

## New BCERC Research Results: Puberty is Starting Early for Some Girls

By Casandra Aldsworth



Girls are starting puberty earlier than in the past, according to new research from the Breast Cancer and the Environment Research Centers. This finding is important because other research has established a clear link between an earlier age of a girl's first menstrual period and an increased risk of breast cancer in adult life.

A recently published study<sup>1</sup> led by Dr. Frank Biro, a Breast Cancer and the Environment Research Center (BCERC) researcher at the University of Cincinnati in Ohio, has found that girls participating in BCERC studies nationwide (including CYGNET) are starting puberty earlier than in the past. More girls are starting breast development at age 7 and 8, which is earlier than reported in studies from more than 10 years ago. At 7 years old, 10% of white girls, 23% of black girls, 15% of Hispanic girls and 2% of Asian girls started breast development. Previous studies found that 5% of white girls and 15% of black girls had started breast development at age 7. This study is one of the first to report on the age Hispanic and Asian girls start puberty, which means there is limited data available for comparison.

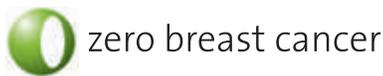
“This study is an initial description of maturation status of girls in the BCERC Epidemiology Studies, including the Bay Area’s CYGNET Study that demonstrates that girls appear to be maturing earlier than previous studies have shown. These differences over time were most striking for white girls, whereas the proportion of black girls who started puberty at age 7 or 8 years were similar to a survey conducted in the mid-1990’s,” said Dr. Lawrence H. Kushi, Associate Director for Epidemiology at the Division of Research, Kaiser Permanente Northern California, and a co-author of the study.

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Over 1,000 girls between the ages of 6 and 8 from the San Francisco Bay Area, the Cincinnati area, and East Harlem, N.Y., participated in the study. Some regional differences were found. The girls in the Bay Area were less likely to have experienced onset of puberty early compared to the girls in Cincinnati or New York.

Dr. Louise C. Greenspan, a Pediatric Endocrinologist at Kaiser Permanente San Francisco and a co-author of the study said, “Pediatricians have been using age 8 as the minimum age for normal breast development. The data from



### 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 and across generations.

*Founder*  
Francine Levien  
(1931 – 2001)

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## New BCERC Research Results: Puberty is Starting Early for Some Girls *continued from page 1*

this study suggest that there is a true trend to earlier puberty in girls. Obesity and ethnic differences are contributing, and further analysis of our longitudinal data will allow us to investigate the root causes, including differences in nutritional intake, built environment, and chemical exposures.”

Other research has established a clear link between an earlier age of a girl’s first menstrual period and an increased risk of breast cancer in adult life. “Understanding the role of environment in adult breast cancer may best come from these types of detailed studies of early development. Ultimately we hope that our increased understanding about the role of the environment in early development can be turned into methods for breast cancer prevention,” said Dr. Robert A. Hiatt, Director of the Bay Area Breast Cancer and the Environment Research Center and Deputy Director of the UCSF Helen Diller Family Comprehensive Cancer Center.

There are steps parents can take to reduce their daughters’ risk for starting puberty early. Parents can help their daughters maintain a healthy weight by emphasizing healthy eating (as opposed to dieting) and modeling healthy levels of activity and exercise. Parents can also reduce their daughters’ exposure to environmental chemicals that may act like or interfere with hormones in the body, such as flame retardants (PBDEs), pesticides, and chemicals in plastics (like BPA). You can learn more about ways to reduce exposure to environmental chemicals from resources available on the Research page on our web site, [WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML](http://WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML).

In August, two researchers from our Center, Dr. Julianna Dearnorff and Dr. Louise Greenspan, were interviewed on KQED’s Forum with Michael Krasny to discuss these research findings. To listen to the Forum broadcast and access resources for parents (available in English and Spanish) and pediatricians, please visit [WWW.BAYAREA.BCERC.ORG](http://WWW.BAYAREA.BCERC.ORG).

*The Breast Cancer and the Environment Research Centers are four centers nationwide that study how the chemical, physical, and social factors in the environment interact with genetic factors to affect mammary gland development during puberty and across the lifespan in ways that can alter breast cancer risk in later life. The four Centers are located at the University of California San Francisco/Bay Area Center, the University of Cincinnati, Michigan State University, and the Fox Chase Cancer Center in Philadelphia. For more information visit [www.bcerc.org](http://www.bcerc.org)*

*The Bay Area Breast Cancer and the Environment Research Center (BABCERC) is based at the University of California, San Francisco, under the leadership of Dr. Robert A. Hiatt, Deputy Director of the UCSF Helen Diller Family Comprehensive Cancer Center. The Center includes a basic science project, an epidemiology project, and the community outreach and translation core. It is a collaborative project involving the University of California, San Francisco; Kaiser Permanente, Northern California; California Department of Public Health; and Zero Breast Cancer. More information about the BABCERC can be found on its web site: [www.bayarea.bcerc.org](http://www.bayarea.bcerc.org)*

