

## What Can Studying Puberty Reveal About How Breast Cancer Develops and How It Can Be Prevented?



This is one of the guiding questions driving research being done for the past six years at the Breast Cancer and the

Environment Research Centers (BCERC). BCERC is composed of four national research centers funded by the National Institute of Environmental Health Sciences (NIEHS) and the National Cancer Institute (NCI) that are conducting and collaborating on basic science and epidemiologic studies.

These four centers are led by:

- ▶ Fox Chase Cancer Center, Philadelphia
- ▶ Michigan State University, East Lansing
- ▶ University of California, San Francisco  
The Bay Area Breast Cancer and the Environment Research Center (BABCERC)
- ▶ University of Cincinnati, Ohio

The centers' research projects were conceived by a consortium of basic scientists, epidemiologists, and community advocates, and they share the same aim: to explore the hypothesis that early environmental exposures can influence both mammary gland development and when puberty begins, which may impact the risk of breast cancer in later life.

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### BCERC Research: Hormones, Puberty & the Environment

Studies have shown that exposure to the hormones estrogen and progesterone and estrogen-like compounds can increase a woman's risk of developing breast cancer. This hormone exposure can come from the hormones a woman's body makes naturally, from the hormone therapies used to treat menopausal symptoms, or from the estrogen-like compounds that are found in products such as children's toys, personal care products, plastic drinking bottles, and pesticides. The BCERCs are exploring whether it matters if and when these exposures take place, and, if so, what types of interventions can prevent breast cancer from occurring.

Each center is comprised of a Basic Science Project, an Epidemiology Project, and a Community Outreach and Translational Core (COTC). The three projects work together within each center as well as across the four centers to determine what needs to be studied and how. In addition to shaping the research agenda, the COTC develops programs and materials designed to keep the public and policy makers informed about the center's research and its findings.



### Mission Statement

Our mission is to find the causes of breast cancer through community participation in the research process. We focus on identifying environmental factors and the role they play in the development of breast cancer at all stages of life.

*Founder*  
Francine Levien  
(1931 – 2001)

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*Thank you.*

## What Can Studying Puberty Reveal About How Breast Cancer Develops and How It Can Be Prevented? ... *continued from page 1*

### BCERC Annual Early Environmental Exposures Conference

Zero Breast Cancer has chaired the BABCERC COTC for the past six years and has been actively involved in the planning of BCERC's 6th Annual Early Environmental Exposures Conference, which will be held November 19-20 at Cavallo Point Lodge in Sausalito. The conference will bring together breast cancer and environment researchers, health providers, public health professionals, policymakers, and community members to share their findings on a variety of topics ranging from environmental exposures and pubertal maturation, to using science to effectively translate research findings in a way that informs personal decision making, community action and public policy.

One of the major highlights for this year's BCERC conference is our keynote speaker, Dr. Linda Birnbaum (Ph.D., D.A.B.T., A.T.S.), the Director of the National Institute of Environmental Health Sciences and the National Toxicology Program.

Dr. Birnbaum has received numerous awards, including the Women in Toxicology Elsevier Mentoring Award, the Society of Toxicology Public Communications Award, EPA's Health Science Achievement Award and Diversity Leadership Award, and twelve Science and Technology Achievement Awards which reflect the recommendations of EPA's external Science Advisory Board for specific publications.

She is the author of more than 600 peer-reviewed publications, book chapters, abstracts, and reports. Dr. Birnbaum's research focuses on the pharmacokinetic behavior of environmental chemicals; mechanisms of actions of toxicants, including endocrine disruption; and linking of real-world exposures to effects. Considered a leader in conducting research into the health effects of environmental pollutants, Dr. Birnbaum is certain to provide incredible insight into new advances in breast cancer research and the environment.

The BCERC conference is open to the public, but registration is required. For more information please visit: <http://www.bcerc.org/2009mtg/>

## ZBC is Part of the New SU2C "Dream Team"

**Z**ero Breast Cancer (ZBC) is part of a new "Dream Team" studying targeted cancer therapies, a developing area of treatment sometimes called personalized medicine.

"Dream Teams" are multidisciplinary and collaborative groups of laboratory scientists, physicians, experts in bioinformatics and advocates who are coming together to conduct groundbreaking cancer research aimed at getting new cancer treatments to patients in an accelerated timeframe.

