

Fall 2018



PA BREAST
CANCER COALITION

25th

ANNIVERSARY
CONFERENCE

Twenty five years ago...

Women came together. They **marched**. They **rallied**. They **took action**.

and they never looked back.

REGISTER
TODAY

for \$25!
pbcc.me/conf

This October, the PA Breast Cancer Coalition celebrates 25 years and we want **you** to be there. Join us **Friday, October 19** at the Hilton Harrisburg for our 25th Anniversary Conference. Learn from the brightest minds in breast cancer research, treatment and wellness. Network with hundreds of breast cancer survivors, advocates and experts. Share your experiences with women and men who know exactly what you're going through right now. Nurses, social workers and radiologic technologists receive **3 FREE continuing education hours**. Register now for our **\$25** anniversary rate at pbcc.me/conf.

Kick off the Conference in style at the FREE *Pink Party* Thursday, October 18 at 6pm!



Twenty Five Years Later: We're Just Getting Started...

by Pat Halpin-Murphy, President and Founder

In 1988, I survived stage 3 breast cancer. After I finished my treatment, I believed I had been spared for a reason.

It became increasingly clear to me those 25+ years ago that Pennsylvania breast cancer survivors needed help. They needed support and there was no statewide organization to provide it. Now, thanks to all of you, *there is*.

I am so proud to be the President of the PA Breast Cancer Coalition as we celebrate our 25th Anniversary. Together, we have sent thousands of free care packages, fought for life-saving legislation, donated millions of dollars to research and educated women on the importance of annual breast cancer screenings.

The Coalition's story started, thanks to the compassion and generosity of Governor Robert Casey and Mrs. Ellen Casey, our first honorary chair. They believed in this cause and here we are helping PA women and families 25 years later (*and honoring their son, U.S. Sen. Bob Casey for his dedication to our mission*).

We shine a light on milestones like the moment our state became first in the nation to cover 3D mammograms, the passage of the Reconstructive Surgery Act and the groundbreaking legislation that has provided free mammograms for more than **46,651** uninsured and underinsured Pennsylvania women.

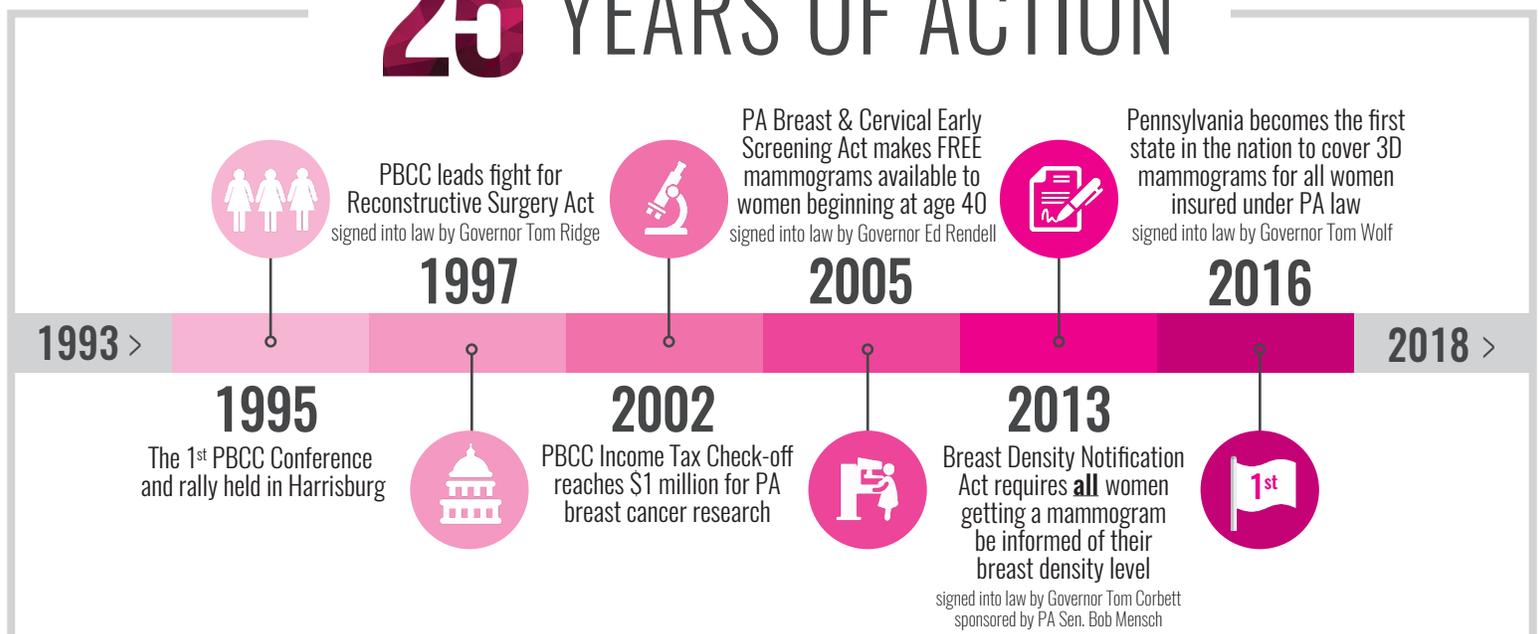
We look back. We move forward.