*1) Frank M. Biro, MD, Maida P. Galvez, MD, MPH, Louise C. Greenspan, MD, Paul A. Succop, PhD, Nita Vangeepuram, MD, Susan M. Pinney, PhD, Susan Teitelbaum, PhD, Gayle C. Windham, PhD, Lawrence H. Kushi, ScD and Mary S. Wolff, PhD. Pubertal assessment methodology and baseline characteristics in a mixed longitudinal study of girls. Pediatrics 126, Sept 2010.*

## Message from the Executive Director

Janice Marie Barlow

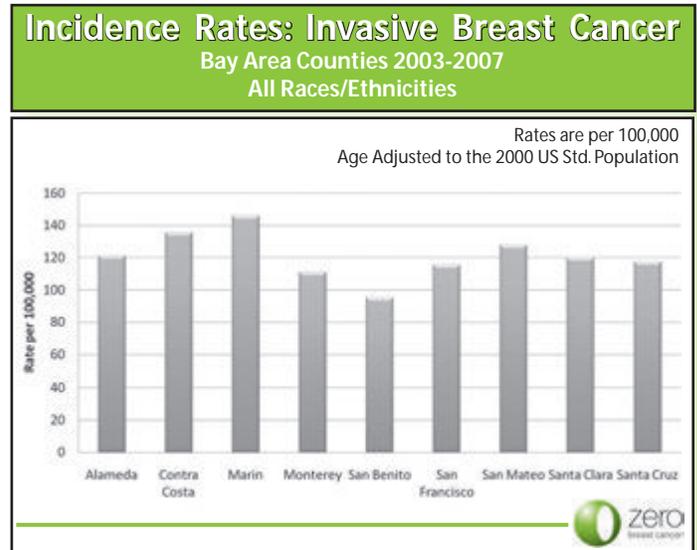
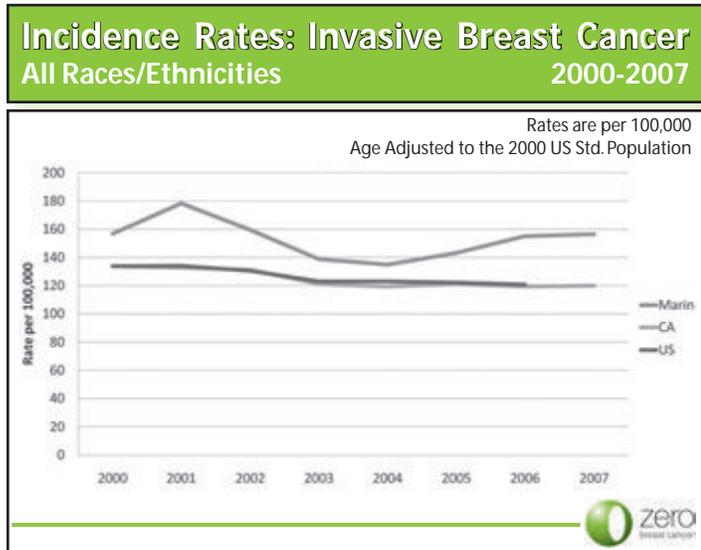
*It is only by connecting all the dots... tumor biology, genetic information and developmental, reproductive, behavioral and environmental risk factors... that we will be able to answer the questions about Marin's high rates.*

It's surprising how often we are asked by community members, scientists and breast cancer advocates and survivors from around the world two seemingly simple questions: "Why does Marin County continue to have high incidence rates of invasive breast cancer?" and "What is causing the high rates?"

There are no simple answers to either of those questions; however, due to the persistent efforts of Zero Breast Cancer to collaborate with nationally known scientists and academic institutions in designing, conducting and generating funding for innovative breast cancer research, we know much more than we did a decade ago about breast cancer in women living in Marin. What we have learned from these studies has the potential to impact significantly on future breast cancer incidence rates, not just in our community but for women throughout the United States.

### What we know about breast cancer incidence rates in Marin County

Using the latest publically available statistics (2007) from the Cancer Prevention Institute of California (formerly the Northern California Cancer Center), Marin County continues to have high invasive breast cancer incidence rates in comparison to other San Francisco Bay Area counties, California and the US.



In Marin County, the incidence of invasive breast cancer in 2007 was 156.6 per 100,000 women, age adjusted to the 2000 US STD population, which is unacceptably higher than the 2007 California and US average rates of 120 per 100,000 women, also age adjusted to the 2000 US STD population.

