

**The Joe Plumeri
Family**



Merrill Lynch

GUY CARPENTER



EmblemHealth



QUALCARE



Roche

Friends, Families and Fans Bring LIFE Goal to Fruition

This was a year of expansion for LIFE (LPGA Pros in the Fight to Eradicate Breast Cancer) as the group hit its first annual \$1 million fundraising mark, added its first series event and welcomed new event partners to the LIFE mission.

Funds raised at the LIFE Event held in May at the Ridgewood Country Club in New Jersey were matched by the first LIFE series event, LIFE in the South held in September in Hilton Head, South Carolina at the Haig Point Golf Club on Daufuskie Island. The events brought more than \$1 million to fund programs from LIFE beneficiaries Susan G. Komen for the Cure, The Cancer Institute of New Jersey and the Young Survival Coalition.



Joe Plumeri with LIFE Pros

through LIFE benefactors to direct key messages to their communities. Emblem Health hosted a Komen on the Go Tour™ stop and a Lunch-And-Learn videoconference for employees. Guy Carpenter invited LIFE to host a charity hole at a client event. QualCare engaged LIFE Center experts for Lunch-And-Learn sessions. And, the Cancer Institute of New Jersey continues to host the annual lectureships from Roche for healthcare professionals.

“Supporting the LIFE event is a labor of love,” said Annette Catino President and CEO of QualCare, a LIFE supporter for nine years. “The cause is one very close to my heart.”

This year brought the total LIFE funds raised for the cause to \$5 million.

“I am so grateful and moved by the family of support that has been woven throughout the LIFE mission,” said Val Skinner. “To have such a great year for LIFE feels like a dream.”



Peter Zaffino, Lorena Ochoa and Val Skinner

“Guy Carpenter has been a proud supporter of the LIFE Event for many years,” said Peter Zaffino, President and CEO. “We share the belief that one day we will eliminate the threat of breast cancer forever. Until then, it is critical that we promote awareness about the risk of breast cancer and the importance of early detection.”



Joe Plumeri, Annette Catino, Dr. Deborah Toppmeyer, Val Skinner, Frank Branchini

LIFE welcomed new partners the Joe Plumeri Family and Emblem Health. A business leader, sports fan and a man with a tremendously large heart, Joe is committed to making a difference in other people's lives. This year he directed his support and generosity to LIFE. Emblem Health is the parent company of Group Health Incorporated and HIP Health Plan of New York, providing over 4 million people with access to quality, affordable health care coverage. Emblem Health is also a community leader supporting organizations, including LIFE, that are fighting cancer.

Other new LIFE support this year came from LIFE in the South partners, Mildred Wood, Jean Ladd, Newell and Martha Bolton, Margo Heyd, Libby Cherrington, Edgar and Marjorie Backlund and the Village Golf Shop. This family of donors made it possible for LIFE to host LIFE in the South and bring LIFE programs to South Carolina.

In 2008, LIFE partners utilized resources

Special Acknowledgements

LIFE Events Co-Hosts

Bill Macatee, CBS Sports
Tina Tyus-Shaw, WSAV-TV, Savannah, GA

LIFE Event Honorary Chairperson

Betty Ford

LIFE in the South Tennis Clinic WTA Pros

Gigi Fernandez
Kathy Rinaldi

Media

New York Post, Mark Cannizzaro

Sports Illustrated, Damon Hack
Asbury Park Press, Steve Edelson
Golf World, Ron Sirak

News 12, Bryan DeNovellis
HBO Real Sports, Amani Martin
Trentonian, LA Parker
101.5

The Record, Lindy Washburn
Associated Press

One on One with Steve Aduabato
LPGA.com

Island Packet, James McMahon, Justin Jarrett
WTOC-TV, Savannah, Rick Snow
Hilton Head Monthly

WLOW-FM, 107.9 the Coast, Monty Jett
South Carolina Radio Network, Phil Kornblut
Savannah Morning News – Nathan
Dornitz, John Carrington

SAVE THE DATE
May 18, 2009

LIFE Event
Ridgewood Country Club
Paramus, NJ

Bioconnect Program Uses Breast Cancer to Teach Science in High Schools

Teachers training to implement the new Bioconnect program funded by LIFE and created by The Cancer Institute of New Jersey (CINJ) are changing the scope of biology classes by preparing to teach high school teens science through the study of genetics and breast cancer.

