



Women's Information Network
Against Breast Cancer

Fall 1999

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Think Pink...Year-round October is National Breast Cancer Awareness Month but...

You have seen the ads on television, in the newspapers and magazines. Even the radio has given much attention to this disease that claims nearly 44,000 lives annually during the month of October. It appears that breast cancer awareness month is celebrated like a national holiday. Is it enough? The crunch is on for everyone. The employer scrambles to obtain information for the employees, the local medical center hosts a myriad of activities and mammography centers are booked! Breast cancer awareness is not for a 31 day period in October. It is a year-round challenge.



Every 3 minutes a woman is diagnosed with breast cancer. That's every day of the year. Not just in October. Every 12 minutes a woman loses her battle with breast cancer.

The statistics are staggering. Over 80% of all breast cancer cases occur in women over 50 years of age. Only 30% of all women over the age of fifty are getting regular mammograms. Of all breast cancer cases, 70% occur in women who have no identifiable risk factors. Because the cause or causes for breast cancer are uncertain, it is impossible to predict with certainty who will and will not develop breast cancer. Finally, it is important to note that men do get breast cancer, too.

So while the month of October does receive notoriety for being THE PINK MONTH, remember that November, December, January, February, March, April, May, June, July, August as well as September are great months to remember your health and the health of those in your family.

Why not give someone you love a mammogram for the holidays? It's a gift so many woman need. Remember — early detection is the key to saving lives.

S.T.A.R Study of Tamoxifen and Raloxifene

The Study of Tamoxifen and Raloxifene – STAR– is currently under way in 400 medical centers throughout the United States, Puerto Rico and Canada. What does the study mean? Who qualifies to participate in this study? How can you find out more about the STAR Trials?

The study is a clinical trial designed to see how the drug raloxifene compares with the drug tamoxifen in reducing the incidence of breast cancer in women who are at risk of developing the disease.

This is the largest breast cancer prevention trial ever undertaken. All participants receive one or the other drug for five years. 22,000 postmenopausal women at high-risk of breast cancer will participate in STAR. There are more than 400 STAR sites in the United States, Puerto Rico and Canada. Women of all races and ethnic groups are encouraged to participate in this trial. Breast cancer risk is based on age, family history of the disease and personal medical history.

Tamoxifen (Nolvadex®) was proven in the Breast Cancer Prevention Trial to reduce breast cancer incidence by 49 percent in women at increased risk of the disease. Raloxifene (Evista®) was shown to reduce the incidence of breast cancer in a large study of its use to prevent and treat osteoporosis. This drug was approved by the FDA to prevent osteoporosis in postmenopausal women in December in 1997 and has been under study for about five years.

Both drugs have side effects and women taking these drugs must be made aware of the risks associated with these medications. The most common side effects of both drugs are hot flashes and vaginal discharge. Ask your doctor about other less common side effects for both tamoxifen and raloxifene.

(continued on page 3)



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Inaugural Honoree Event

Save the Date!!!

WIN Against Breast Cancer will host its first fundraising honoree luncheon to benefit the WIN Against Breast Cancer Organization.

☼ **March 28, 2000 – Luncheon**
 ☼ **Beverly Hills Hotel**

Confirmed Honorees

☼ William G. Henderson, United States Postmaster General and CEO of the United States Postal Service
 ☼ Oliver Goldsmith, M.D., Medical Director/Chairman of the Board, of Southern California Permanente Medical Group and Kaiser Permanente.

We are currently looking for individual and corporate sponsors for this wonderful and exciting event. Also, there is a great need for volunteers in preparation of the day's festivities. If you would like to be a sponsor or know of a potential sponsor or to volunteer, please call our office at 626-332-2255.



**Breast Buddy Training...
 Coming January 2000!**

WIN ABC is now accepting applications for the Breast Buddy Training Course. The next volunteer training class is scheduled for January 15 and 22 at King Drew Medical Center in Los Angeles, California and February 4 and 5 in Fontana, California.

The Breast Buddy Program at King Drew Medical Center is in real need of volunteers. For individuals interested in becoming part of this program, please contact WIN ABC at 626-332-2255.



Web News! winabc.

Our website has now been officially launched for over 90 days. There has been a record number of visitors to our site! More than 80 people a day are exploring our site and benefiting from the information available. (And that is without advertising!)

We hope that you will visit us again and view our new sections that now offer recipes, other web resources and a bookstore. When you order books about breast cancer from the Amazon.com section of our website, a portion of the proceeds are donated to WIN ABC.

The newest addition we are most excited about is our "Survivors Stories" section. We are requesting stories to be submitted to us by December 31, 1999 to be included in our website. Please submit your portrait (or a really good snapshot) and your story in 500 words or less, to us for consideration. Mail your photo and story to WIN Against Breast Cancer at 19325 E. Navilla Place- Covina, CA 91723. If you have questions, please call our office.