Following the publication of the Women's Health Initiative Study (WHI) in 2002, which confirmed an association between use of combined Estrogen/Progesterone Hormone Therapy (EPHT) and breast cancer risk, the rates of invasive breast cancer in Marin County declined by more than 33%. Women in Marin, similar to women throughout the US, showed a drastic reduction in the use of EPHT following the publication of WHI, which was reflected in breast cancer rates in Marin and nationwide.

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## Translating Scientific Findings: The Breast Biologues

This fall Zero Breast Cancer will be premiering the Community Outreach and Translation Core's newest project—The Breast Biologues: A biology dialogue about breast cancer and the environment. This 15-minute video is a visual science-based storyline incorporating time-lapsed imaging and explains how the normal mammary gland develops and how exposures to potential cancer causing chemicals during specific points of development might influence future breast cancer risk. The video is narrated by Peter Coyote and highlights some of the fascinating genetic and cellular insights we have gained about normal breast development and its relationship to breast cancer risk. The project is a result of our collaboration with Lori Schkufza, an animation consultant, and the BABCERC basic science researchers: Dr. Zena Werb at University of California, San Francisco, Dr. Paul Yaswen at Lawrence Berkeley National Laboratory, and Dr. Mary Helen Barcellos-Hoff at New York



University Langone School of Medicine. To be notified of the premiere this fall, please be sure we have your most current contact

information. Visit [WWW.ZEROBREASTCANCER.ORG/SURVEY](http://WWW.ZEROBREASTCANCER.ORG/SURVEY) to securely send any updated information.

### Special Thanks

Zero Breast Cancer would like to extend a special thank you to Peter Coyote. Mr. Coyote generously donated his voice talents to the *Breast Biologues Project* and we are grateful for his support.

### Research Update

We are excited to announce that the National Institute of Environmental Health Sciences and the National Cancer Institute will continue funding the work of the Bay Area Breast Cancer and the Environment Research Program. Zero Breast Cancer will remain the Community Outreach and Translation Core for the Epidemiology project, CYGNET, at Kaiser Permanente Division of Research. Under the new grant with the basic science (biology) projects at University of California, San Francisco and Lawrence Berkeley National Laboratory, we will work as the community component of the project.

Through the continuation of funding, the lead investigator of the CYGNET study, Dr. Lawrence H. Kushi, will be able to follow the girls enrolled in the study through the full course of puberty. This will provide a more comprehensive understanding for the reasons that some girls experience puberty earlier than others and how puberty may affect long-term risk of developing chronic diseases. Zero Breast Cancer will continue integrating community perspectives and partners into the research activities and we will also continue to use the study results to develop public health prevention messages for the broader public.

Basic science project researchers Dr. Zena Werb at University of California, San Francisco and Dr. Paul Yaswen at Lawrence Berkeley National Laboratory will continue to study how the breast develops and how it responds to environmental toxins like radiation in laboratory mice, and in mouse and human cells. In addition, they have formed a new partnership with a physicist at UCSF, Dr. Valerie Weaver, and together they will also study breast density and how it affects breast cancer risk. Zero Breast Cancer will work with the basic science researchers to develop innovative tools to explain the latest research findings.

Zero Breast Cancer is committed to translating and disseminating the researching findings from the Center in ways that are understandable and interesting. Over these past few months, Zero Breast Cancer has been researching new tools to engage CYGNET study participants and disseminate study findings to the public. We have been working with a social media consultant who has provided expertise into how we can use social media going forward to engage the girls enrolled in the CYNET study, collect real time data, and share research findings with a wider and more diverse audience. As a result, we have begun to develop our digital presence. We are sharing the latest research results on puberty, breast cancer, and the environment via email. This has proven to be a great way for us to tell you about the most exciting and latest news from the Breast Cancer and the Environment Research Program and the broader topics of breast cancer and the environment research, as well as Zero Breast Cancer events. It's also environmentally friendly! If you are not already on our email list, we encourage you to sign up today. Please visit the homepage of our web site to sign up:

[WWW.ZEROBREASTCANCER.ORG](http://WWW.ZEROBREASTCANCER.ORG).

The Bay Area Breast Cancer and the Environment Research Program has begun cleaning and analyzing the data collected from the first five years of research. Many publications will soon be coming out of the Center reporting on the results. We encourage you to stay involved in the Bay Area Breast Cancer and the Environment Research Center and Zero Breast Cancer, as there are many new and exciting things to come!

## Janice Barlow Appointed to Serve on National Committee

We are excited to announce that Janice Barlow, Executive Director of Zero Breast Cancer, has been appointed by Linda Birnbaum, Director of the National Institute of Environmental Health Sciences (NIEHS), and John Niederhuber, Director of the National Cancer Institute (NCI), to serve on the Interagency Breast Cancer and Environmental Research Coordinating Committee.

