

Women At Risk

SUMMER 2012

In this issue:

2 The next generation of breast cancer activists

3 New High-Risk Program partnership

Dear Friends,

Thank you for all of the support you showed last year as we celebrated 20 years of furthering research and educating and supporting women affected by breast cancer.

Now, we're focusing on moving the organization into another successful decade.

This year, we're transitioning to more digital communication (Page 1) with our website, blog, e-newsletters and social media. We hope you'll join us online to stay up-to-date on our various programs and events.

We're also revamping the High-Risk Program (Page 3) through a strategic partnership with the

Herbert Irving Comprehensive Cancer Center. This collaboration will allow us to reach more women affected by breast cancer and improve the quantity and quality of data available to researchers.

Finally, we're grooming a new generation of inspired and enthusiastic breast cancer activists (Page 2), from high school students to young professionals.

Please keep reading for details on Women At Risk's programs. We're thrilled to share this exciting journey with you.

Best,

—Bonnie Pressman, *President*

Women At Risk is going digital— and every email address helps fight breast cancer!

Starting with this issue, we'll only be sending you a printed newsletter once a year. However, as one of our loyal supporters, we'd love to keep you in the loop throughout the year. If you send us your email address, we'll send you a digital newsletter every other month, plus occasional updates on specific programs and events. Don't worry—we won't flood your inbox!

For every new email address provided, Women At Risk will receive a gift of \$3, thanks to a generous pledge by WAR Leadership Council member Marianne Hurewitz. Please share your email address with WAR today!

In addition, if you provide your email address, you will be entered into a drawing to win a gold 'We Are Resilient' bracelet, valued at \$350, or a silver bracelet, valued at \$100. *Winners will be contacted via email by August 1, 2012.*

If you do not currently receive emails from Women At Risk, please send your email address to Eric Dubinsky at erd9025@nyp.org, call 212-305-4486, or fill out and mail in the reply envelope attached.



To Contact Women At Risk:

Call (212) 305-9525
or email
info@womenatrisknyc.org

Visit Women At Risk
online at
www.womenatrisknyc.org
and
www.womenatriskblog.com

You can also become a fan
on Facebook by searching
for 'Women At Risk' or
follow us on Twitter at
[@Womenatrisk!](https://twitter.com/Womenatrisk!)



The Stacey Garil Womack Resource Library

Staffed by breast cancer
survivors and offering
confidential one-on-one
support.

Hours of operation:
Monday–Friday from
10 a.m. to 4:30 p.m.

*Spanish-language support
is available on Tuesdays,
Wednesdays and Thursdays
from 1 p.m.–4:30 p.m.*

The difference is you...

Thanks to all of our
volunteers who make
a difference every day
in the Resource Library:

Helene Bland
Clare Cooper
Deirdre Cossman
Joanne Frusciant
Marianne Glasel
Renee Goodman
Janet Grossbard
Rita Heller
Laura Minella
Sheila Mulvey
Karen Small
Helen Tarr
Angela Vallaro

Meet Women At Risk's next generation of breast cancer activists...



GOPiNK founders Erica Baevsky and Allie Farber

GOPiNK

GOPiNK was founded in 2009 by two ambitious
high school students, Allie Farber and Erica Bae-
vsky, at Rye Country Day School in Westchester.

Farber and Baevsky wanted to set up a club that
would spread awareness and raise money to fight
breast cancer. After meeting Women At Risk's
Leadership Council president, Bonnie Pressman,
they decided that GOPiNK could act as WAR's ju-
nior committee.

Since then, GOPiNK has grown to include
about 40 students at Rye Country Day School and
has set up chapters at ten other schools in New
York, Connecticut and even Istanbul, Turkey!

The committee is dedicated and driven, and
members educate and raise awareness about breast
cancer among their teenage peers.

