

Front Line

On the front line in the battle against breast cancer.



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PENNSYLVANIA
**Breast Cancer
Coalition**

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Refunds for Research!

PBCC Joins First Lady Michele Ridge
to Present Research Grants



PBCC President Pat Halpin-Murphy and First Lady Michele Ridge with first year grant Recipient, Jean J. Latimer, Ph.D., Magee Womens Hospital and second year grant recipient, Stephen G. Grant, Ph.D., University of Pittsburgh.

Pat Halpin-Murphy, President and Founder of the Pennsylvania Breast Cancer Coalition joined First Lady Michele Ridge, Honorary Chairwoman of the PBCC at Hershey Medical Center on March 1st to present the second year research grants from the Income Tax Check Off for Breast and Cervical Cancer Research. Grants were presented to six breast and cervical cancer researchers from The University of Pennsylvania, The University of Pittsburgh, Fox Chase Cancer Center and Penn State University College of Medicine. (*see insert*)

In 1997, Governor Tom Ridge signed the PBCC's income tax check check-off legislation allowing Pennsylvanians to donate their state tax refund

to breast and cervical cancer research. In its first two years the program raised more than \$500,000. One hundred percent of the money is distributed as grants to researchers across the state. The research funds are administered through the Income Tax Check-Off committee of the PA Department of Health. PBCC President Pat Halpin-Murphy, co-chairs the committee that awards the grants.

The Income Tax Check-Off for Breast and Cervical Cancer Research continues to be the favorite among state taxpayers. This year more than 30,000 Pennsylvanians donated their state tax refunds to breast and cervical cancer research, with an average donation of \$8 per donor.

Check line 37 on your PA 40 form or line 17 on your PA 40-EZ to
Make your Mark for breast and cervical cancer research.

From the Heart of a Survivor



I am one of the estimated 18,100 African American women to be diagnosed with breast cancer this year. I am over the age of 40, and yes, I did have regular mammograms. On July 10, 1998, I found a lump while doing my monthly self-exam. After the mammogram was completed, I was sent to a specialist immediately. At that point everything went so fast it made my head spin. I am still mending and praying for better days.

I thank God foremost for my family and friends. There are no words to express how they make me feel. They are my inspiration and reason for living. My

In each issue of the Front Line we will introduce you to a woman who has battled and survived breast cancer.

In her own words she will share with us her experiences, challenges and victories. The following is an excerpt from a Starr Durham presentation at the exhibit opening at Crown American Headquarters in Johnstown, November 3, 1999.

greatest joy will be the day that the cure for breast cancer is discovered and that my daughters and all women will never have to go through such trials and tribulations. With God by my side, I claim victory and stand

***"We must be our
own advocate to
survive this disease"***

to make a difference for someone along my way. In teaching, we must stress that cancer is not an automatic death sentence, it is truly a Celebration for Life. The most important message is we

must be our own advocate to survive this disease. We must learn early that early detection is a means of survival against this disease.

Research Studies Examine Sentinel Node Biopsy in Breast Cancer

The National Cancer Institute (NCI) is sponsoring two new studies to evaluate the long term effects of sentinel node biopsy in the treatment of breast cancer. The studies will compare the effects of removing only one or a few lymph nodes, the sentinel nodes, to the standard practice of removing a much larger number of underarm lymph nodes.

The sentinel nodes are the first lymph nodes to which breast cancer is likely to spread, and sentinel node biopsy is a technique to determine if cancer has spread beyond the breast. These two trials, conducted by the National Surgical Adjuvant Breast and Bowel Project (NSABP) and the American College of Surgeons Oncology Group (ACOS-OG), are the first to compare the long-term effects of sentinel node biopsy to conventional lymph node surgery.

Women diagnosed with early stage breast cancer who are interested in participating in the trials can call the NCI's Cancer Information Service at 1-800-4-CANCER or call the Pennsylvania Breast Cancer Coalition at 717-738-9567 to locate their nearest sentinel node trial center.