There is much more work to be done and we are fortunate to have you moving forward with us; **taking action. Saving lives.**

We're just getting started. Until we put ourselves out of business by finding a cure for breast cancer, we know you're with us. You're hosting Grassroots Partner events in your community. You're writing to lawmakers in support of insurance coverage for pre-existing conditions. You're knitting hats for our free care packages. You're awarding grants to the incredible breast cancer researchers in our state.

From the bottom of my heart, Thank you. Let's make 2018 the PA Breast Cancer Coalition's best year yet. 

25 YEARS OF ACTION



Survivor Spotlight

Kelly Frey | 2018 Pink Ribbon Awardee

“Shame on me if I don’t get up *every day* and make the best of it and **enjoy** what’s been given to me.”



Ask Kelly Frey how she does it all and she'll tell you. **She loves life.** Her journey hasn't been easy. Kelly is a wife, a mother, a news anchor, a friend, a daughter and a triple-negative breast cancer survivor. She's had chemotherapy (24 weeks of it!), surgery and radiation and she's done it all with grace and courage. Plus, Kelly took her viewers and social media followers along for the wild ride.

We first heard of Kelly's diagnosis when one of her WTAE viewers requested a free Friends Like Me care package for her from the PBCC. Every step of the way, we have followed in awe as Kelly went through treatment after treatment... all the while taking care of her family, including son Bennett who requires round-the-clock care.

Kelly's story and spirit have touched millions (yes millions!) of lives. Thank you, Kelly. We are honored to present you with the 2018 Pink Ribbon Award!

Join us in celebrating Kelly and all of our 25th Anniversary Conference awardees **Friday, October 19** at the Hilton Harrisburg. Register now at pbcc.me/conference! 

Watch more of Kelly's story on the PBCC's YouTube Channel or visit pbcc.me/kellyfrey

photos courtesy: Pittsburgh Magazine, Kelly Frey

Mid Penn Bank CEO & Pink Ribbon Awardee Rory Ritrevi is invested in the PBCC's mission to *find a cure for breast cancer now... so our daughters won't have to.* The Mid Penn Bank Golf Tournament for Charity has raised nearly **\$150,000** for breast cancer survivors and researchers in PA.



GRASSROOTS PARTNERS



1



2

1. PA Department of Education - \$1,000 | 2. Cabobies - \$17,929 | 3. Mount Joy Cyclones - \$782



3



4



5

4. Ride to Help - \$4,000

5. Toasting a Cure at the Vineyard - \$22,150



- 5. Pretty in Pink Golf Tournament - \$4,500
- 6. Pink Shoe Gala - \$25,000
- 7. Jeeps Jams 4 Jugs - \$1,265

More photos and events @ [Facebook.com/PABreastCancer](https://www.facebook.com/PABreastCancer)

Host an event in your community!
pbcc.me/hostevent



Tracey, Kira, Nick and Brian Kontor have raised nearly \$30,000 for the Coalition since they started **Pink the Coop**, a Grassroots Partner event in Latrobe.

Sitting at their kitchen table one night, the Kontor family decided they wanted to do something to raise money for breast cancer. This year, the Kontor Family and Cooperstown Vets and Sportsman Association celebrates the **6th annual Pink the Coop** event! Since it all began in 2013, Pink the Coop has raised over **\$30,000** for the PBCC. With the help of their community, the Kontor family and members of the Cooperstown Vets and Sportsman Association have become leading members in grassroots efforts for Pennsylvania breast cancer survivors. Congratulations, Pink the Coop - **2018 Dr. William L. & Marilyn R. Kanenson Shining Light Awardees!**



Honor the Kontor Family at the PBCC's Pink Party **Thursday, October 18** from **6-8pm** at the Hilton Harrisburg. Kick off the Conference in style at this **free** event celebrating Grassroots Partners and breast cancer survivors. Don't forget to wear **Pink!**



Advances in Treatment for BRCA Mutation-associated Breast Cancer

Susan Domchek, M.D.

Director, Bassett Center for BRCA

Abramson Cancer Center at the University of Pennsylvania

BRC A1 and BRCA2 are proteins that help repair DNA damage. However, if an individual is born with a mutation in one of their BRCA1 or BRCA2 genes, they have an increased risk of developing cancer. These cancers include female and male breast cancer, ovarian cancer, and particularly associated with BRCA2 mutations, pancreatic and prostate cancer.