Five multidisciplinary, multi-institutional Dream Team projects were recently funded by Stand Up to Cancer (SU2C). The projects address some of the most critical and promising areas of cancer research today. They will enable scientists to gain new understanding of molecular pathways and genetic mutations that contribute to the causes of many cancers; to apply nanotechnology to isolate and analyze circulating tumor cells; to explore imaging approaches that could lead to "starving" tumors; to leverage the growing understanding of epigenetics to design anticancer agents; and to explore new approaches to treating breast cancers, especially those resistant to current therapies.

*Continued on page 4*

## Message from the Executive Director

Janice Marie Barlow

### *The Promise of Personalized Medicine in Breast Cancer: Reality or Wishful Thinking?*



A day does not go by without being reminded of how information technology and medical research are combining to usher in a new era of *personalized medicine*. Behind each of the headlines we read we find not only great possibilities, but also profound ethical questions that we must answer together.

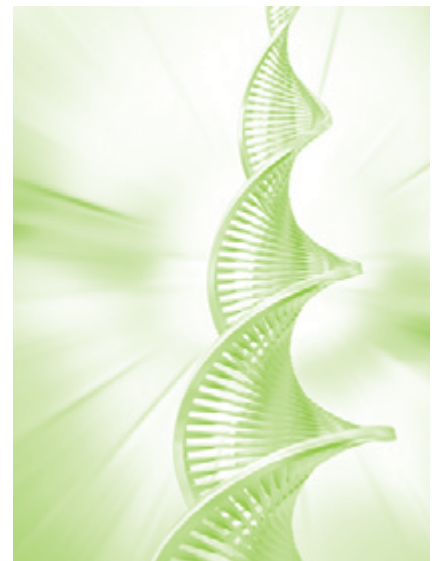
**What is personalized medicine?** Simply put, *personalized medicine* refers to health care that is tailored to the individual. Often, unfortunately, the term *personalized medicine* is used by the media to refer specifically to genetically-based health care, when in reality the definition is much broader. *Personalized medicine* is the combining of all different types of data (clinical, genetic and hopefully, environmental) to predict what diseases a person is at risk for and to identify interventions (medical treatments as well as lifestyle changes) that are specifically tailored to that individual.

There are already successful clinical approaches to the treatment of breast cancer that demonstrate the benefits of using information, primarily genetic risk information, to individualize treatment. For example, genetic testing is used to identify breast cancer patients who are most likely to benefit from the drug Herceptin. Tests that measure gene expression in breast cancer tissue are being used to predict which women have the highest risk of cancer recurrence and therefore will benefit the most from chemotherapy. For example, findings from a recent study (*Science Daily*: December 13, 2008) have prompted researchers to recommend CYP2D6 gene testing for post-menopausal women about to begin tamoxifen therapy. This data confirmed that women with an inherited deficiency in the CYP2D6 gene, which is important for the metabolism of tamoxifen, have a nearly fourfold higher risk of early breast cancer recurrence compared to women who have not inherited the deficiency.

Yet for most women diagnosed with breast cancer, a “one size fits all” approach to treatment is the norm. Physicians make

an educated guess as to what drug is most likely to work for a particular subtype of breast cancer and then they monitor to see if the dosage needs to be increased or if another drug needs to be tried. What a personalized medicine approach offers is the promise that medications would be tailored to the individual patient. In this way, medical interventions would be more effective and provoke fewer adverse reactions. Theoretically, a more personalized approach will reduce healthcare costs by identifying the most effective treatment for individual patients, thereby eliminating the cost of unnecessary treatments and by speeding up clinical trials. These are all good things, yet the cost of genetically tailored drugs will probably remain high. A year-long course of Herceptin costs \$36,000 to \$47,000. The high cost raises significant ethical questions. How can we provide access to personalized medicine to everyone, particularly members of communities who have historically been unable to access health care? How do we make sure that as we move forward toward a more personalized approach to health care, all communities in this country are included in the discussion and benefit equally from these new technologies? As part of the Stand Up to Cancer Dream Team (see page 2), ZBC will have an opportunity to bring the community perspective to this discussion.

What is of importance to ZBC is the impact a more *personalized approach to medicine* can potentially have on identifying women at highest risk of developing breast cancer. We do not know how to identify women who are at risk for aggressive tumors versus indolent tumors. Currently, the majority of tumors detected by mammography are biologically low risk. The majority of clinically high risk tumors are not screen detected cancers. The predictive ability of currently used breast cancer risk models, such as the GAIL Model, is limited, especially in predicting breast cancer risk in diverse racial groups. Can a more personalized approach improve our understanding of who is at risk? Hopefully, yes. If so, we might be able to tailor screening recommendations and preventive treatment protocols (medical and lifestyle interventions) based on who is at highest versus lowest risk of getting breast cancer, which would be a major leap forward in breast cancer prevention.