PBCC Happenings

April 15

☒ MARK YOUR STATE TAX RETURN FOR
BREAST AND CERVICAL CANCER RESEARCH

May 2

Mother's Day Mammogram®
Kick-off Rally at the Capitol in Harrisburg

October 18

Keystone Breast Cancer Conference

67 Women - 67 Counties:

Facing Breast Cancer in Pennsylvania 2000 Schedule*

March 16-27	Lebanon Valley Mall (Lebanon County)
May 11-22	Guthrie Clinic in Sayre (Bradford County)
July 13-24	Washington Crown Center (Washington County)
September 7-18	Oxford Valley Mall (Bucks County)
October 5-16	Stroud Mall (Monroe County)
October 17	Legacy of Love Reception – Whitaker Center, Harrisburg
November 2-13	Harrisburg East Mall (Dauphin County)

**In partnership with the PA Department of Health*

PBCC President Appointed to PA Cancer Control Board

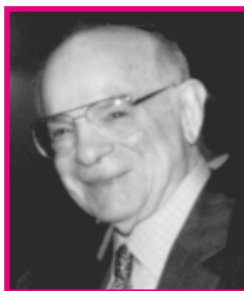
Pat Halpin-Murphy, President and Founder of the Pennsylvania Breast Cancer Coalition was appointed to a position on the Department of Health's Pennsylvania Cancer Control, Prevention and Research Advisory Board. Halpin-Murphy is one of eleven members of the board, appointed by Governor Tom Ridge and approved by the Senate for a four-year term. She serves as Co-Chair of the Board's "Income Tax Check Off" committee for Breast and Cervical Cancer Research.

PBCC Welcomes New Board Members

The PBCC welcomes three new members to its Honorary Board. Meyer 'Pat' and Vivian Potamkin are Philadelphia philanthropists. Through a generous \$100,000 donation from the Vivian and Meyer Potamkin Foundation, the PBCC will award a \$5,000 grant each year for outstanding work in the field of breast cancer research.

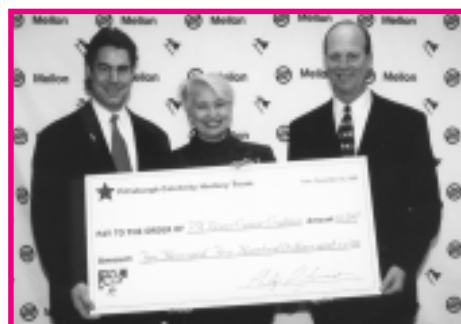
Mark Pasquerilla is Chairman, CEO and President of Crown American Corporation, a long time friend of the PBCC. Support from Mark and his late parents, Frank and Sylvia Pasquerilla enables PBCC programs like the Income Tax Check Off to develop statewide momentum. Crown American also sponsored sales of L'Escarfe at their malls with proceeds benefiting PBCC outreach programs. Pasquerilla also served as the Journal Chair for the 1999 Keystone Breast Cancer Conference.

Denise Robinson joins the PBCC Board as Vice President for the Northwest region, succeeding Corrine Egan. Robinson is Deputy Secretary of Aging for the Commonwealth of Pennsylvania and a breast cancer survivor. PBCC thanks Corrine Egan for her years of devoted service to the board. She will now serve as Erie County Captain. Patrice Massey joins PBCC as its new Lebanon County Captain.



Thank you!

Throughout the year the Pittsburgh Celebrity Hockey Team participated in charitable hockey games to raise money for the PBCC.



Shown here from left are Phil Spano, National Hockey League off-ice official and Regional Manager for Myriad Genetics, sponsor of the team; Charlotte Asherman, PBCC Executive Director; and Craig Patrick, General Manager of the Pittsburgh Penguins.

Thanks to Beacon Medical Group near Harrisburg who hosted a 'Dress-Down Day' with proceeds benefiting the PBCC.

Radio Station WROZ co-sponsored bridals show in the Lancaster area with proceeds benefiting the PBCC.

(use bridal symbol)

Thanks to WROZ, the Eden Resort Inn and the Bent Creek Country Club for their efforts to help us find a cure now ... so our daughters won't have to.

Looking for a great fundraising idea? Call the PBCC Outreach Director at 717-738-9567.

*The Pennsylvania Breast Cancer Coalition
notes with sadness the passing of
Margaret Nagle Moore,
mother of First Lady Michele Ridge,
Honorary Chairwoman of the PBCC.*



Save the Date!
October 18, 2000 – Wednesday
Keystone Breast Cancer Conference
Harrisburg Hilton and Towers



The Vivian and Meyer P. Potamkin Foundation Award
for Breast Cancer Research is presented to

Barbara Weber, M.D.