Bioconnect is a science and technology based curriculum that teaches students genetics while allowing them to simultaneously learn about the science of breast cancer. Through the study, students explore breast cancer by observing, gathering, analyzing, interpreting and drawing conclusions about data. All of this occurs simultaneously as they are taught how cancer develops, how to identify risk factors and how to investigate ways to reduce cancer.

In addition to course study, the program features an interactive Web site with social interactive elements such as message boards, chat rooms and other features that allow and encourage students to share information and questions about cancer.

The Bioconnect pilot program was successfully launched in 23 New Jersey high schools this fall and is already helping younger generations to become educated about breast cancer at several New Jersey area schools

including Westfield, Piscataway, Franklin, Woodbridge, Linden and Mount St. Mary's. The LIFE series event, LIFE in the South provided funds to officially launch the program in South Carolina high schools in 2009.

As a beneficiary of the 2008 Cox Charity Classic, LIFE will receive additional funds to further benefit the Bioconnect program in New Jersey.



In the South



Komen On The Go™ Keeps Moving the Breast Cancer Message Across the Nation

Komen on the Go™ all started with a simple vision: Reach out to young women where they live and empower them with tools for better breast health and a message of hope.

With LIFE as the Komen on the Go™ tour's founding sponsor, since 2004, when a big, pink trailer trumpeting the importance of breast cancer awareness first rolled onto 10 college campuses, that vision has grown and evolved rapidly.

The widespread success of the interactive learning center, operated by Susan G. Komen for the Cure, quickly led to an expansion of the

program. More stops. And one vehicle became two: "Big Pink" and "Little Pink."

And now, after five years of coast-to-coast travel, the Komen on the Go™ mobile tour has made nearly 300 stops across the country and touched countless lives with the mantra: Infiltrate. Educate. Elevate.

The interactive learning center continues to provide a memorable, hands-on experience, featuring computer kiosks offering life-saving information about breast health, inspirational videos and eight-foot "graffiti walls," where people share personal memories or pledge their support for the cause.

This year, Komen on the Go™ will have taken the breast cancer awareness and education messages across the nation and back with 140 exhibit days in 28 states.

The foundation's first LIFE series event, LIFE in the South, held in September, funded specific stops for the Komen On the Go™ tour nearby the event at Savannah State University, Georgia Southern University, South Carolina State University, the University of South Carolina and Clemson University.

This year the tour is expected reach an estimated 3.4 million people across the nation.



New Jersey women lend an ear to the Komen on the Go™ interactive program

2008 Tour Stats To Date:

Komen On the Go™ will reach millions with 140 exhibit days in 2008

Estimated exposure to 3.4 million people

More than 27,000 people have engaged with the Komen On the Go™ Curriculum

More than 175,000 pieces of printed materials have been given away

First LIFE Series Event, LIFE in the South Hits Hilton Head

This year not one, but two LIFE Events were held, including the first LIFE Series event, LIFE in the South held on Sept. 22 in Hilton Head, South Carolina at the Haig Point Golf Club on Daufuskie Island. The event raised more than \$500,000 to bring the foundation's largest supported programs, Komen on the Go™ and Bioconnect, to South Carolina universities and high schools. In addition, event funds were directed to support local programs from the Young Survival Coalition.

LIFE in the South was made possible by a group of local donors who stepped up because of the history of breast cancer and other cancers in their own families. This family of donors including Mildred Wood, Gene Ladd, Newell and Martha Bolton, Margo Heyd, The Village Golf Shop, Libby Cherrington and Edgar and Marjorie Backlund provided the funds needed to bring the first LIFE series event to South Carolina and to offer the local implementation of LIFE programs.



Meet Nancy's LIFE in the South team, Nancy's Bosom Buddies

Both LIFE Events brought together a star-packed line-up of LPGA pros who teamed with LIFE friends and supporters all in an excited effort to raise funds for LIFE.

Fifty-five LPGA pros from nine countries joined Val Skinner during this phenomenal year for LIFE. World no. 1 Lorena Ochoa led the list of pros



Beth Daniel, Libby Cherrington, Margo Heyd, Mildred Wood, Diane Balma, Val Skinner and Nancy Lopez

supporting the LIFE mission. Other pros supporting LIFE this year included Hall of Fame members, Beth Daniel, Karrie Webb and Nancy Lopez and pros such as Morgan Pressel, Angela Stanford, Brittany Lincicome, Nicole Castrale, Meg Mallon, Laura Diaz and Sherri Steinhauer.