## November Town Hall Meeting

The Bay Area Breast Cancer and the Environment Research Center is hosting a town hall meeting, open to the public, on the evening of Wednesday, November 18, 2009. The meeting will be held at Cavallo Point Lodge in Sausalito. Dr. Linda Birnbaum (Ph.D., D.A.B.T., A.T.S.), the Director of the National Institute of Environmental Health Sciences (NIEHS) and the National Toxicology Program (NTP) and a small panel of researchers, policy makers and advocates will be available to comment and answer your questions about breast cancer research, environmental and public health issues, and public policy. The town hall meeting will be structured to facilitate an open dialogue amongst Dr. Birnbaum, panel members and town hall participants focused on breast cancer and the environment.

NIEHS has been a long-time leader in recognizing the value of community input and the role environmental health and community advocates play in research. Since 1998, NIEHS has supported 16 town hall meetings across the nation. These meetings have proved to be a successful model for bringing together academic and government researchers with community members, public health professionals, policy makers, advocates and community-based organizations. The goal of these meetings is promote public awareness and understanding of environmental and public health issues and to set a national environmental research agenda that is responsive to community concerns.

The upcoming NIEHS town hall meeting will be the second one held in Marin County. In October of 2002, Zero Breast Cancer (formerly Marin Breast Cancer Watch), in partnership with UC Berkeley Environmental Centers, co-sponsored a town hall meeting entitled, *Voices for a Healthy Community: Breast Cancer and the Environment*. Dr. Ken Olden, Ph.D., who was the Director of NIEHS and the National Toxicology Program at the time,

participated in a two-day town hall meeting in Marin County on the subject of breast cancer and the environment. Over 170 individuals, including scientific policy makers, academic researchers, breast cancer advocates, breast cancer survivors, community members, community groups, environmental groups, government officials and state legislators participated in the town hall meeting.

This town hall meeting was a success on many levels. The meeting continued the dialogue with the community on breast cancer, identified areas for future breast cancer research and initiated partnerships among scientists and breast cancer advocates that led to the establishment of the Bay Area Breast Cancer and the Environment Research Center.

An unexpected, but extraordinary, outcome of the town hall meeting was a commitment secured by Congresswoman Lynn Woolsey from the National Institute of Health, the National Cancer Institute, the Centers for Disease Control and the Department of Health and Human Services to invest time and funding to further explore the high incidence of breast cancer in Marin County and the SF Bay Area. This multi-institutional commitment continues to be in place seven years later.

We hope you will join us for what is sure to be an interesting and informative meeting. This is a unique opportunity for you to engage with the Director and staff from the National Institute of Environmental Health Sciences and contribute your ideas for advancing breast cancer and environmental research.

The upcoming Breast Cancer and the Environment town hall meeting is open to the public; however, space is limited and advance registration is required. Please contact Buffy Martin Tarbox at **415-507-1949 x 103** or [buffymt@zerobreastcancer.org](mailto:buffymt@zerobreastcancer.org) before November 4, 2009 to reserve your place. Unfortunately, late registrations cannot be honored.

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## ZBC is Part of the New SU2C “Dream Team” ... *continued from page 2*

ZBC is a member of the Dream Team directed at the development of new and more effective therapies for women diagnosed with all three known subtypes of breast cancer, i.e., the ER+, HER+ and triple negative subtypes of the disease. The project entitled “An Integrated Approach to Targeting Molecular Breast Cancer Subtypes and Their ‘Resistance’ Phenotypes” is co-lead by Joe W. Gray, Ph.D., Life Sciences Division Director, Lawrence Berkeley National Laboratory, and Dennis J. Slamon, M.D., Ph.D., Director of Clinical/Translational Research at UCLA’s Jonsson Comprehensive Cancer Center. Investigators on the project also include Zena Werb, Ph.D., from UCSF and other collaborators based at a dozen research institutions in the US and UK.

As a member of the Dream Team, ZBC will bring the community perspective to the research being done and will help translate the research findings to the public in a way that is understandable and can be used to inform personal decision making and clinical care.

“We’re excited to collaborate with researchers, patients and breast cancer advocates on this exciting project. This type of research may result in treatment that is easier to tolerate and represents hope, particularly for women with the most difficult-to-treat and/or resistant-to-therapy breast cancers,” said Janice Barlow, Executive Director, Zero Breast Cancer.



