


Breast Cancer
Awareness Month

October 2009

FLORIDA
BREAST
CANCER
FOUNDATION



E-NEWSLETTER

Advocacy, Education, Research



[Pink Readers Guide](#)

[4th Annual Shades of Pink](#)

[President's Corner](#)

[Pink Corner](#)

[Doctor personalize cancer treatment](#)

[In Loving Memory](#)

[Clean and Give-- Find out how to make a difference](#)

[Vend for a Cure](#)

Upcoming
Events



Bosom Buddies: A support Group for Breast Cancer Survivors

Women's Center of Jacksonville
5644 Colcord Avenue
Jacksonville, FL 32211
Call Coco 904-722-3000 x224
for more details Every Monday
7:00pm - 8:30pm

**Tuesday, October 20, 2009
Newport Beachside
Hotel & Resort
Proudly Present**

**4th Annual Shades of Pink
5:00pm-10:00pm**

"Three-in-One" Fundraiser
event includes healthy cooking
demonstration, wine tasting,
and main event
(live auction-silent auction-fashion show-
entertainment)

Newport Beachside Hotel
and Resort
Sunny Isles Beach, Florida 33160
please call 954-454-4156 or
email

muriel@floridabreastcancer.org

**Wednesday, October 21, 2009
Café, Chocolate & Charity**

An evening of Gourmet Coffee & Desserts to
Benefit Women Living With Cancer.
Hosted by Mr. & Mrs. Jim Alfaro and Beaches
100

6:30pm - 9:30pm
In the Pink

522 N. Third Street
Jacksonville Beach, FL

**Sunday, February 21, 2010
Third Annual 26.2 with Donna**

The National Marathon to fight Breast cancer
Marathon, Half Marathon, and Relay

**Join us October 20th for
A Great event for a Great Cause you will not want to miss!
Purchase your tickets Now!
Buy One Get one Free \$100 ticket sale for entire EVENT!**



**Florida Breast Cancer Foundation "4th Annual Shades of Pink"
Fundraising Event presented by Newport Beachside Hotel and Resort to
Help the Fight to End Breast Cancer
Elegant Event to Include Cooking Demonstration, Wine Tasting, Fashion Shows,
Live and Silent Auctions, and Entertainment**

The Florida Breast Cancer Foundation is hosting its "4th Annual Shades of Pink" fundraising event presented by the Newport Beachside Hotel and Resort. The "three-in-one" event will include a live, healthy, hands-on cooking demonstration; a wine tasting; and the Grand Finale main event, including two fashion shows, silent and live auctions, cocktails, and entertainment. All funds raised will help in the fight to end breast cancer, and will stay in the state of Florida to help Floridians.

The presenting sponsor is the Newport Beachside Hotel and Resort a beautiful oceanfront property location in Sunny Isles Beach.

The education/healthy cooking demonstration workshop will be presented by Eleanor Hoh,

president of WOK STAR, based in Bal Harbour, Florida. After the demonstration, participants will have a chance to sample nutritious and delicious treats. Immediately following, the Sunbox Eleven Winery will be hosting a wine tasting with several varietals of wine.

The main event will include a fashion show featuring the work of acclaimed elegant evening wear designer Sara Mique; as well as popular Miami-based resort wear designer Rucht D'Oleo. Guests will also enjoy cocktails, entertainment, as well as silent and live auctions featuring an array of impressive items such as a trip to Napa Valley, jewelry, and much more.

[Click here](#) to purchase tickets online in advance at for a special Buy One get One Free entire event \$100 Sale! All proceeds directly benefit the Florida Breast Cancer Foundation. Additional contributions are welcome at www.FloridaBreastCancer.org.

Together we **WILL** end breast cancer!

President's Corner



October is Breast Cancer Awareness Month and the world is painted pink - from the NFL to golf tourneys to all types of retail "stuff." But in this powerful parade of pink, let us not forget the reason behind it: we have NOT won the war on breast cancer - we have a long way to go before it is eradicated.

We still need money for research and education; we still need volunteers to spread the word; we still need advocates to lobby for essential legislation; we still need caring corporations who will contribute to the cause - in other words, we need you. Breast cancer has touched all of us - we're either survivors, have a relative who died from or survived, or know someone in our close circle of friends who has had the disease. Breast cancer is no respecter of race, social class, sex, or age - it affects us all.

This month especially, but throughout the year as well, won't you please give? Give us your time, your talent, or a bit of your "treasure" - you can be sure that we will appreciate anything or all that you do.

