



“Eyewitness News” senior meteorologist Bill Evans (center) is joined by John Pace (left) and Lorraine Pace (right), Co-President, Breast Cancer Help, Inc. at the 3rd Annual Bill Evans Celebrity Golf Outing.

## Bill Evans Celebrity Golf Outing

The 3rd Annual Bill Evans Celebrity Golf Outing was held on Thursday, September 16, 2010. Every year, Breast Cancer Help, Inc. has seen the Golf Outing grow. Martha Clara Vineyards offered a free wine tasting for those in attendance. There was also a chance for golfers to try to beat former New York Mets shortstop and current Long Island Ducks Co-Owner Bud Harrelson on one of the par-3 holes.

This is the third year that Breast Cancer Help, Inc. has held the Bill Evans Celebrity Golf Outing. Mr. Evans is a nationally known meteorologist based at WABC-TV (Channel 7) in New York City, where he has reported on the weather since 1989. He is the senior meteorologist for “Eyewitness News in the Morning” and “Eyewitness News at Noon.”

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On October 2, 2009, Lorraine Pace and Alex Fezza of Breast Cancer Help, Inc. met with “Eyewitness News” senior meteorologist Bill Evans to accept a check for the money raised for Breast Cancer Help, Inc. from the Bill Evans Celebrity Golf Outing over a two-year period.

Since its inception three years ago, the Bill Evans Celebrity Golf Outing has raised nearly \$100,000.

Of this amount, \$30,000 came from The Lee Family Foundation.

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# Clothing Bins Help the Cause

One way Breast Cancer Help, Inc. raises funds is through our clothing recycling programs. Large pink collection bins have been placed throughout Long Island. The clothing bins are emptied regularly and the clothing is sold.

A portion of the proceeds from the sale of the re-

cycled clothing is returned to Breast Cancer Help, Inc. The program is threefold, working toward our goal of creating a healthier environment by keeping unwanted clothes out of landfills, providing much needed clothing for the disadvantaged, and raising funds to support the organization's programs.



Pictured (left to right): Priscilla Brandt, ovarian cancer survivor; Lauralee Bennett and Joanna Grande, breast cancer survivors; Suffolk County Legislator Tom Barraga; Sal Zuccarello, President, Earthrite Textile Recycling, Inc.; Lorraine Pace, Co-President, Breast Cancer Help, Inc.; Theresa Vilardi; breast cancer survivor Susan Piccininni, Staff Member, Breast Cancer Help, Inc.; and Alex Fezza, Executive Director, Breast Cancer Help, Inc.

## A \$1 Million Source of Donations

Sal Zuccarello, President, Earthrite Textile Recycling, Inc., presented a check to Lorraine Pace, Co-President, Breast Cancer Help, Inc. in the amount of \$1 million in front of one of the 70 pink clothing drop-off bins throughout Long Island that were supplied to Breast Cancer Help, Inc. by Earthrite Textile Recycling. The amount of the check signifies the money raised

from Breast Cancer Help, Inc.'s clothing drop-off program since its inception.

The proceeds have been used to purchase Digital Mammography equipment at area hospitals and to help fund programs and services offered to cancer survivors, free of charge, at Breast Cancer Help, Inc.'s Long Island Cancer Help and Wellness Center.

## ON THE WEB: BIN LOCATIONS

Visit Breast Cancer Help, Inc.'s website for a complete list of clothing bin locations in your area and information on how you can join the fight against breast cancer.

website: [www.breastcancerhelpinc.org](http://www.breastcancerhelpinc.org)