## The Green Chemistry Initiative

*Buffy Martin Tarbox*

In the eco-conscious San Francisco Bay Area, almost everything is green and it's become an ordinary part of everyday life. Green

dry cleaning, green jobs, green dish soap, green shoes, green diapers, green cooking pans, even green weddings! But what about Green Chemistry?

Defined by *Anastas and Warner Green Chemistry: Theory and Practice*, Green Chemistry is: "The utilization of a set of principles that reduces or eliminates the use or generation of hazardous substances in the design, manufacture and application of chemical products." Or in more lay person terms, green chemistry seeks to reduce the toxicity of chemicals in the first place, rather than focusing on managing their toxic waste. The ultimate goal is to change the design of products and chemical industrial processes so they do not pose a threat to health or environment.

Beginning in 2005, the state of California started to pass a series of laws to advance green chemistry. Governor Arnold Schwarzenegger signed the nation's first laws requiring disclosure of chemical ingredients in cosmetics, followed by landmark biomonitoring legislation to measure and catalogue human exposure to chemicals.

Buoyed by these new laws, in 2007, Linda Adams, California Secretary for Environmental Protection, launched the California Green Chemistry Initiative with the goal of developing policy recommendations to stimulate "green" design of products so that manufacturing, use or disposal of products would generate less hazardous chemical substances. Legislators will work with scientists from California and around the world to evaluate the health effects of chemicals and possible alternatives with a systematic and comprehensive approach that is science-based.

This initiative, AB 1879, was jointly authored by Assemblymembers Mike Feuer (D-Los Angeles) and Jared Huffman (D-San Rafael) and co-authored by Assemblymembers Sam Blakeslee (R-San Luis Obispo), Ed Hernandez (D-West Covina), Jose Solorio (D-Anaheim) and Senators Joe Simitian (D-Palo Alto) and Ron Calderon (D-Montebello).

In order to move forward on this ambitious goal, a Green Chemistry Leadership Council was formed and charged with creating a list of policy recommendations. In December 2008, the California Green Chemistry Initiative released its six policy recommendations:

1. Expand pollution prevention and product stewardship programs to more business sectors to refocus additional resources on prevention rather than clean up.
2. Develop Green Chemistry Workforce Education and Training, Research and Development and Technology Transfer through new and existing educational programs and partnerships.
3. Create an Online Product Ingredient Network to disclose chemical ingredients for products sold in California, while protecting trade secrets.
4. Create an Online Toxics Clearinghouse, a database of chemical toxicity and hazards populated with the guidance of a Green Ribbon Science Panel to help prioritize chemicals of concern and data needs.
5. Accelerate the Quest for Safer Products, creating a systematic, science-based process to evaluate chemicals of concern and alternatives to ensure product safety and reduce or eliminate the need for chemical-by-chemical bans.
6. Move toward a Cradle-to-Cradle Economy to leverage market forces to produce products that are "benign-by-design," in part by establishing a California Green Products Registry to develop green metrics and tools (e.g., environmental footprint calculators, sustainability indices) for a range of consumer products and encourage their use by businesses.

Current environmental research being conducted will also aide the "benign-by-design" goal by looking at the potential effects that chemicals have on breast cancer development. Megan R. Schwarzman, MD, MPH, of the Center for Occupational and Environmental Health, University of California, Berkeley, will present her research findings on the unique causal pathways thought to contribute to breast cancer at the upcoming Breast Cancer and the Environment Early Environmental Exposures Conference at Cavallo Point in Sausalito on November 19th and 20th. Funded by the California Breast Cancer Research Program, this research gives California an opportunity to shape a new chemicals policy in ways that prioritize the identification and testing of chemicals that damage health and the environment,

*Continued on page 6*



## Green Cleaning: A Community Example

As the State of California launches the Green Chemistry Initiative, the local government is also working to encourage community businesses to adopt

environmentally protective practices. The Marin County Green Business Program issues certifications to businesses that change their operating methods to conserve resources, reduce waste and prevent pollution. Local business owner and Zero Breast Cancer Environmental Activist Award recipient Karl Huie is the first and only dry cleaners to receive the "Marin Green Business" certification. Karl owns Pacific Heights Cleaners in Sausalito and San Francisco.