Together we **WILL** end breast cancer!

Deb Haggerty

Florida Breast Cancer Foundation President



7:30am
Jacksonville Beach, Florida
For more details visit
www.breastcanceramarathon.com.

To have your breast cancer health related events added please submit to jessica@floridabreastcancer.org at least one month prior to the event.



If you're coming to Miami you definitely want to stay at Newport Beachside Hotel & Resort
16701 Collins Avenue
Sunny Isle, Florida 33160

Through a partnership between Newport Beachside Hotel & Resort and FBCF you can receive a preferred corporate rate by calling the reservations office at (800) 327-5476 ext. 1280 and ask for the "Florida Breast Cancer Foundation Rate".

www.newportbeachsideresort.com



CLEANING OUT YOUR CLOSET, HOME OR OFFICE?

Why not let your clutter go to raise money for a great organization and cause?

Have you ever considered donating your items while helping to raise funds to end breast cancer at the same time?

If so, Florida Breast Cancer Foundation (FBCF), in partnership with American Thrift in Hollywood Florida, can help make that a reality.

Make your donation today!

We'll even pick it up!
CALL TODAY
to schedule your pickup.



**Pink Corner:
Breast Cancer Awareness Month Edition
Different ways to contribute to FBCF!**



**Gordon's Breast Cancer Bracelet
September 1st - October 31st, 2009**

Stop by Gordon's Jewelers at Southland Mall to purchase your very own Breast Cancer Bracelet valued at \$79.99. Gordon's will donate \$10 of the sale of each bracelet to the Florida Breast Cancer Foundation (FBCF). FBCF is committed to ending breast cancer through advocacy, education, and research. All monies raised stay in Florida to support Florida residents.

For more information contact Maggie Anzardo at Southland Mall 305.235.8880 x 105 or email Maggie.Anzardo@mysouthlandmall.com or Rodney Harris at Gordon's Jewelers 305.233.6362.

**Southland Mall
20505 South Dixie Hwy, Suite 899
Miami, FL 33189**

Atomic Tattoos & Piercing, LLC supports Breast Cancer awareness and prevention this October by donating 10% of all proceeds to the Florida Breast Cancer Foundation. In addition to donating proceeds to the cause, Atomic Tattoos will be offering a selection of limited edition pink ribbon tattoos at the discount price of \$50 per tattoo. This is the perfect tribute for survivors and friends and family of survivors and those they have lost to the disease. Limited edition pink ribbon tattoos will be displayed at www.atomictattoos.com.

For more information on Atomic Tattoos & Piercing, LLC and locations go to www.atomictattoos.com or contact Tracey Terry Cohen at 404.414.9365, forcemkt@bellsouth.net.



TWO MEN AND A TRUCK® is offering pink boxes for the month of October in support of Breast Cancer Awareness Month with total proceeds being donated to the Florida

1-888-492-GIVE (4483)

American Thrift Store
330 S. State Road 7 Suite 4041
(behind Denny's)
Hollywood, FL 33023



VENDE FOR A CURE!

Rocket Vending announces the launch of their exclusive Breast Cancer Awareness vending machine. Vice President, Dori Mirkow, motivated by the experiences of her mother, Beth Liotta, a Breast Cancer survivor, created the program as a tribute to her and to help raise funds into breast cancer research, awareness, and advocacy.

Rocket Vending will provide a 20% discount to individuals that mention the Florida Breast Cancer Foundation. With each Breast Cancer Awareness machine purchased Rocket Vending donates \$25.00 to FBCF. Hint Mint contributes a percentage for each case of mints sold, and Rocket Vending requests that each distributor owning a Breast Cancer Awareness machine donate money to Breast Cancer Awareness research and funding.

SUPPORT THE CAUSE!

To date over 800 machines have been sold, resulting in



Breast Cancer Foundation. TWO MEN AND A TRUCK® is proud to be known as the MOVERS WHO CARE and has a history of working with local charities.

For more information on purchasing pink boxes or to schedule a move, you can contact the Fort Lauderdale office at 954-791-8092 or the North Broward/Coral Springs office can be reached at 954-575-1771. TWO MEN AND A TRUCK® can also be found online at

www.twomenandatruck.com

Feel free to drop in at either office where the Pink boxes are available for purchase. If you're planning a move the movers can bring them along, or we can deliver them to your home or office (a minimum may apply).