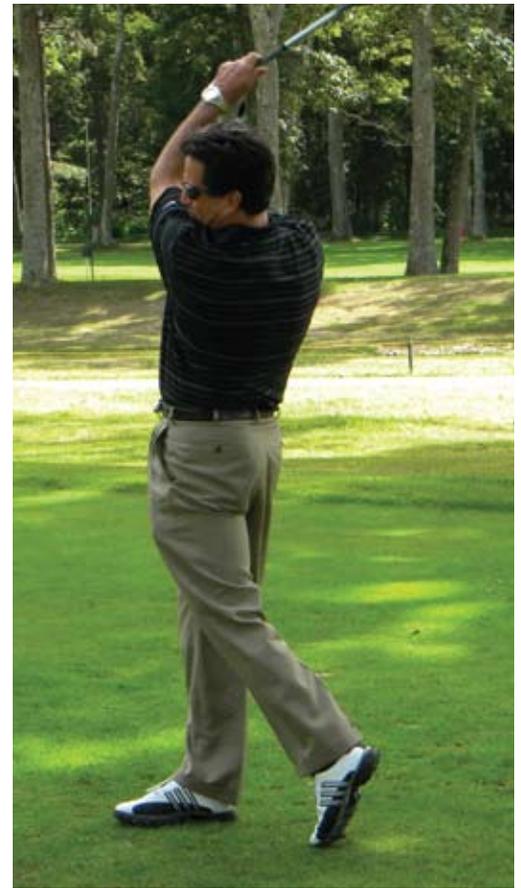




“Eyewitness News” anchor Ken Rosato (center) poses with Janet Rodgers (left), Cancer Research Fund Co-Chair, Order Sons of Italy in America, Grand Lodge of New York, and Lorraine Pace (right), Co-President, Breast Cancer Help, Inc.

# Bill Evans Celebrity Golf Outing

Photos from the 1st, 2nd, and 3rd Annual Event



Bill Evans takes a swing.



(Left to right) Barbara Foster, Staff Member, Breast Cancer Help, Inc., Bill Evans, and Susan Piccininni, Staff Member, Breast Cancer Help, Inc.



The ABC News crew arrived to cover the event.



Bill Evans and Barbara Tate.



Bill Evans' team for the 1st annual outing.



Bill leads New York's Most Dangerous Big Band.

## Breast Cancer Help's Lorraine Pace Named LIBN's 2009 Health Care Heroes Finalist

Lorraine Pace, Founder and Co-President, Breast Cancer Help, Inc., was named a 2009 Health Care Heroes Award finalist in the Community Outreach category by Long Island Business News. The finalists and winners were named at LIBN's Health Care Heroes Awards breakfast on October 22, 2009 at the Crest Hollow Country Club in Woodbury. Health Care Heroes is an award program produced by Long Island Business News.

Ms. Pace is responsible for starting over 25 coalitions in the United States and abroad. When she was diagnosed with breast cancer at the age of 50, she soon discovered that 20 people in her neighborhood were also diagnosed with breast cancer.

In 1992, Ms. Pace formed the West Islip Breast Cancer Coalition for Long Island, Inc., which surveyed the women in her neighborhood about breast cancer and put their responses on a map. Eighteen months later, she and her volunteers had covered 8,750 homes in her ZIP code. That same year, she testified to the Center for Disease Control in Nassau County regarding the possible link between breast cancer and water contaminated with heavy metals.

## Dr. Allen Meek Named Finalist for 2010 Long Island Business News' Health Care Heroes Award

Dr. Allen Meek, Chairman, Department of Radiation Oncology at Stony Brook University Medical Center and Co-President, Breast Cancer Help, Inc., was named a finalist for Long Island Business News' 2010 "Health Care Heroes" Award in the category of Physician Hero. The awards ceremony was held on November 4, 2010.

A native of Wilton, Connecticut, Dr. Meek graduated from Amherst College with a BA in chemistry, magna cum laude and Phi Beta Kappa. He received his medical degree from the Johns Hopkins Medical School. He completed his post-graduate medical education at the Johns Hopkins Hospital in Internal Medicine, Medical Oncology and Radiation Oncology.

In 1983, he came to Stony Brook University as the founding chairman of the Department of Radiation Oncology and still serves in that capacity. He served as Clinical Director of Stony Brook University's Cancer Center from 1994 to 2000. In May 2008, he was elected to Fellowship in the American College of Radiology.

With the mapping project complete, Ms. Pace stepped down from the West Islip Breast Cancer Coalition to devote her energies to her national initiative — Breast Cancer HELP: (Healthy Environment for a Living Planet). She has served as Co-President of Breast Cancer Help since its inception in 1994. In 2003, the organization opened its Long Island Cancer Help and Wellness Center in memory of Marian McGrory's daughter Maureen.