*"We are not business people capitalizing on the green movement, we are an established dry cleaner changing an industry"*

Karl grew up in the garment cleaning business. His parents started Pacific Heights Cleaners of San Francisco in 1969 and later bought Sunshine Cleaners in Sausalito. He took over the family business

in 1986. Karl began researching nontoxic alternatives to perchloroethylene, known as perc, a chemical cleaning solvent used by most dry cleaners. The chlorine-based solvent has been linked to elevated levels of breast cancer in women working in dry cleaning, as well as to other health risks. In 2008, Karl Huie made the switch to a nontoxic wet cleaning procedure and purchased computer-controlled washers and dryers. The investment in new garment cleaning equipment was substantial, but it was offset by the savings associated with hazardous waste removal and regulatory fees. More importantly, he made the switch for the health of his employees and customers and for the environment.



## The Green Chemistry Initiative continued from page 5

especially those that contribute to breast cancer. In addition to Dr. Schwarzman's presentation, AB1879 author Assemblymember Jared Huffman will be presenting on the Green Chemistry Initiative.

Through the adoption of the Green Chemistry Leadership Council's policy recommendations and through breast cancer and the environment research, the state of California could continue to be an environmental leader on the forefront of balancing public health, protection of the environment and economic stimulation. Let's hope that Green Chemistry becomes another ordinary and commonplace practice.

## Join the Zero Breast Cancer Team!!

There are many ways to give back to your community, and serving on a Board of Directors is an excellent way to help an organization to fulfill its mission. Zero Breast Cancer is currently looking for talented, driven, enthusiastic volunteers to serve on our distinguished Board of Directors. It is important to us to have diversity of income levels, cultural and racial backgrounds, geographic distribution, age, gender, and breast cancer survivorship. Skills needed include experience in any one of the following categories: business, finance, fund raising, research design, epidemiology and/or community organizing.

Together, the Board of Directors and Executive Director Janice Barlow have guided Zero Breast Cancer to become a well-respected organization with a voice in the scientific community, at both a local and national level. Add your expertise to our team and play a role in seeking out the causes and possible environmental connections to breast cancer. If you are interested in becoming a Zero Breast Cancer board member, please contact Janice Barlow at [janiceb@zerobreastcancer.org](mailto:janiceb@zerobreastcancer.org) or call at 415-507-1949 ext 101.

Not able to serve on the board? Zero Breast Cancer is also looking for volunteers to serve on community committees, assist with our events, and help us with our database maintenance project. If you are interested in donating your time in any of these categories, please contact Adrienne Kolb at the Zero Breast Cancer office: [adriennek@zerobreastcancer.org](mailto:adriennek@zerobreastcancer.org) or 415-507-1949 ext 100.

## Youth Perspective on the Latina Adolescent Outreach Project

### Angelica Quirarte

*(Angelica Quirarte, a 2009 Novato High School graduate, has served as the lead youth advisor to ZBC's Latina Adolescent Outreach Project for the past eighteen months. We asked Angelica to share her perspective on this project and how her work with ZBC has influenced her future goals).*

As ZBC's lead youth advisor, I contributed ideas for the project's brochure content. I've since presented ZBC's brochure, Breast Cancer Tips for Latina Teens, Young Women and Families to the Novato Youth Wellness Collaborative and (in Spanish) to a Novato Public Access TV broadcast and a Latino seniors group. I believe it's important for Latina teens and young women to have this brochure to be informed about prevention. The concern of Latina high school students is to know the what, the how and the why about the possibility of future breast cancer. Being a minority, it may be harder for some Latina young women to be informed due to social status, education and language barriers. It is important that we understand the facts and that there are organizations like ZBC who we can turn to for information and help in the future.

I've discussed the brochure with my mom and we have told other women about the importance of being informed. I think that what is known about environmental factors needs to be told. Since there are few known causes for breast cancer, it is important for women to be aware of those things that may contribute to breast cancer risk.

When my little brother was 7 or 8 years old he was diagnosed with a tumor in his ribcage. Even though it wasn't breast cancer, it still made an impact on my daily life. A high point of my experience in helping the ZBC Education Director at conferences like the National Latino Cancer Summit has been meeting researchers and people who are passionate about what they do and whose work makes a difference.

The recognition that I've received from the American Association of University Women (for my work on the Latina Adolescent Outreach Project) means a lot to me. It makes me feel rewarded for all that I've done and it makes me want to strive for the best and accomplish my dreams. I would just like to thank Zero Breast Cancer for the opportunities they have given me throughout this whole time. You have made an impact in my life and I hope to return the favor someday. The work you do is extremely important and necessary for the community. Thank you!