Don't forget to register on-line for your monthly Breast Self-Examination reminder notice and recommend our site to your friends.

It is also easier now for you to make donations to WIN ABC on the web. We now accept Visa, MasterCard, Discover and American Express. This is an easy way to make tax-deductible contributions for the quickly approaching holiday season.

Go visit us now... www.winabc.org



Volunteers of the Quarter

The lifeblood of our organization is our volunteers. We'd like to thank the following individuals who dedicated themselves unselfishly so that we may achieve our goals.

Adam Blechman
 Robert Blechman
 Diamond Bar Rainbow Girls

Jane Fisher
 Desirée Gaines
 Larry Gaines
 Selma Gaines
 Arlene Kantorowski
 Evan Morris
 Dan & Peggy Mullen
 Amy Rose
 Elise Rose
 Syma Sherratt
 Liana Whitney
 Donna Whitney

*Volunteers give us
 the wings to fly.*



STAR Trials

Who is eligible to participate in STAR? Women at increased risk for developing breast cancer, who have gone through menopause and are at least 35 years old, can participate in STAR. All women must have an increased risk of breast cancer equivalent to or greater than that of an average 60-to-64-old woman. At that age, about 17 of every 1,000 women are expected to develop breast cancer within five years.

This trial is a double-blind study and participants will be randomized (assigned by chance) to receive either raloxifene or tamoxifen.

To learn more about your risk factors, talk with your doctor about a risk assessment profile. Breast cancer risk is based on age, family history of the disease and personal medical history.

A complete list of the 400 medical centers participating in the trials is available by calling our office at 626-332-2255.

***Adapted from information supplied by Cancer Trials and the National Cancer Institute*



Fund the Fight.



The Breast Cancer Research Semi-Postal Stamp is available at your local post office for \$.40 each. The amount over the regular first class stamp rate goes directly to breast cancer research. 70% of the proceeds goes to the NIH and 30% goes to the DOD Breast Cancer Research Programs.

To order by telephone, call the USPS at 1-800-Stamp24 or order online via the web: www.stampsonline.com



Corporate Giving Programs...

WIN ABC relies on donations from individuals just like you to assist those in need of information about breast cancer diagnosis, treatment and recovery. Did you know that many employers have corporate giving programs? These programs offer the employee an opportunity to make a donation to their favorite charity and when this employee tells them about their donation, the company will match the gift. Please contact your Human Resources Department and make a real difference during the holiday season that can continue throughout the year.

If you would like us to provide you with more information for your employer, please contact our office. We also provide on-site breast health and breast cancer education programs for employees.

Breast Cancer Research Stamp Update

The United States Postal Service announced on October 31, 1999 that \$9 million has been raised for breast cancer research in the past sixteen months. Over 122.8 million stamps have been sold.

Please use the Breast Cancer Research Stamp this holiday season. Give the gift of hope and the gift of life by "funding the fight to find a cure."

Betsy Mullen was recently recognized and honored for her pivotal role in spearheading legislation that created the Breast Cancer Research Stamp.

Senator Dianne Feinstein was the key honoree at the *Women Making History Awards Luncheon* hosted by Senator Barbara Boxer at the Beverly Hilton Hotel. Fellow recipients were the Honorable Lucille Roybal-Allard, United States Congresswoman; Marion Sandler, CEO-World Savings; Peg Yorkin, International Women's Rights and Choice Activist and Judy Anderson, Environmental Activist.

Donations Received In Memory of

Lisa Astorga

*from Daniel & Cynthia Astorga
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Barbara Killian

from Herbert Killian

Carol Lewis

from Robert & Elise Rose

Carolyn Apolito

from Colleen Wilbur

Chris Walker

from Lynn Kinikin

From our President/CEO:

Betsy Mullen



The gift that keeps giving.

The holiday season is here. No need to panic. No need to buy the wrapping paper. WIN ABC can provide you with the perfect gift to give everyone on your holiday list.

We will send a beautiful breast cancer research stamp pin and special holiday greeting to the recipient acknowledging your donation. Your gift makes a tremendous difference. Please give today so that others may benefit.

Remember your loved ones and honor special individuals in your life with a donation **"In Memory of or In Honor of"**. These gifts show your love and caring in a meaningful way.

Your donation of \$25 will allow WIN to provide, free of charge, a breast cancer information packet sent to 5 newly diagnosed patients.

Your donation of \$50 will allow us to receive educational materials that are distributed free of charge to 100 patients.

Your donation of \$100 will allow WIN ABC to produce and distribute 50 Breast Cancer Resource Guides.

Your donation of \$250 will allow us to train 10 Breast Buddy volunteers who can then provide one-on-one support and education to as many as 50 newly diagnosed breast cancer patients.

Happy Holidays , **Betsy**

WIN ABC is a 501(c)(3) non-profit organization



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In honor of:
Lynn Kinikin
From Mrs. Olive Wheeler
Thank You!

Happy Holidays and a
Very Healthy New Year!



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