Berne Born of Bevel Craft and Melissa Ziober of RZ Design Group is pleased to announce the "Mirror of Hope." This one-of-a-kind 39x52 mirror was designed to raise money for breast cancer awareness and research. This stunning mirror took Born over 200 hours to hand craft.

In addition to displaying the signature pink breast cancer ribbon made from Starfire glass, there are over 260 beveled pieces of mirror.

Raffle tickets for the "Mirror of Hope" will be raffled from July 1st through January 31st. Raffle sales will be nationwide and each raffle ticket will be sold for \$10.

To purchase tickets please visit www.floridabreastcancer.org or email assistant@FloridaBreastCancer.org to retrieve an order form to purchase raffle tickets.

The winner could even donate the mirror to their local breast cancer research center. The mirror is truly a work of art, and Born will never make another one just like it. The raffle drawing will be February 15, 2010.



Doctor tries to personalize cancer treatment

There is no starched white lab coat for Dr. Laura Esserman. Instead, the tall and striking breast cancer researcher, surgeon and visionary favors colorful clothes, high heels and, on a recent day, metallic blue nail polish.

Before she operates, just as the general anesthetic is being administered, Esserman sings the patient's requested song. A talented musician with a voice for opera, Esserman delivers songs as varied as "Don't You Fret" from "Les Miserables" to the Sarah Palin rap



from "Saturday Night Live."

"It's all about equalizing the relationship between doctor and patient and putting people at ease," said Esserman, head of breast cancer research and treatment at UCSF's Carol Franc Buck Breast Care Center and the Helen Diller Family Comprehensive Care Center at Mount Zion Hospital. "You can't always alter biology, but you can alter the process, and make a difference in your patients' lives."

Esserman, born in Chicago and raised in Miami in a family of four children, was mesmerized by science

over \$4,975 raised for FBCF and over \$75,000 to breast cancer research!

Visit www.rocketvend.com or email dori@rocketvend.com for more details.

Breast Cancer Resources

1250 East Hallandale Beach Boulevard Suite 501
Hallandale, FL 33009
(877) 644-3222 Toll Free
(954) 454-4156 Phone
(954) 454-4158 Fax

assistant@floridabreastcancer.org
www.floridabreastcancer.org

[Annie Appleseed Project](#)

[NBCC](#)

[Chemotherapy](#)

[Women and Cancer](#)

[IBC Support](#)

[Force](#)

[Sharsheret](#)

[Positive Hope](#)

Advocacy Groups

[American Cancer Society \(ACS\)](#)
1 (800) ACS-2345

[Army of Women](#)
1 (866) 569-0388
[National Breast Cancer Coalition \(NBCC\)](#)
1 (800) 622-2838

[Redes En Acción](#)

[Sisters Network](#)

[Susan G. Komen for the Cure](#)
1 (877) GO KOMEN

[Breast Cancer Network of Strength](#)
1 (800) 221-2141

[Young Survival Coalition \(YSC\)](#)
1 (877) YSC-1011

as a young girl. Esserman's father was an auto dealer - and still is at 82 - and her mother taught school.

After graduating magna cum laude from Harvard, Esserman earned medical and business degrees from Stanford. Her time is now divided between patients, staff and research. She is in the midst of starting a large-scale research program to expedite and personalize treatment by better understanding who gets breast cancer and why.

The project, called Athena, will collect breast cancer patient information from a network of five UC medical centers, in collaboration with the UC Berkeley School of Public Health. The goal is to compile detailed medical and lifestyle data on more than 10,000 women with breast cancer over a five-year period. Modeled after the breakthrough Framingham heart study, which has led to the identification of major risk factors contributing to heart disease and strokes, the Athena project will aggregate and disseminate the information it collects.

"Laura is a visionary, one of these unbelievable super-women who have so much going on," said Dr. Tina Clarke, an epidemiologist and researcher with the Northern California Cancer Center, which compiles and tracks breast cancer statistics in the Bay Area and is collaborating on the Athena project.

"She's a brilliant person, a clinician and a scientist who thinks 25 steps ahead of everybody else," said Clarke. "Everyone sits around and bemoans the information-technology structure for health care. Laura said, 'Let's change it. Let's build this beautiful, revolutionary electronic medical records system to track breast cancer broadly in the population.' It will be earth shattering."

Esserman, who is 52, married to an attorney and has a teenage son and daughter, says she was drawn to a specialty in breast cancer because she saw the opportunity to bring together the fragmented fields of science, policy and care. When she joined UCSF in the early 1990s, radical mastectomies were the norm, and there was little understanding of such things as the role of hormone replacement therapy in increasing a woman's risks and the positive impact of alternative healing.