The Breast Cancer and Environment Research Act, which was signed into law in 2008, amended the Public Health Service Act to authorize Dr. Birnbaum and Dr. Niederhuber to make grants for Breast Cancer and Environment research centers. It also authorized them to establish the committee, which is composed of federal officials, scientists, health professionals and individuals who represent those with breast cancer.

The committee's role is to review Federal research activities regarding environmental factors that may be related to the etiology of breast cancer, to summarize advances in our understanding of the environmental etiology of breast cancer research, and to make recommendations to the Secretary of the Department of Health and Human Services regarding research gaps and needs. The Committee will serve as a forum and assist in increasing public understanding of the member agencies' activities, programs, policies and research, and in bringing important matters of interest forward for discussion. In addition, the committee is required to submit a report to congress each year.

Please join us in congratulating Janice on her appointment! We have confidence that Janice will bring the voice of Zero Breast Cancer, the Marin community and the greater San Francisco Bay Area to the national agenda of Breast Cancer and the Environment.

## President's Cancer Panel Focuses Attention on Environmental Cancer Risks

Our mission to find and eliminate the environmental causes of breast cancer got a terrific boost recently. The latest report from the President's Cancer Panel, a group of top experts advising President Obama, calls for a strong new emphasis on identifying and eliminating environmental factors that lead to cancer.

This is important because there is ongoing tension in the cancer community between traditional voices, which generally emphasize individual behaviors (such as smoking), and groups like us who are additionally very concerned about the role environmental factors may be playing in the initiation and promotion of breast cancer.

The Panel didn't mince words in its letter to President Obama, writing:

"[We were] particularly concerned to find that the true burden of environmentally induced cancer has been grossly underestimated," and "[we urge] you most strongly to use the power of your office to remove the carcinogens and other toxins from our food, water, and air that needlessly increase health care costs, cripple our Nation's productivity, and devastate American lives."

The Panel presented its report as a tool to: "jump-start [a] national effort" to "identify the many existing but unrecognized environmental carcinogens and eliminate those that are known from our workplaces, schools, and homes."

We at Zero Breast Cancer are thrilled, both by the overall report and by one area that it highlighted in particular: "the cancer impact of exposures during key 'windows of vulnerability' such as the prenatal period, early life, and puberty," where research is especially needed. Through our work at the Bay Area Breast Cancer and the Environment Research Center, we are paying close attention to puberty as a potential window of susceptibility to breast cancer, and are helping conduct a study that is following 444 girls as they transition through puberty to learn more about the relationship between environmental estrogen exposures during this period and adult breast cancer risk.

### Institute of Medicine Committee on Breast Cancer and the Environment The Scientific Evidence, Research Methodology, and Future Directions

Earlier this year, the Institute of Medicine, the health arm of the National Academy of Sciences that helps the government make important health decisions affecting millions of people, convened a committee to review the scientific evidence, research methodology and future directions of breast cancer and the environment research.

In July, the Institute of Medicine's Breast Cancer and the Environment Committee held a workshop in San Francisco. Zero Breast Cancer was invited to present on Breast Cancer and the Environment: A Community Perspective. Visit [www.iom.edu/activities/environment/breastcancerenvironment.aspx](http://www.iom.edu/activities/environment/breastcancerenvironment.aspx) for committee meeting agendas and scientific and advocate presentations.

The Institute of Medicine Committee will be releasing a report on their findings regarding breast cancer and the environment in the summer of 2011.

For a copy of the President's Cancer Panel report, visit

[HTTP://DEAINFO.NCI.NIH.GOV/ADVISORY/PCP/PCP08-09RPT/PCP\\_REPORT\\_08-09\\_508.PDF](http://deainfo.nci.nih.gov/advisory/PCP/PCP08-09RPT/PCP_REPORT_08-09_508.PDF)

## Puberty, Breast Cancer and the Environment Monograph



In our Spring Newsletter, we announced the publication of our newest report, *Puberty, Breast Cancer, and the Environment*, which explains why researchers focus on puberty and how puberty is linked to breast cancer and environmental chemicals.

We are excited to announce that the report is now available in Spanish.

To place an order for the report in English or Spanish, please visit [WWW.ZEROBREASTCANCER.ORG/SURVEY](http://WWW.ZEROBREASTCANCER.ORG/SURVEY)

### ZERO BREAST CANCER WEB SITE UPDATES:

If you haven't been to our web site lately, you've missed many new changes! On the home page, we've created a new multimedia section where you can listen to podcasts, sign up for our email list, and follow us on Twitter and Facebook.