*Professor of Medicine and Genetics, University of Pennsylvania
Director, Breast Cancer Program, U. Penn Cancer Center*

Grand Rounds for Physicians • Workshops • Pink Ribbon Awards Luncheon

*Nominations are requested for the Shining Light Award for outstanding grassroots leadership in
breast cancer research, education, outreach and advocacy.*

Call PBCC for further information 717-738-9567 or mail to:
PBCC • Doneckers Complex • 55 New Street • Ephrata, PA • 17522

Address Service Requested

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c/o Doneckers Complex



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Refunds for Research! And a Cure for Breast Cancer

*The PBCC Congratulates the 1999
Income Tax Check-Off Grant Recipients*

Mary B. Daly, M.D., Ph.D.
Fox Chase Cancer Center

*"Enhancing support for Recipients
of Genetic Testing Results"*

Stephen G. Grant, Ph.D.,
University of Pittsburgh

*"Cumulative Genotoxicity of
Chemotherapeutic Cocktails"*

Aurelia M. C. Koros, Ph.D.
University of Pittsburgh

*"Toward Individualized Monoclonal
Antibody Radioisotope Targeted
Therapy for Metastatic Breast Cancer"*

Craig Meyers, Ph.D.
**Pennsylvania State University
College of Medicine**

*"Effect of Contraceptive Hormones on
HPV Replication and Carcinogenesis"*

Glenn L. Radice, Ph.D.
University of Pennsylvania

*"Cap Cell-Derived Tumors:
A Model of Invasive Breast Cancer"*

Jeffrey D. Winkler, Ph.D.
University of Pennsylvania

*"Synthesis of Microtubule
Stabilizing Chemotherapeutics"*

Know someone who needs a free mammogram?

The Pennsylvania Breast Cancer Coalition's

Mother's Day Mammograms®

**program provides free mammograms to uninsured and
underinsured women 40+ at participating hospitals in PA.**

**Pick up your free Mother's Day Mammograms® card April 17 - May 27
at any Rite Aid store. Or call the PBCC at 800-377-8828.**

PBCC Launches Statewide Campaign to Promote Income Tax Check-Off Program

To educate taxpayers in Pennsylvania about the Income Tax Check Off Program for Breast and Cervical Cancer Research, the PBCC is running a statewide advertising campaign using the Philadelphia Inquirer, Pittsburgh Post Gazette and Harrisburg Patriot. In addition the PBCC is joining forces with organizations across the state to promote the program through the use of radio and television interviews.

Our statewide network of volunteers is circulating posters. The PBCC is dedicated to
finding a cure now . . . so our daughters won't have to.

The PBCC and Montgomery County Commissioners Support Income Tax Check-Off Program



The Pennsylvania Breast Cancer Coalition joined forces with the Montgomery County Commissioners and the Montgomery County Commission on Women and Families to publicize the PBCC's Income Tax Check-Off program. PBCC Vice President for Development Bonnie Squires outlines the program with (from left) Commissioner Michael D. Marino, Esq., PBCC President Pat Halpin-Murphy, Commissioner Ruth S. Damsker, Commissioner James R. Matthews and District Justice Patricia Zaffarano. Also participating in the event was first year grant recipient Abass Alavi, M.D., University of Pennsylvania. Squires is the newly elected Chair of the Montgomery County Commission on Women and Families.

The PBCC Presents Grants to Pittsburgh Researchers

The Pennsylvania Breast Cancer Coalition and the Girls Leaders Association of Plum Senior High School presented research grants to three Pittsburgh researchers. The GLA raised money for the PBCC's research efforts during a 'Make a Difference Day' walk last October. The grants were presented during a special rally at the school. (From left) PBCC Executive Director Charlotte Asherman with Hannah Rabinowich, Ph.D., University of Pittsburgh; Larry Wasserman, Ph.D., husband of grant recipient Isabella Verdinelli, Ph.D., Carnegie Mellon University; Jean J. Latimer, Ph.D., Magee Womens Hospital and Marilyn Bott, Sponsor of the Girls Leaders Association. Asherman is a graduate of Plum Senior High School and the Girls Leaders Association.



Opening of Health Boutique for Cancer Survivors Highlights the Importance of Research



PBCC President Pat Halpin-Murphy was part of a VIP line-up for the opening of the York Health Boutique for Women, a special boutique for cancer survivors opened by breast cancer survivors Urithann Lavetan and Danna Livelsberger. PBCC Board member, Mary Simmonds, M.D. also participated in the event. The opening received statewide coverage. (From left) Pat Halpin-Murphy, owners Lavetan and Livelsberger and Miss York County, Dana Maliniak whose platform is breast cancer awareness.