"Today, most women won't die from their disease," said Esserman. More than 4,500 women in the Bay Area were diagnosed with breast cancer in 2007, and 788 women died.

To read the rest of this article [CLICK HERE](#)

Article: Julian Guthrie/San Francisco Chronicle

Photo: Paul Chinn / The Chronicle

No Person is Ever Truly Alone

by Richard Fife



No person is ever truly alone.
Those who live no more,
Whom we loved,
Echo still within our thoughts,
Our words, our hearts.
And what they did
And who they were
Becomes a part of all that we are,
Forever.

In loving memory of:
All who lost the battle

In honor of these wonderful people we ask for you help to continue the fight.

Together we WILL end breast cancer!

Government agencies

[Centers for Disease Control & Prevention](#)

[National Cancer Institute](#)
1-800-4-CANCER

[National Institutes of Health](#)

Additional Support and Information

[A Caring Touch for Cancer](#)

[American Association for Cancer Research](#)

[American Cancer Society Cancer Survivors Network](#)

[American Society of Clinical Oncology](#)

[Association of Cancer Online Resources](#)

[Association of Community Cancer Centers](#)
(301) 984-9496

[Be Bright Pink](#)

[Breast Cancer Trial](#)

[Breast Health Global Initiative Cancer Care](#)

[Centerwatch Clinical Trials](#)

[Gilda's Club Worldwide](#)

[ICC Intercultural Cancer Council](#)

[W. Nick Foundation, Inc](#)

[Lance Armstrong Foundation](#)

[Lauren's Light](#)
[Living Beyond Breast Cancer](#)

[Men Against Breast Cancer](#)
1 (866) 547-MABC

[National Asian Women's Health Organization](#)

[National Cancer Institute](#)

[Surveillance Epidemiology and End Results \(SEER\)](#)

[National Coalition for Cancer Survivorship](#)
[National Lymphedema Network](#)
1 (800) 541-3259

[National Women's Health Resource Center](#)
1 (877) 986-9472

[People Living with Cancer](#)

[Susan Love Research Foundation](#)

[The Wellness Community](#)

[Well Spouse Foundation](#)

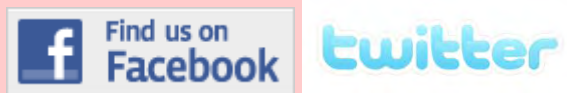
[Woman 2 Woman](#)

[World Health Organization](#)

Visit and Join



on



Become a fan of FBCF on [Facebook](#) and follow us on [Twitter](#). View our photos, leave a comment, join a discussion, share your story, see what exciting events we have coming up and more! Get involved and find out what is new with ending breast cancer.

[Facebook](#) and [Twitter](#) help us stay connected and hear what you have to say. Become a fan on [Facebook](#), follow us on [Twitter](#) and remember to tell a friend.

Together we WILL end breast cancer!

Our Mission

Florida Breast Cancer Foundation (FBCF), is a non-profit grassroots organization dedicated to ending breast cancer through advocacy, education, and research.

Our purpose is to raise awareness and mobilize the population of Florida to ensure:

- * Sufficient government and public funding for breast cancer research.
- * Quality health care for all without fear of discrimination.
- * An environment free of carcinogens.

To achieve our mission, FBCF welcomes all who are committed to ending the breast cancer epidemic. We have made great strides, but much more needs to be done, especially here in Florida. We need your involvement in the Florida Breast Cancer Foundation.

Our Goals

- * Educate ourselves regarding current scientific data and research on the causes and cures of breast cancer, legislative issues regarding breast cancer, and environmental factors playing a role in breast cancer.
- * Educate local, state, and national decision makers regarding issues pertaining to breast cancer.
- * Educate and involve other organizations in our mission.
- * Educate and involve the men and women of Florida of our mission.

I am pleased to enclose my tax deductible gift to the Florida Breast Cancer Foundation.

Please accept my gift of:

\$1000 \$500 \$100 \$50 \$35 Other _____

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

This gift is a Tribute to: _____

Please Notify: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Celebration Birthday Anniversary Memorial Other _____

Please cut this out and send it along with your donation to:

1250 East Hallandale Beach Boulevard, Suite 501, Hallandale, Florida 33009 or make a secure donation online at www.floridabreastcancer.org.