#### RESOURCES

- Fact sheets from the CDC and from the BABCERC about major environmental chemical exposures in both English and Spanish: [WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML#FACTSHEETS](http://WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML#FACTSHEETS)

#### VIDEOS

- Breast Cancer Prevention Community Education Forum for Younger Women (it aired on UC-TV in February 2010) [WWW.ZEROBREASTCANCER.ORG/EDUCATION.HTML](http://WWW.ZEROBREASTCANCER.ORG/EDUCATION.HTML)
- Honor Thy Healer Awards Ceremony: you can read about the honorees and watch their interviews, including an extended interview with Dr. Joe Gray! [WWW.ZEROBREASTCANCER.ORG/EVENTS.HTML#HTH10](http://WWW.ZEROBREASTCANCER.ORG/EVENTS.HTML#HTH10)
- *Of Mice and Women: Modeling Breast Cancer and the Environment* [WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML#MICEANDWOMEN](http://WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML#MICEANDWOMEN). Learn about the BABCERC breast cancer research and how the findings apply to women.

#### PODCASTS

- "Early Puberty" on NPR's *All Things Considered* with Dr. Frank Biro (located on the ZBC home page)

#### Coming soon:

More multimedia features and a Zero Breast Cancer Blog!

## Message from the Executive Director *continued from page 3*

While use of EPHT accounted for a significant proportion of the excess rates in Marin, other risk factors, some "known" and some "unknown," are undoubtedly contributing to the high rates of breast cancer in our community.

Exploring what other risk factors may be contributing to the high rates of breast cancer in Marin has been the focus of earlier research studies in Marin as well as research presently being conducted. The findings from all these studies will define what future research directions are needed to fill in additional pieces of the Marin breast cancer puzzle.

To date, a total of eleven research studies have been done which involve Marin women and/or families directly in the research and/or have focused geographically on Marin County, its environment and/or its demographics. A summary of the breast cancer research that has been done in Marin County, the findings from the research and most importantly, what the findings mean, can be found at

[WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML](http://WWW.ZEROBREASTCANCER.ORG/RESEARCH.HTML).

All these studies have increased our community's understanding of the biology of breast cancer tumors, the genetic, reproductive and behavioral risk factors associated with the types of breast cancer found in Marin and the role environmental factors, including environmental chemicals, may be playing in the earlier age of onset of puberty (which is associated with future breast cancer risk) of some young girls participating in the research being done at the Bay Area Breast Cancer and the Environment Research Center.

It is only by connecting all the dots ... tumor biology, genetic information and developmental, reproductive, behavioral and environmental risk factors ... that we will be able to answer the questions about Marin's high rates.

Zero Breast Cancer is committed to connecting the dots among all of Marin County's breast cancer research studies, discovering hidden connections, and remaining focused on the big picture to answer the important question:

*"Why does Marin County continue to have high incidence rates of invasive breast cancer?"*

## ZBC sponsors Community Education Forum: *Breast Cancer Research and Latinas*

Latinos represent the fastest growing ethnic demographic group in Marin County and the Bay Area, consistent with California and national trends. In consideration of the growing evidence that U.S. Latina women face unique breast cancer risk factors and incidence patterns, ZBC is convening a community education forum on Friday, September 10, 2010, to disseminate research findings and to explore research topics of interest to the Marin/Bay Area Latinas and to those who provide breast related services to Latinas. The forum will be held at the Marin Health and Human Services–Health and Wellness Campus Connection Center in San Rafael from 8:00 am to 2:00 pm.

The featured speaker will be Esther John, PhD, MSPH, Senior Research Scientist at the California Cancer Prevention Institute of California. Dr. John has established several large population-based resources to study the etiology and outcomes of several cancers, including breast cancer. These resources emphasize the role of potentially modifiable lifestyle factors, genetic susceptibility, the combined effects of environmental and genetic factors, and racial/ethnic differences in risk factors that contribute to racial/ethnic disparities in these cancers. Dr. John will report on findings from the Northern California Breast Cancer Family Registry and the San Francisco Bay Area (SFBA) Breast Cancer Study. The SFBA study involves population-based, case-control studies of breast cancer in nearly 5,000 Hispanic, African-American and non-Hispanic white women. The Hispanic component of this resource is one of the largest case-control studies of breast cancer conducted in Hispanic women living in the U.S. Dr. John's research interest is in gaining a better understanding of changes in lifestyle factors that follow migration to the U.S., and subsequent acculturation and its impact on the occurrence of breast cancer in succeeding generations.

Several Marin and UCSF speakers, including ZBC, will present on Latina breast cancer development, inherited risk factors, pubertal factors and environmental exposures, cultural adaptation of breast cancer messages, and education resources for women and young adults. These speakers will include Mary Mockus, MD, PhD, (Kaiser Permanente); Robin Lee, MS, CGC (UCSF Cancer Risk Program); Rochelle Eremán, MS, MPH (Marin Women's Study); Janice Barlow, PHN, CPNPC; Casandra Aldsworth, MPH, and Susan Schwartz MPA (ZBC); Marin promotores Alexandra Danino and Norma Ledezma; and Gay Cain from the Tina Action Program in West Marin.

