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### **2009 LIFE EVENT BENEFICIARIES**

#### **Susan G. Komen for the Cure**

Susan G. Komen for the Cure was founded in 1982 on a promise made between two sisters — Nancy Brinker and her dying sister, Susan Komen. Since launching the breast cancer foundation more than two decades ago, Susan G. Komen for the Cure has invested more than \$1 billion in research, education and health services. As the nation's largest breast cancer charity, Komen has transformed how the world talks about and treats this devastating disease and is helping to turn millions of breast cancer *patients* into breast cancer *survivors*.

With more than 100,000 volunteers and 125 affiliates in the United States and internationally, Susan G. Komen for the Cure is the world's largest and most progressive grassroots network of breast cancer survivors and activists.

Komen, the official national charity of the LPGA, is the world's largest nonprofit source of funding for efforts dedicated to curing breast cancer at *every* stage – from the causes, to the cures, to the pain and anxiety of every moment in between.

#### ***Susan G. Komen for the Cure programs funded by LIFE:***

- The WIC program for women, infants and children
- National needs assessment, Harris poll, “Young Women’s Initiative” strategic plan
- On the Way to the Cure – Komen On the Go™ tour, an interactive, mobile tour taking important information about breast health and breast cancer directly to women and men on college campuses and at community events
  - Tour features a pink trailer, which converts into an interactive, learning center and eight-foot graffiti wall for participants to share a memory or pledge their support in the fight against breast cancer
  - Tour started with 10 stops and now has made just under 500
  - 2009 will be the sixth year for the cross-country tour to exhibit in communities across the United States, educating and elevating thousands of people with messages of hope

For more information about Susan G. Komen for the Cure visit [www.komen.org](http://www.komen.org).

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### **The Cancer Institute of New Jersey**

The Cancer Institute of New Jersey (CINJ) is the state's first and only National Cancer Institute-designated Comprehensive Cancer Center, one of 41 in the U.S. As such, CINJ is uniquely positioned to bring state-of-the-art services, programs and access to clinical research trials to New Jersey and surrounding areas.

#### ***Cancer Institute of New Jersey programs funded by LIFE:***

- Founded in 2002 and named after the advocacy of LIFE, The LIFE Center at CINJ is a comprehensive, on-site program designed for individuals and families who are at risk of developing breast cancer. To study unique causes, identify novel risk factors and develop preventative strategies for those at risk, The LIFE Center offers a multidisciplinary team of breast cancer experts, including oncologists, surgeons, geneticists, genetic counselors, psychologists and nurse practitioners
- Gene variation research conducted by molecular expert, Arnold Levine, Ph.D., and colleagues at the LIFE Center that resulted in the award-winning discovery of natural cancer depressors
- LIFE Center satellite network in five additional New Jersey-area affiliate hospitals: CentraState Medical Center, Robert Wood Johnson University Hamilton, Morristown Memorial Hospital, Overlook Hospital and Bayshore Community Hospital
- The LIFE Center familial cancer registry database for research
- Train the Trainer, a teaching module for health care professionals, giving them the best tools to deliver a message of good breast health to young women
- The HOPE Program – Through the HOPE Program at the LIFE Center, young women with a personal or family history of breast cancer can learn more about their personal risk to develop cancer as well as current medical management strategies available to help them modify their risk
- The BioCONNECT program, an inquiry-based biology curriculum for high school students. BioCONNECT uses classroom instruction and online forums to promote breast health among teenagers and reduce factors that increase the risk of breast cancer in young women. In 2008 the BioCONNECT pilot program was launched in the science classes of 23 New Jersey area schools. BioCONNECT will also launch in South Carolina and in New York as the program moves to a national platform in 2009.

*For more information about The Cancer Institute of New Jersey and The LIFE Center at CINJ visit [www.cinj.org](http://www.cinj.org).*

### **Young Survival Coalition**

Young Survival Coalition (YSC) is the premier international organization dedicated to the critical issues unique to young women and breast cancer. YSC works with survivors, caregivers and the medical, research, advocacy and legislative communities to increase the quality and quantity of life for women diagnosed with breast cancer ages 40 and under.

Founded in New York City in 1998 by three young breast cancer survivors, the coalition seeks to educate and persuade medical research and public policy to address breast cancer in women 40 and under. The Young Survival Coalition also enables young women living with breast cancer to connect with each other.

The Young Survival Coalition has used LIFE grants specifically for peer support and educational programs for young women living with metastatic breast cancer. These grants were established in the name of LIFE Hero Lisa Mucillo who lost her battle with the disease.

***Young Survival Coalition programs funded by LIFE:***

- Grant directed to programs for young women focused on adjuvant and metastatic breast cancer treatments
- Grant directed to the development of more effective and less toxic treatments for adjuvant and metastatic breast cancer
- Grant directed to the development of interventions to treat early stage breast cancer and prevent recurrence
- Grant directed toward programs for young women facing the decision between a lumpectomy and mastectomy
- Production of an educational video titled, “The Beautiful 8: Learning to Live with Advanced Breast Cancer”

*For more information about the Young Survival Coalition, visit [www.YoungSurvival.org](http://www.YoungSurvival.org).*

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