*Congratulations to Angelica Quirarte, who will enter the University of California Santa Barbara this fall. The Latina brochure is posted on the ZBC website.*



ZBC Volunteer  
Angelica Quirarte

## Hispanic Seniors Show Support for ZBC's Latina Teen Brochure

*Sue Schwartz,  
Education Director*

During the July meeting of Solidaridad Hispana, ZBC's youth advisor Angelica Quirarte took the lead in a Spanish language presentation of the Latina Adolescent Outreach Project at the Pickleweed Park Community Center in San Rafael. Twenty four active Hispanic seniors expressed keen interest in ZBC's brochure, "Breast Cancer Tips for Latina Teens, Young Women and Families."

Joining Angelica were Susan Schwartz, ZBC Education Program Director, and advocate Josie Sanchez from the Marin Center for Independent Living, who responded to audience questions on breast cancer, suspected environmental factors, and resources.

Several senior attendees planned to distribute ZBC's Latina brochure and bilingual education materials to family members (adult children and granddaughters), and to friends and neighbors. Solidaridad Hispana is one of several common community groups organized by Ross Reyes Dizon, Latino liaison of the San Rafael Whistlestop Wheels program that offers an array of multicultural services for older adults.



ZBC Education Program Director Susan Schwartz and ZBC Volunteer Angelica Quirarte with the Solidaridad Hispana group.

## Avon Walk for Breast Cancer

*Buffy Martin Tarbox*

Throughout my training and fundraising for the Avon Walk for Breast Cancer, I would play “I Run For Life” by Melissa Etheridge. She wrote the song following her diagnosis and treatment of breast cancer, and even though I was walking, not running, the song never failed to inspire me to keep marching up those steep San Francisco hills and to keep sending out those fundraising letters and e-mails.

This was my second time participating in the Avon Walk for Breast Cancer and even though raising money in our current dwindling economy was challenging, I still raised \$2,431 and earned a “Champion Fundraiser” hat, which I proudly wore during the Walk.

Like most walkers, I participate in the Avon Walk for Breast Cancer because I’ve lost many friends to breast cancer and it’s one small way I can contribute towards ending this horrible disease. But since joining the Zero Breast Cancer staff, the Avon Walk took on a different meaning for me.

I now know firsthand how the money raised by walkers and the Avon Foundation impacts our collective goal of living in a breast cancer free world. And this year, I had the honor of accepting a \$150,000 grant to Zero Breast Cancer from the Avon Foundation during the closing ceremony.

The Avon Foundation is a leader in improving the lives of women through its philanthropy. Since 1992, they have raised and awarded over \$585 million for breast cancer awareness and education, screening and diagnosis; access to treatment; support services; and scientific research and prevention. For the last six years, the Avon Foundation has supported Zero Breast Cancer’s efforts to engage the community in breast cancer research, risk reduction and prevention.



*Carol Kurzig, President Avon Foundation, Janice Barlow, Buffy Martin Tarbox, Marc Hurlbert, PhD, Director of the Avon Breast Cancer Crusade*

*I run for hope  
I run to feel  
I run for the truth  
For all that is real  
I run for your mother your sister your wife  
I run for you and me my friend  
I run for life*

*—Melissa Etheridge*

It was a great honor to stand in front of thousands of my fellow Avon Walkers and supporters to accept the \$150,000 check awarded to Zero Breast Cancer. My elation and gratitude couldn’t be dampened, despite how tired I was after walking 27 miles in two days. Knowing that my individual fundraising efforts were coming full circle as I watched financial advisor and Special Avon Ambassador Suze Orman introduce the recipients of the Avon Foundation grants gave me a hope that just maybe one day we truly may live in a world without breast cancer.

But until then, I still walk for hope. I walk for your mother, your sister, your wife. I walk for you and me, my friend. I walk for life. And I will continue to sign up for the Avon Walk for Breast Cancer.

Zero Breast Cancer is a proud recipient of Avon Foundation funds that support our work in local research, education, community outreach and advocacy. On behalf of the Zero Breast Cancer Board and Staff Members, I want to thank The Avon Foundation, the walkers and donors for your generosity. Together, we can make zero breast cancer a reality for the next generation.

### WHAT’S NEW ON THE WEBSITE?

Zero Breast Cancer is proud to report the following additions and upgrades to the website:

- ▶ A podcast tool that will be updated every few months with important breast cancer information. Currently, “7 Ways to Reduce Your Risk for Breast Cancer” is featured.
- ▶ Zero Breast Cancer is on Facebook! Click the link on our home page to Become a Fan.
- ▶ Breast Cancer In the News Feed. Check out the latest news on breast cancer and the environment on our home page.
- ▶ The brochure, *Breast Cancer Tips for Latina Teens, Young Women and Families*, is available in English and Spanish on the Breast Cancer and the Environment Peer Education Tool Kit page.