Nancy Burke, PhD, and Claudia Guerra, MSW (UCSF HDF Comprehensive Cancer Center) will lead participants in reflective dialogues to explore themes from the presentations and to identify breast cancer research topics of importance to the Latina community. [For additional information on this forum contact Susan Schwartz, ZBC Education Director.](#)



## ZBC Adolescent Peer Education Tool Kit goes global

The McGrath Foundation in New South Wales, Australia, is the most recent out of area breast cancer organization to contact Zero Breast Cancer for consultation pertaining to developing their youth education strategy. According to Helen Paynter, the foundation's education director, "We are very keen on the *ZBC Breast Cancer and Environment – Peer Education Tool Kit*. ... this is a model that we are studying in our efforts to develop a national curriculum to educate young Australian women to be more breast aware." The ZBC office receives periodic national and international calls pertaining to Tool Kit information once a student or health educator discovers this resource in a Google search for adolescent breast cancer education materials.

As of September 2010, the *Tool Kit* is reaching its intended audience in a variety of ways:

- ▶ 3,600 views/downloads on the ZBC website
- ▶ Distribution through Marin high schools, Bay Area health educators and public libraries
- ▶ Specific segments adapted by Cancer Care Manitoba's *Think Pink* curriculum (Ontario, Canada)
- ▶ Distribution to six out-of-state programs
- ▶ Used in San Francisco Unified Schools' high school teen health centers
- ▶ Quoted in *U.S. News & World Report* in a special report, "Preventing Breast Cancer 101"

The support of ZBC donors and of our funders - especially the Avon Foundation – has made this work possible. Our goal to create a developmentally appropriate adolescent education program in Marin County has exceeded initial expectations. This map represents the geographical reach of the Zero Breast Cancer Adolescent Peer Education Program.



## Donor Profile: Steve and Britt Thal

Long time Marin County residents Britt and Steve Thal are philanthropists with a deep commitment to their local community. They have been major supporters of Zero Breast Cancer from the earliest days of the organization.

Britt has been friends for many years with Roni Peskin Mentzer, one of the founders of ZBC (then known as Marin Breast Cancer Watch). When Roni was first diagnosed with breast cancer, she started asking questions about why the disease was so prevalent in Marin County. Along with fellow breast cancer survivor Francine Levien, she started Marin Breast Cancer Watch to address their concerns, but they needed some start-up money. They knew about Steve's work with other Marin County nonprofits, so Roni and Francine paid a visit to the Thal's home and "invited" the Thals to make a seed gift to their organization. Steve and Britt were very impressed with their energy and passion so they agreed to fund them. That relationship morphed into the kitchen cabinet. They used to meet regularly at the Thal's house to discuss strategies. They wanted answers about why the rates were so high in Marin and what role could MBCW play in solving the puzzle.

When asked why they support Zero Breast Cancer, Britt and Steve said that they are people in the community who are concerned about this horrible epidemic. While Roni and Francine made them aware of the issue, their motivation to continue to support ZBC is the health of the women of Marin County.

Steve and Britt are happy to have played a part in the founding of Zero Breast Cancer, proud of what the organization has become, and are impressed with the leadership of Janice Barlow. The founding women of this organization have devoted their lives to this cause. They feel that their investment has really paid off.



## Partnership with Pacific Heights Cleaners

Don't forget about the partnership between Zero Breast Cancer and Pacific Heights Cleaners (PHC). Both organizations are committed to the removal of harmful environmental chemicals that are associated with possible health risks, including breast cancer.

Pacific Heights Cleaners donates a percentage of the cleaning bill to Zero Breast Cancer through printable coupons offered through their monthly e-newsletter. A donation of 50% will be made for first time customers. Thereafter, coupons will be available in the e-newsletter. Please sign up for their newsletter at [WWW.ECO-DRYCLEANERS.COM](http://WWW.ECO-DRYCLEANERS.COM).

## Plexus Art Group

Zero Breast Cancer is pleased to announce the acquisition of a collection of one-of-a-kind hats created by the members of the Plexus Art Group. The 38-hat collection was made in response to the recurrence of breast cancer in one of their fellow Plexus artists, Roni Peskin Mentzer. When she was diagnosed, her art group wanted to do something to support her. Roni suggested that they create hats that would be beautiful pieces of art. The Plexus Art Group responded with enthusiasm, generosity, and creativity and Roni was gifted with several lovingly made hats to wear when she lost her hair to chemotherapy.

The Plexus Group of artists was formed in 2007. Plexus members make and exhibit fine art that raises awareness of social and political concerns directly impacting its members and the community at large. The exhibitions may also raise funds for organizations working to address these issues.

