Walker**  
  Patti Popielec  
- **Karen Zuber-Roberts**  
  Heritage Christian Services

### In Memory of:

- **Margaret Joan Bawden**  
  Kathy Zarzycki  
- **Beatrice Billard**  
  Laima Gallo

### Donations ending March 31, 2016

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- **President, Ex Officio**: Holly Anderson

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- **Executive Director**: Holly Anderson
- **Office Manager**: Connie Zeller
- **Program Director**: Jennifer Gaylord
- **PALS℠ Coordinator**: Pat Battaglia
- **Regional Outreach Director**: Tracy Brown
- **Development Director**: Deb Howe Allen
- **Development Associate**: Cindy Dykes
- **Research Administrator**: Dominique Boller
- **Outreach Coordinator**: Lori Meath
- **Graphic Designer**: Susan Wood
- **Newsletter**: Pat Battaglia & Susan Wood

### Upcoming Events & Programs at the Coalition 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, July 25</td>
<td>14th Annual Teed Off at Breast Cancer Golf Tournament</td>
<td>6:00pm</td>
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<tr>
<td>Call 585-478-8177 or visit bccr.org</td>
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<tr>
<td>Wednesday, July 27</td>
<td>Evening Seminar: Reducing Risks of Breast Cancer Recurrence</td>
<td>7:00pm</td>
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<tr>
<td>Wednesday, August 10</td>
<td>Legislative Reception</td>
<td>5:00 - 7:00pm, <strong>RSVP required</strong></td>
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<tr>
<td>Wednesday, August 24</td>
<td>Evening Seminar: Vitamin D, Supplements &amp; Breast Cancer</td>
<td>7:00pm</td>
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<tr>
<td>Friday, September 16</td>
<td>Young Survivor Soiree</td>
<td>6:00pm</td>
</tr>
<tr>
<td>Saturday, September 24</td>
<td>15th Annual ARTrageous Affair</td>
<td>6:00pm</td>
</tr>
<tr>
<td>Wednesday, September 28</td>
<td>Evening Seminar: Breast Cancer Basics</td>
<td>7:00pm</td>
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<tr>
<td>Wednesday, October 26</td>
<td>Lives Touched, Lives Celebrated</td>
<td>7:00pm</td>
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<tr>
<td>Friday, November 4</td>
<td>Young Survivor Soiree</td>
<td>6:00pm</td>
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<tr>
<td>Thursday, December 1</td>
<td>Holiday Open House</td>
<td>4:00 - 6:00pm</td>
</tr>
</tbody>
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### About Our Newsletter Mailing List...

In an effort to trim costs and save a few trees as well, we are attempting to pare down our newsletter mailing list. We don’t like the thought of wasting paper and postage sending our publication to recipients who don’t read it, so we’re trying to cut back a bit.

What this means is that we’re going from an “opt-out” system (where we send a newsletter to most of the folks in our database, unless they tell us not to), to an “opt-in” mailing list, where we will send our newsletter only to specific groups (current program participants or recent donors, for example), and anyone who’s specifically told us they want to continue to receive the newsletter.

If you don’t receive our Fall 2016 Newsletter by October 31, and you want to continue to hear from us, please feel free to contact us and ask to be put back on the list. You can reach us by phone at 585-473-8177 or by email at info@bccr.org.

Thanks for your help in making our communications both more efficient, and more effective! ✌️

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Find us on:
- [twitter.com/@BCCRoch](https://twitter.com/@BCCRoch)
- [facebook.com/breastcancercoalitionofrochester](https://facebook.com/breastcancercoalitionofrochester)

All events unless otherwise noted are at:
**THE BREAST CANCER COALITION OF ROCHESTER**
1048 University Avenue

Questions? Contact the Coalition at (585) 473-8177
Another Great Way to Support the Coalition!

Donating your old vehicle to the Breast Cancer Coalition is convenient, easy, and may qualify you for a tax deduction. And best of all, your donation of a used car or truck will make a big difference in supporting our many programs and services.

All you need to do is to complete the simple online form or call 1-866-628-2277 to arrange for a pickup: we will provide a receipt for your tax purposes, all at no charge to you.

Donations of boats, motorcycles and recreational vehicles can also be accepted. They do not have to be currently running. Your vehicle donation will be sold at an auction and the proceeds of the sale will go directly to the Coalition!

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Simply call 1-866-628-2277 or visit us online at www.bccr.org.

THE COALITION’S CURRENT WISH LIST

- A cure for breast cancer
- **Books:** about breast, gynecological, prostate or testicular cancers and lymphedema for women, men, children, families (2010 or later)
- **Office supplies:** copy paper (white, 8½ x 11), white notepads (plain- Staples or Office Max), post-it notes, mechanical pencils w/ erasers
- Breast Cancer Research postage stamps
- **Gift cards** ($10-$25): Wegmans, Tops, DiBella’s, Staples, Target, Barnies & Noble, Michaels, pizza, gas, 10-ride RTS Bus Passes (available at Tops or Wegmans)
- **Paper products:** paper towels (Viva), napkins, cups for hot and cold beverages, small and medium plates (no Styrofoam products), unscented tissues
- Tablecloths 70x90 and 70x108 (white, sage green, pink)

The following items are needed specifically for PALS Paks: (all items must be new)

- Batteries, (D and AA)
- Beverage pitchers, kitchen/dish towels (neutral colors)
- 8½ x 11 inch slant back clear acrylic sign holders, vertical and horizontal
- **Cleaning & storage:** plastic or glass food storage containers, zip-style storage bags, quart & gallon, aluminum foil, plastic wrap, trash bags (13 and 33 gallon), disinfectant wipes
- Matching LG washer/dryer (contact the Coalition for specs)
- Unscented laundry detergent, unscented dryer sheets
- Large watering can
- Durable, straight-leg 10’ by 10’ pop-up tent with sidewall pack (contact the Coalition for details)
- Hand held tally counters (4 needed)

**Journals**

- Soft socks
- Sleeping masks (unscented or lavender scented)
- Herbal or green teas in unopened containers or boxes (No loose tea please)
- Lanyards

Let us know what you would like to see in the PALS Pack.
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.

Breast Cancer Coalition presents the 15th annual ARTrageous Affair Breast Cancer Gala!

Sponsors, Donors & Artists!

Be a part of Rochester’s most creative, most unique, most energizing event in breast cancer fundraising!

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