Visit [www.zerobreastcancer.org](http://www.zerobreastcancer.org) to get the latest updates on the activities and programs of Zero Breast Cancer.



## Racing for Research

Sunday, June 28, 2009, was one of the hottest days of the summer, but that didn't stop the 40 karting enthusiasts who joined us for our 2nd annual "Racing for Research" from having a great day. Thanks to the generosity of Infineon Raceway, we had a full day of racing instruction, plenty of track time and some friendly competition.

Special thanks to Steve Page, President and General Manager of Infineon Raceway for hosting us, Frank Baines and his crew of instructors and mechanics at the Jim Russell Racing Drivers School for their professional expertise, and Adrian Szwarcburg of Marin Karting for helping us with promotion. The proceeds of the day help support the research and education programs of Zero Breast Cancer.

Look for the third annual "Racing for Research" karting day next summer. Please let us know if you would like to be added to the list for next year by emailing [sharond@zerobreastcancer.org](mailto:sharond@zerobreastcancer.org).

zero breast cancer  
**DIPSEA**  
**HIKE/RUN**  
*Lite*  
 In Honor of Annie Fox

The 7th annual Dipsea Hike/Run Lite is just around the corner and it's not too late to register. Please join us on Saturday, September 26, 2009 at Old Mill Park (320 Throckmorton in Mill Valley). Come with a family member, friend, work colleagues – or make new friends along the way. You can go at your own pace, as the 5.5 mile trail is perfect for a run or a hike. Be inspired by the beauty of Mt. Tam, the esprit de corps of the hikers/runners, and the message about the positive benefits of physical activity. Enjoy a picnic lunch, music, complimentary massages, and a yoga class afterwards in Old Mill Park.

Spend a fun and healthy morning doing something good for you while supporting local breast cancer research.

Register online now at [www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html) or call 415-507-1949. Adults \$35/students \$20. **If you raise \$100 in donations or more, we will waive the registration fee.**

Our generous sponsors for this event include the Bay Club, Clif Bar, Cooper Alley Salon, LOLA, Lululemon, Mechanics Bank, Mollie Stone's, Safeway, Sports Basement, the Tamalpa Runners, United Markets, US Pure Water, and the Village at Corte Madera.



## HONOR THY HEALER

Zero Breast Cancer's 10th annual *Honor Thy Healer* celebration was held on Thursday, April 23, 2009 in Mill Valley. We celebrated the significant contributions of our distinguished 2009 honorees to the breast cancer healing process: Kaiser Permanente surgeon **Edward W. Banks, MD**; breast cancer research funder, The Safeway Foundation; breast cancer researcher **Kathie Dalessandri, MD**; **Karl Huie**, owner of Green Certified garment cleaner, Pacific Heights Cleaners of Sausalito and San Francisco; and **Walt Spicer**, supportive partner and Marin Cancer Institute volunteer. **ABC 7/KGO news anchor, Cheryl Jennings**, graciously served again as our Honorary Chair.

*We would especially like to thank our Honor Thy Healer sponsors. Their generosity helped make the evening a huge success, both as a tribute to breast cancer healers and survivors, and as a fundraiser for our organization.*

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Poen & Torigoe*

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### WINE

Acacia  
Sterling Vineyards



*Dolores Dietz and Renee Rymer of Bank of Marin with ZBC Board President Katie Beacock*



*Community Breast Cancer Research Honoree Kathie Dalessandri, MD and family*



*Community Activist Award Honoree Karl Huie with Pacific Heights Cleaners staff*



*Espe Greenwood and Kara Noe of the Safeway Foundation with Sharon Doyle, ZBC Development Director*



*Healing Professional Honoree Dr. Edward Banks and ZBC Board Member Flavia Belli*



*Safeway Foundation members and guests*



*Dr. Francine Halberg, Steve Thal, ZBC Board Member Emeritus Roni Peskin Mentzer, and Britt Thal*



*Healing Partner Honoree Walt Spicer with family and members of the Marin Cancer Institute, Diane Brandon and Cindi Conrill*



*Staff and guests of Honor Thy Healer sponsor Autodesk*



*Sponsor Jackson's Hardware and ZBC supporters*



*Kaiser Permanente team*

## Honor Thy Healer

May 6, 2010

### CALL FOR AWARD NOMINATIONS

*Do you have a story of a healthcare professional or any special individual who has played a pivotal role in helping someone in their battle against breast cancer? We want to hear from you!*

#### Your nominee for our HONOR THY HEALER AWARDS

could be chosen for recognition at our annual celebration and serve as inspiration to countless others!