The hats are on display at the Zero Breast Cancer office and are available to be loaned out for shows or exhibits. Please stop by the office to see these exquisite pieces of fiber art.

## Special Thanks ...

An enthusiastic crowd of parents, classmates and supporters were in attendance at the annual Tamalpais High School Breast Cancer Awareness Club fashion show on May 21, 2010. The excellent show was produced by club co-presidents Mariah Nimmons, Josy Hamren and Marissa Klurstein, with all proceeds being donated to Zero Breast Cancer. Thank you to the Club members, student musicians, models and sponsors for the ongoing support of Zero Breast Cancer.

## Ways you can support Zero Breast Cancer

Over 35% of Zero Breast Cancer's funding comes from our donors and business supporters in the community. This ongoing generosity helps support our research and education programs.

## HONOR THY HEALER

The 11th annual Honor Thy Healer awards program on May 6th was an opportunity for us to update the community on the research activities of Zero Breast Cancer and to highlight the extraordinary work of our 2010 honorees.

From administering clinical treatments to patients after a breast cancer diagnosis (**Kaiser San Rafael Oncology Nurses** and **Marin General Radiation Therapists**), providing financial support to organizations in our community who are breast cancer researchers and advocates (**Jackson's Hardware**), being that essential friend to a breast cancer survivor (**Catherine O'Neill**), leading cutting edge cancer research that seeks to improve cancer therapies (**Joe Gray, PhD**) or designing non-toxic products to improve our everyday lives (**Lifefactory, Inc.**) –

these honorees play an important role in advancing our understanding of breast cancer and the healing process.



*Cathy O'Neill*



*Pam Marcus and Daren Joy,  
Co-founders of Lifefactory, Inc.*



*Oncology Nursing Team, Kaiser Permanente  
San Rafael Medical Center*



*Radiation Therapists, Marin Cancer Institute of  
Marin General Hospital*



*Dr. Joe Gray (second from left) and family*



*Jackson's Hardware Associates*

### Honor Thy Healer Sponsors

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## AVON WALK FOR BREAST CANCER

The 8th annual Avon Walk for Breast Cancer San Francisco took place on July 10-11, 2010. More than 2,500 women and men from 46 states, including Washington DC, Mexico, Australia and Canada, participated this year to raise \$5.5 million dollars. Zero Breast Cancer was one of 11 Bay Area nonprofit organizations to receive funding under new funding guidelines that emphasize a focus on disease prevention. With continued support from the Avon Foundation for Women, ZBC will be able to continue to work toward a shared goal of prevention, community awareness and education.

The Avon Foundation for Women has awarded more than \$32 million to breast cancer organizations in Northern California over the years. Zero Breast Cancer is honored and grateful to be one of the recipient organizations of Avon funding.



ZBC Board members and staff at the Avon cheering station in Sausalito

## Dipsea Hike/Run Lite 2010



**8TH ANNUAL**

zero breast cancer

**DIPSEA**

**HIKE/RUN**

In Honor of Annie Fox *Lite*

**SATURDAY**

**OCTOBER 2, 2010**

Mt. Tamalpais,  
Old Mill Park, Mill Valley  
*To Benefit Zero Breast Cancer*

Zero Breast Cancer's annual breast cancer hike/run will coincide with Breast Cancer Awareness Month this year. Register online at [WWW.ZEROBREASTCANCER.ORG/EVENTS.HTML#DIPSEA](http://WWW.ZEROBREASTCANCER.ORG/EVENTS.HTML#DIPSEA) or call 415-507-1949. Adults are \$35/students are \$20/children under 10 are free. If you raise \$100 or more, the registration fee will be waived and you will receive a Dipsea Hike/Run tee shirt generously underwritten by the Tamalpa Runners. Post-hike activities include lunch, music, complimentary massages and prizes.



A special thanks to the **TAMALPA RUNNERS**, who have supported this event since it began in 2002. They have generously donated funds and volunteers to monitor the course each year, helping to raise over \$95,000! We could not hold this event without their expertise and are grateful for their continued support.

As the Tamalpa Runners know, regular physical activity is an excellent way to reduce breast cancer risk. Please join us on October 2nd to do something healthy for yourself while raising funds to support Zero Breast Cancer's work in breast cancer prevention.