"During Breast Cancer Awareness Month last
year, we had a sale for a week where we sold pink
candy, baked goods, GOPiNK merchandise and
more," explains Baevsky, who is currently running
GOPiNK with Catie Cole. (Farber has gone on to
college, but remains involved.) "We also had a
"pink out" day to help raise awareness and got a
large part of the student body to participate in a
breast cancer walk."

And on top of inspiring teenagers to care,
GOPiNK has raised significant funding to support
Women At Risk's research, education, and support
programs through a variety of fundraising events
and promotions. The group's biggest annual fund-
raiser is a spring fashion show at Bloomingdale's in
White Plains.

For more information about GOPiNK, or to get
your high school or middle school student involved,
visit www.gopinkny.org or email gopinkny@gmail.com.

THE YOUNG PROFESSIONALS COMMITTEE

In 2010, Women At Risk's Young Professionals
Committee (YPC) was started to engage New York
working professionals in their 20s and 30s.

The committee works with Women At Risk to
plan events that inspire individuals within this de-
mographic to become involved in raising awareness
and funds to fight breast cancer. It also allows
young people who have been touched by breast
cancer to connect and support each other.

For example, Bill Schmedlin, the current presi-
dent of the YPC, got involved after his mother was
treated for breast cancer.

"It was after that that I decided I wanted to get
involved, to try to help raise awareness and pro-
mote early detection of breast cancer, to raise
funds for research of better treatment options, and
to do what I could to help other families who were
in similar situations," says Schmedlin.

The group has hosted cocktail parties and other
fundraisers and has plans to expand this year.

"We're going to do our best to design fun, inter-
esting and informative events that will appeal to
the young professionals in the area and to make
sure that our target audience knows about them,"
Schmedlin explains.

For more information or to get involved, contact
Eric Dubinsky at erd9025@nyp.org or (212) 305-
4486. ■



*Members of the Young Professionals Committee
at a fundraising night out*

"I decided I wanted to get involved,
to try to help raise awareness and promote early detection of breast cancer..."

—Bill Schmedlin, Young Professionals Committee President

Women At Risk Partners with Herbert Irving Comprehensive Cancer Center on High-Risk Program

Women At Risk's High-Risk Program was founded in 1991 by a grassroots partnership of physicians and patient/volunteers who recognized that high-risk women would benefit most from interventions aimed at early diagnosis and prevention of breast cancer. From 1991 through May 2011, participants in the program were enrolled in the WAR High-Risk Registry, which was used for a number of research studies on breast cancer prevention, early diagnosis and risk reduction.

Now, WAR has begun a partnership (initiated in June 2011) with the Herbert Irving Comprehensive Cancer Center (HICCC) that will increase the amount of data available to researchers while also continuing to provide support and education to high-risk women.

Instead of enrolling high-risk patients who visit NewYork-Presbyterian/Columbia's Breast Center in the separate WAR Registry, all new patients will have the option to enroll in HICCC's breast cancer research database, which contains comprehensive

data on both high-risk and breast cancer patients. The HICCC database was initiated in 2007 and already has more than 1,000 patients enrolled, including more than 150 high-risk patients.

By combining our efforts, the number of overall patients will be increased, which will allow doctors and researchers to conduct more influential studies utilizing the HICCC database. And while we will no longer enroll patients in the WAR Registry, we will continue to use it as a research tool. If you are enrolled in the WAR Registry, please check your mailbox, as we plan to be in touch in the upcoming months to ask you to participate in a follow-up questionnaire study.

Women At Risk will continue to support high-risk patients through educational seminars, information and one-on-one support in the Stacey Garil Womack Resource Library.

For more information and a list of participating doctors, please visit our website at: <http://nyp.org/services/war/high-risk/index.html> ■

2012 Women At Risk-Funded Research Projects

A vital part of WAR's mission is to enhance the lives of women through funding innovative breast cancer research projects. Over the years, WAR has awarded grants to close to 60 pilot studies that cover a broad range of breast cancer topics. WAR's research grants are dedicated to better understanding the complex causes of breast cancer and developing new methods for prevention, early intervention and effective treatment.