*There are two community-nominated categories:*

#### HEALING PROFESSIONAL AWARD

Nominees can range from physicians and nurses to social workers, hospice workers, or alternative medicine practitioners. We are interested in healers of every sense of the word.

#### HEALING PARTNER AWARD

Nominees can be anyone who has helped a loved one through their fight against this disease.

Just write a brief description of the nominee's endeavors, accomplishments and attributes and deliver no later than **January 15, 2010**.

*Please limit your narrative to 250 words or less.*

**Please send your nominations to Zero Breast Cancer**  
4340 Redwood Hwy, Ste. C400, San Rafael, CA 94903  
sharond@zerobreastcancer.org • Fax: 415.507.1645

**Questions? Call 415.507.1949**  
**www.zerobreastcancer.org**

## Ways You Can Support Zero Breast Cancer

- ▶ Making a contribution using the enclosed envelope.
- ▶ Workplace giving. If your employer has a workplace giving campaign, you can designate Zero Breast Cancer as the recipient of your payroll deductions. Please include the following information on your form:  
  
ZERO BREAST CANCER  
4340 Redwood Highway Suite C400  
San Rafael, CA 94903  
Nonprofit tax ID #68-0386016
- ▶ Matching Gifts. Check to see if your company has a Matching Gift Program. Many companies will donate a percentage or even double the amount of your gift.
- ▶ Stock or a vehicle donation. Please go to [WWW.ZEROBREASTCANCER.ORG](http://WWW.ZEROBREASTCANCER.ORG) for details.

## DONOR PROFILE:



Zero Breast Cancer is pleased to be the recipient for funding from The Safeway Foundation for a third consecutive year.

Safeway is a major funder of breast cancer research in the United States. Larree Renda, the executive who oversees retail strategy, labor relations, public affairs, government relations, health initiatives, human resources, industrial engineering, reengineering, and communications for Safeway, Inc., headquartered in Pleasanton, also serves as Chairwoman of the Board of the Safeway Foundation. The Safeway Foundation supports many important causes, including breast cancer research and prevention programs. Since 2000, Safeway has raised over \$60 million for breast cancer.



We use the Safeway Foundation funding to support a number of ongoing research education activities, including ZBC's educational conference targeting younger women in February 2009, and the translation of materials from our existing Adolescent Risk Reduction Education Program brochure into Spanish,

entitled *Breast Cancer Tips for Latina Teens, Young Women and Families*.

Ms. Renda has inspired Safeway's employees and vendors to work together to fund the research that will ultimately find a cure or ways to prevent breast cancer. We are grateful for the support and pleased to be among their Bay Area breast cancer partners.



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# upcoming events

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## September 26, 2009

### *Dipsea Hike/Run Lite 2009*

In honor of Annie Fox

Old Mill Park, Mill Valley

Registration is \$35 for adults; \$20 for kids

\*Raise \$100 and over and we'll waive the registration fee!

Register online at [www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)

Call: **415-507-1949** to request a registration brochure

## October 15, 2009

### *Breast Cancer in Marin: A Community Forum*

Co-sponsored by Hadassah and Zero Breast Cancer

6:00 pm

Osher Marin JCC, 200 N. San Pedro Road, San Rafael

## October 17, 2009

*"Wine, Women & Song Festival"* Fairfax, CA

Details to be announced on the ZBC website soon

## November 18, 2009

### *Breast Cancer and the Environment Town Hall Meeting with Dr. Linda Birnbaum*

7:00 pm to 9:00 pm

Cavallo Point Lodge in Sausalito

Call: **415-507-1949 ext 103**, or email

[buffymt@zerobreastcancer.org](mailto:buffymt@zerobreastcancer.org) to reserve your seat

## November 19-20, 2009

### *6<sup>th</sup> Annual Early Environmental Exposures Conference*

Cavallo Point Lodge in Sausalito

Free to the public, but registration is required.

Register at [www.bcerc.org/2009mtg](http://www.bcerc.org/2009mtg)

## May 6, 2010

### *11<sup>th</sup> Annual Honor Thy Healer Awards*

Mill Valley Community Center

Nominations being accepted now!

Call: **415-507-1949 ext. 102** for more information



4340 Redwood Highway, #C400  
San Rafael, CA 94903

[www.zerobreastcancer.org](http://www.zerobreastcancer.org)

non-profit org. U.S. postage PAID Permit #661 Reno, NV
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