Moms and Daughters from the Tamalpa Runners and Team LOLA

## Donations In Honor 2009

**In Honor of Francine, Mary and Annie**  
Dr. William Mentzer and  
Roni Peskin Mentzer

**In Honor of Phyllis E. Andelin**  
The Dandelion Foundation

**In Honor of Jen M. Brown and Annie Fox**  
Maureen and James Parton

**In Honor of Janice Barlow**  
Vera Long

**In Honor of Katie Beacock**  
Melissa Prandi  
Sandra Reinhardt

**In Honor of Liz Bunney**  
Lizi Cruz  
Cassandra Fimrite

**In Honor of Ann Cronan**  
Carol Sweeney Wallace  
Catherine O'Neill

**In Honor of Sandra Daniels**  
Mark Daniels

**In Honor of Leslie Dawe**  
Bonnie Marmor

**In Honor of Mary Dingman**  
Susan Reilly

**In Honor of Sharon Doyle**  
Ruth Hauptert-Lengemann

**In Honor of Elizabeth Erskine**  
Maureen and Chris Bunney

**In Honor of Pat Gentile**  
Alfred Ditzel

**In Honor of Alvy Greenfield**  
Morris Greenfield

**In Honor of Francine Halberg**  
Chris and Cathie Bennett Warner

**In Honor of Teresa Howard Wootton**  
Maria Howard

**In Honor of Jan Johnson**  
Arlene Banks

**In Honor of Cheryl Lingvall**  
Mr. Mark Bettini

**In Honor of Roni Peskin Mentzer**  
Flavia and David Belli  
Trigg and Bill McLeod  
Molly Mentzer

**In Honor of Lu Pearson**  
William and Sarah Devlin

**In Honor of Walt Spicer**  
Mr. and Mrs. Osborn  
Mr. and Mrs. John Bearden

## Donations in Memory 2009

**In Memory of Francine,  
Mary, Annie and Gail**  
Flavia and David Belli

**In Memory of Bean Arthur**  
Cindy Bollman and  
Richard Hilburn

**In Memory of Joyce Barthel**  
Cindy Bollman and  
Richard Hilburn

**In Memory of Jane Buck**  
Roberta Floden

**In Memory of Kristen Cuevas**  
F. Dean and Ilyana Hansen

**In Memory of Helene Deutch**  
Susan Kerschner

**In Memory of John DeVincenzo**  
James and Patricia Thomas

**In Memory of Sammie Dunn**  
Maureen Groper

**In Memory of Annie Fox**  
Marjorie Bonner  
Alison and Matthew Carothers

Jan Cummins  
Anne Jeffrey  
Deborah Johansen  
Kim and Richard Juarez  
Lynn and Doug Krueger  
Francine Lenkiewicz Goodman  
Elizabeth Lewis and Susan Husari

**In Memory of Alvy Greenfield**  
Morris Greenfield

**In Memory of Iris Grunberg**  
Suzanne Schneider, CEBS, CLTC

**In Memory of Phillip Hansen**  
Chris and Neil Mason

**In Memory of Alice Himelstein**  
Connie and Paul Goldsmith

**In Memory of Helen Durand and  
June Jacobson**  
Ronald Durand

**In Memory of Josephine Kotecki**  
John and Tami Riley

**In Memory of Val Madrieries**  
Bernadette and Bill Dowd

**In Memory of Grace Melland**  
Veronica Ordaz

**In Memory of Muriel Oberlander**  
Lynne Oberlander

**In Memory of Gail Paradise**  
David and Emma Paradise

**In Memory of Nancy Shapiro**  
Janice and Steve Barlow  
Susan and David Schwartz

**In Memory of Lyn Townsend**  
James and Melinda Triplett

**In Memory of Harriet Venus**  
Frederique McKenna

**In Memory of Jill Waggener Anderson**  
Ellin Purdom

**In Memory of Marion (Go Go) Wallace**  
Sheela Giraud

**In Memory of Linda Watson**  
Suzanne and Bruce Degen



4340 Redwood Highway, #C400  
San Rafael, CA 94903

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

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## upcoming events

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### September 10, 2010

*Breast Cancer Research and Latinas*

*Community Education Forum*

Marin Community Health & Wellness Center

Free and open to the public. Registration required.

To register, visit [www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)

**415-507-1949 ext 104**

### September 19, 2010

*Racing for Research*

Go Karting at Jim Russell Racing Drivers School

Registration fee: \$300

To register, visit [www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)

**415-507-1949 ext 102**

### September 24 – 25, 2010

*California Breast Cancer Research Program Symposium*

*From Research to Action: Tools for Change*

Free and open to the public

[www.cbcrp.org/symposium/](http://www.cbcrp.org/symposium/)

### October 2, 2010

*Dipsea Hike/Run Lite*

Old Mill Park

Registration fee: \$35 for adults; \$20 for students

\*Kids under 10 are free!

Raise \$100 or more: your registration fee will be waived and you will receive a free Dipsea Hike/Run tee shirt

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

**html#dipsea**

For more information, call **415-507-1949**

### October 16, 2010

*Wine, Women & Song*

Fairfax, CA

Concert benefit for local breast cancer organizations

[www.susanz.com/wws](http://www.susanz.com/wws)

### May 5, 2011 – Save the Date!

*Honor Thy Healer*

Mill Valley Community Center

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