BRCA1 was initially cloned in 1994 and BRCA2 in 1995. Since that time a tremendous amount of work has been done to understand how these genes impact functions in the cell, to determine appropriate screening and prevention options, and most recently to develop targeted therapies to treat BRCA-associated cancer.

Medications called poly (ADP-ribose) polymerase (PARP) inhibitors have been developed to treat BRCA-related tumors. These drugs work by exploiting the weakness of BRCA-mutation associated cancers – their inability to repair certain types of DNA damage. The combination of PARP inhibitors (which lead to double stranded breaks) and the presence of an inherited BRCA mutation can lead to cell death.

Initial studies led to the FDA approval of PARP inhibitors for ovarian cancer, initially for BRCA mutation-associated ovarian cancer (olaparib and rucaparib) and then for ovarian cancer in general (niraparib). More recently, the PARP

inhibitor olaparib was approved by the FDA for treatment of BRCA mutation-associated breast cancer based on a randomized study which compared olaparib to standard of care chemotherapy. This study demonstrated an improvement in progression free survival, response rate, and perhaps most importantly improvement in quality of life in those receiving olaparib compared

“ The PARP inhibitor **olaparib** was approved by the FDA for treatment of BRCA mutation-associated breast cancer... this study demonstrated an **improvement in progression free survival**, response rate... and improvement in **quality of life**...”

to standard chemotherapy. A second trial has demonstrated similar findings with the PARP inhibitor talazoparib. An ongoing study is evaluating the use of olaparib in BRCA mutation carriers who have completed chemotherapy for earlier stage breast cancer.

Thus, in the last 20 years we have

learned to use the knowledge that an individual has a BRCA mutation to assess risk, determine optimal screening and prevention options, and improve cancer treatment.

There are several important ‘next steps’ involved in this work.

First, although PARP inhibitors are a major advance, for the vast majority of patients, they stop working at some point. We need to better understand resistance mechanisms and ways to get around them.

Second, early data suggest that PARP inhibitors will also be useful in other cancers associated with BRCA1/2 mutations, particularly prostate and pancreatic cancer. Larger studies are underway.

Third, we hope to expand the use of PARP inhibitors beyond BRCA1 and BRCA2. We know of other genes that are associated with an increased risk of breast cancer. We do not yet know if breast cancers associated with these “other” gene mutations will also respond to PARP inhibitors but ongoing trials will answer this important question.

Medical research builds on prior knowledge. Our path to further improvement in treatment of breast cancer lies in carefully conducted research while searching for new and unexpected opportunities. Thus it is important to remember Louis Pasteur’s advice that “Chance favors the prepared mind”. 

Q & A

Have a *question* for Dr. Domchek?

We’ll ask her during Conference Opening Session!
Email question to Info@PABreastCancer.org





Sen. Casey Roundtable Focuses on Pre-existing Conditions Coverage

U.S. Sen. Bob Casey recently held a roundtable in Harrisburg, with PBCC President **Pat Halpin-Murphy** serving as moderator, to discuss the importance of preserving federal health insurance protections for pre-existing conditions. Sen. Casey has led the fight in the Senate to save those protections.

For his advocacy and commitment to our mission, the PBCC will present Sen. Casey with the Pink Ribbon Award at this year's Conference!

Now that's a Boatload of Bras!

The PBCC is again teaming up with **BOB 94.9** and **CommunityAid** to cover the Pride of the Susquehanna Riverboat in bras! Donate new or gently used bras at our Boatload of Bras drop-off locations. Visit pbcc.me/boatload for more details!



Coming to Conference? **Bring your bras!** The Boatload of Bras sets sail October 25!

UPCOMING EVENTS



Westmoreland Walks

Saturday, October 6
Twin Lakes Park, Latrobe

Pink the Coop

Saturday, October 13
Cooperstown Vets & Sportsman Assoc., Latrobe

Jazzing up the Capitol

Monday, October 15
Harrisburg State Capitol

Pony up for Pink - PA National Horse Show

Wednesday, October 17
Farm Show Complex, Harrisburg

PBCC Pink Party

Thursday, October 18
Hilton Harrisburg

PBCC 25th Anniversary Conference

Friday, October 19
Hilton Harrisburg

Dance for Life

Sunday, October 21
Pittsburgh, PA

Field of Screams Zombie Fun Run

Saturday, November 10
Mountville, PA

See all of our upcoming fall events online at pbcc.me/events



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PABreastCancer.org

*Finding a cure now...
so our daughters won't have to.*

Consider making a **\$25 donation** for our 25th Anniversary today at pbcc.me/donate. Take *action*. Save *lives*.



Celebrate

25th

ANNIVERSARY
CONFERENCE

FRIDAY, OCTOBER 19
HILTON HARRISBURG



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