"It's been really exciting to be a part of this event and actually see results," said pro, Meg Mallon who has participated in all nine LIFE Events as well as in LIFE in the South.

"I think the knowledge of knowing what to do with self examination, all of those things, is so important," said Hall of Fame pro Nancy Lopez. "It's more about teaching people, women, what to do to take care of themselves."

LIFE NEWS & NOTES

Joe Plumeri Honored at National Education and Leadership Awards Gala

Joe Plumeri was honored by The Sons of Italy Foundation with the 2008 National Education & Leadership Award.

LIFE is Beneficiary of Cox Charity Classic

LIFE was a beneficiary for the second year of the 19th annual Cox Charity Classic, presented by MPG and hosted by the Steven A. Cox Foundation. The event took place on October 6 at Fiddler's Elbow Golf Club in Bedminster, NJ. LIFE thanks MPG for stepping up to the call for this event.

Roche Hosts Annual Lectureship at CINJ

The annual Roche Lectureship for healthcare professionals was held on October 28 at the Cancer Institute of New Jersey Auditorium in New Brunswick. The event titled, "New Frontiers in Managing Metastatic Breast Cancer" featured guest speaker Chau T. Dang, M.D. Dr. Wang is a Breast Medical Oncologist at Memorial Sloan-Kettering Cancer Center, Assistant Member of the Division of Solid Tumor Oncology at the Department of Medicine at Memorial Sloan-Kettering Cancer Center and Assistant Professor of Medicine at Joan and Sanford I. Weill Medical College of Cornell University.

Emblem Health Hosts Pink Bag Lunch-and-Learn

Emblem Health hosted a Pink Bag Lunch-And-Learn for employees on October 22.

QualCare Celebrates Anniversary

Annette Catino and QualCare celebrated the company's 15th year anniversary on October 15.

Gerri Losquardo Receives New Appointment

LIFE Hero Gerri Losquardo received a new appointment as Senior Vice President at MMC (Marsh & MacLennan Companies).

Ann Noble Receives Award

Ann Noble received the Salute to the Policy Makers Award presented by the Executive Women of New Jersey. Ann is the Vice President of Workers Compensation for QualCare and the treasurer of the Val Skinner Foundation.

LIFE hosts Charity Hole at Annual Guy Carpenter Event

Val Skinner and Brittany Lincicome co-hosted a beat-the-pro challenge for charity hole at the annual Guy Carpenter golf outing. Funds raised were directed to LIFE. LIFE extends a special thank you to Joanne Martino for making the day a big success for the cause.

GOLD SPONSORS:



SILVER SPONSORS:



LIFE reaches out to Young Women with Cancer Through Young Survival Coalition

When Jenny Sheppard was diagnosed with breast cancer at 37, she suddenly realized that there were few existing support networks for young women with the disease in Georgia. Sheppard located a lump in her breast during a self-exam, which was followed by a falsely negative mammogram. Pushed by her intuition and knowledge of her family history, she fought to have an ultrasound that did reveal her cancer. This experience, followed by the grueling chemo, radiation treatments and a bilateral mastectomy left her emotionally spent and desperate to talk to other young women who might be going through the same thing.

Realizing after meeting two other Savannah women who had similar experiences and needs, Sheppard and the others began a breast cancer support and awareness group targeting women in their 20s, 30s and 40s.

Today, this group has grown into a passionate pursuit for Sheppard as she counsels newly diagnosed young women.

Sheppard was recognized for her commitment to others battling the disease at the LIFE in the South event in September. In honor of her work and to help her help other young women, the Val Skinner Foundation directed LIFE in the South funds to the Young Survival Coalition to support the organization's newly diagnosed patient program in South Carolina care centers. The donation also will enable the organization to expand its general services into South Carolina.

According to The Young Survival Coalition, an international nonprofit network of breast cancer survivors and supporters dedicated to the concerns and issues that are unique to young women and breast cancer, there are more than 250,000 women 40 and under in the U.S. living with breast cancer, and over 11,100 young women who will be diagnosed in the next year.



Val Skinner, Jenny Sheppard and Tina Tyus-Shaw