This year, WAR awarded \$85,000 in research funding. WAR is pleased to announce the following grant recipients for 2012:

Dissecting the Genetic Fingerprint of Inflammatory Breast Cancer

Jose Silva, Ph.D., *Assistant Professor of Pathology, Institute for Cancer Genetics, Columbia University*

Evaluating the Role of the ANTX Receptor in Breast Cancer Progression

Jan Kitajewski, Ph.D., *Charles & Marie Robertson Professor of Obstetrics/Gynecology and Pathology, Columbia University College of Physicians & Surgeons*



Epigenetics and Breast and Ovarian Cancer in High-Risk Women

Jeanine Genkinger, Ph.D., M.H.S., *Assistant Professor of Epidemiology, Columbia University Mailman School of Public Health*

When Numbers Matter: A Decision Aid for Breast Cancer Decisions

Rita Kukafka, Dr.P.H., *Associate Professor of Biomedical Informatics and Sociomedical Sciences, Columbia University Mailman School of Public Health*

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For summaries of each study, please visit our website at <http://nyp.org/services/war/research/recent-funding.html>.

Support Groups

Breast Cancer Support Group

For dates, times and location, call Nancy Singleton at (212) 342-0297.

Spanish-Language Breast Cancer Support Group

For dates, times and location, call Jenny Saldaña at (212) 305-9894.

Co-sponsored by SHARE and Social Work Services, NYP/CUMC.

WAR thanks Chappaqua's "A Cure in our Lifetime" for its Continued Support of the Patient Navigation Program

On June 1st, more than 200 people gathered at the Trump National Golf Club in Westchester for the 15th Annual Cure in our Lifetime Breakfast, an annual event that raises funds for various breast cancer initiatives. The group generously donated a portion of the proceeds to WAR's Patient Navigation Program, which guides patients visiting the hospital's Breast Center through their cancer treatment. Chappaqua's "A Cure in our Lifetime" has provided funding for this vital program since its inception more than five years ago, and we thank them for their continued support and commitment.

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Columbia University Medical Center
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New York, NY 10032-3784

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Women At Risk

— NewYork-Presbyterian Hospital
— Columbia University Medical Center

NewYork-Presbyterian respects patient privacy. If you wish to have your name removed from lists to receive fundraising requests supporting NewYork-Presbyterian Hospital in the future, please either 1) write to us at: Director of Operations, Office of Development, NewYork-Presbyterian Hospital, 525 East 68th Street, Box 123, New York, NY 10065; 2) call us at 866-841-2420; or 3) e-mail us at optoutnyp@nyp.org.

Thanks to Our Donors

Women At Risk would like to thank all of its donors for their generous support. While lack of space precludes us from acknowledging each person individually, we would like to give special recognition to the individuals and companies whose cumulative gifts to WAR totaled \$5,000 or more in 2011. A complete list of donors who gave over \$500 is available on our website at <http://nyp.org/services/war/support-war.html>.

A gift to Women At Risk is a thoughtful way to honor a friend, family member or caregiver. To make a donation, please use the enclosed envelope or contact Eric Dubinsky at 212-305-4486 or erd9025@nyp.org.

Founder's Circle (\$25,000+)

The Thomson R. Bryant, Jr., M.D.
Charitable Remainder Annuity
Trust

Chappaqua's "A Cure in Our
Lifetime"

Alan & Susan Fuirst

GOPiNK

NewYork-Presbyterian Hospital

President's Circle (\$10,000-\$24,999)

The Rose M. Badgeley Residuary
Charitable Trust

Ken Fuirst & Susan Greene Fuirst

Nordstrom
Toby S. Rozen/Joseph F. Stein
Family Foundation

White +Warren

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The Breast Cancer Relief Foundation
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Evelyn Doliner

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National Breast Cancer Coalition
Fund

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