In 2009, under her leadership, Breast Cancer Help donated \$5,000 each to Stony Brook Medical Center and Cold Spring Harbor Laboratory, and a digital mammography unit to Southside Hospital. She also worked with town officials in cracking down on bogus drop-off clothing bins, which claim to go to local charities but send the money off Long Island.

Ms. Pace has been featured in various newspapers, magazines and TV talk shows. She appeared on two breast cancer documentaries: "Rachel's Daughter's," which aired on HBO; and "Say It, Fight It, Cure It" which was directed by Lee Grant for Lifetime Television. Both were aired in October 1997.



Dr. Allen Meek (right), Co-President, Breast Cancer Help, Inc., and Chairman, Department of Radiation Oncology, Stony Brook University Medical Center, is congratulated by Dr. Steven Strongwater (left), Chief Executive Officer, Stony Brook University Medical Center, upon receiving his award as Long Island Business News' Health Care Heroes finalist in the Physician Hero category. (Photo by Bob Giglione)



Pictured (left to right): Dr. David Battinelli, Associate Dean for Education, Hofstra University and Chief Academic Officer, North Shore-LIJ Health System; Lorraine Pace, Co-President and Founder, Breast Cancer Help, Inc.; and Dr. Lawrence Smith, Founding Dean, Hofstra University School of Medicine and Keynote Speaker, Long Island Business News 2009 Health Care Heroes Breakfast. (Photo by Bob Giglione)

## Lorraine Pace Named to Suffolk County Women's "Wall of Fame"

Lorraine Pace, Co-President, Breast Cancer Help, Inc., was one of 29 women inducted into the Suffolk County Women's "Wall of Fame" during a ceremony at the H. Lee Dennison Building in Hauppauge on July 13, 2010.

Suffolk Women's Wall of Fame honors the "best of the best," outstanding women who have selflessly devoted their energies and talents to the advancement and well-being of women in the county — pouring their time, talents, and hearts into that effort, sometimes at great personal sacrifice.

Ms. Pace, of West Islip, is responsible for starting over 25 breast cancer coalitions in the United States, including Long Island, New York and abroad. She is also responsible for starting minority coalitions. She has served as Co-President of Breast Cancer Help, Inc. since 1994. Prior to that, she formed the West Islip Breast Cancer Coalition for Long Island, Inc. in 1992.



Pictured (left to right): Susan Piccininni, Staff Member, Breast Cancer Help, Inc.; Lorraine Pace, Co-President, Breast Cancer Help, Inc.; John Pace, Board Member, Breast Cancer Help, Inc.; former U.S. Congressman Rick Lazio; Janet Rodgers, Cancer Research Fund Co-Chair, Order Sons of Italy in America, Grand Lodge of New York, and Breast Cancer Help, Inc. volunteer; and breast cancer survivor Marisa Marciano and Theresa Vilardi.



Lorraine Pace addresses the media on March 11, 2010. Also pictured are (l-r) breast cancer survivor Marisa Marciano, Oysterman's Restaurant Co-Owner Dennis Bennett and former U.S. Congressman Rick Lazio.

## ***Lazio Marks Women's History Month by Supporting the Work of Lorraine Pace and Other Breast Cancer Survivors***

On March 11, 2010, former U.S. Congressman Rick Lazio visited with breast cancer survivors, including Lorraine Pace, Founder and Co-President, Breast Cancer Help, Inc., who spearheaded the West Islip breast cancer mapping project, which pinpointed breast cancer clusters in the area and showed a link between certain environmental factors and breast cancer.

Mr. Lazio toured Breast Cancer Help, Inc.'s Long Island Cancer Help and Wellness Center, which provides increased cancer awareness to promote education and early detection while providing complimentary services and much-needed support to all cancer patients and survivors. As an elected official, Mr. Lazio has supported legislation that improved the quality of life for women, including the Breast and Cervical Cancer Treatment Act, and fought for healthcare strategies focused on prevention.

March 2010 marked the 30th anniversary of Women's

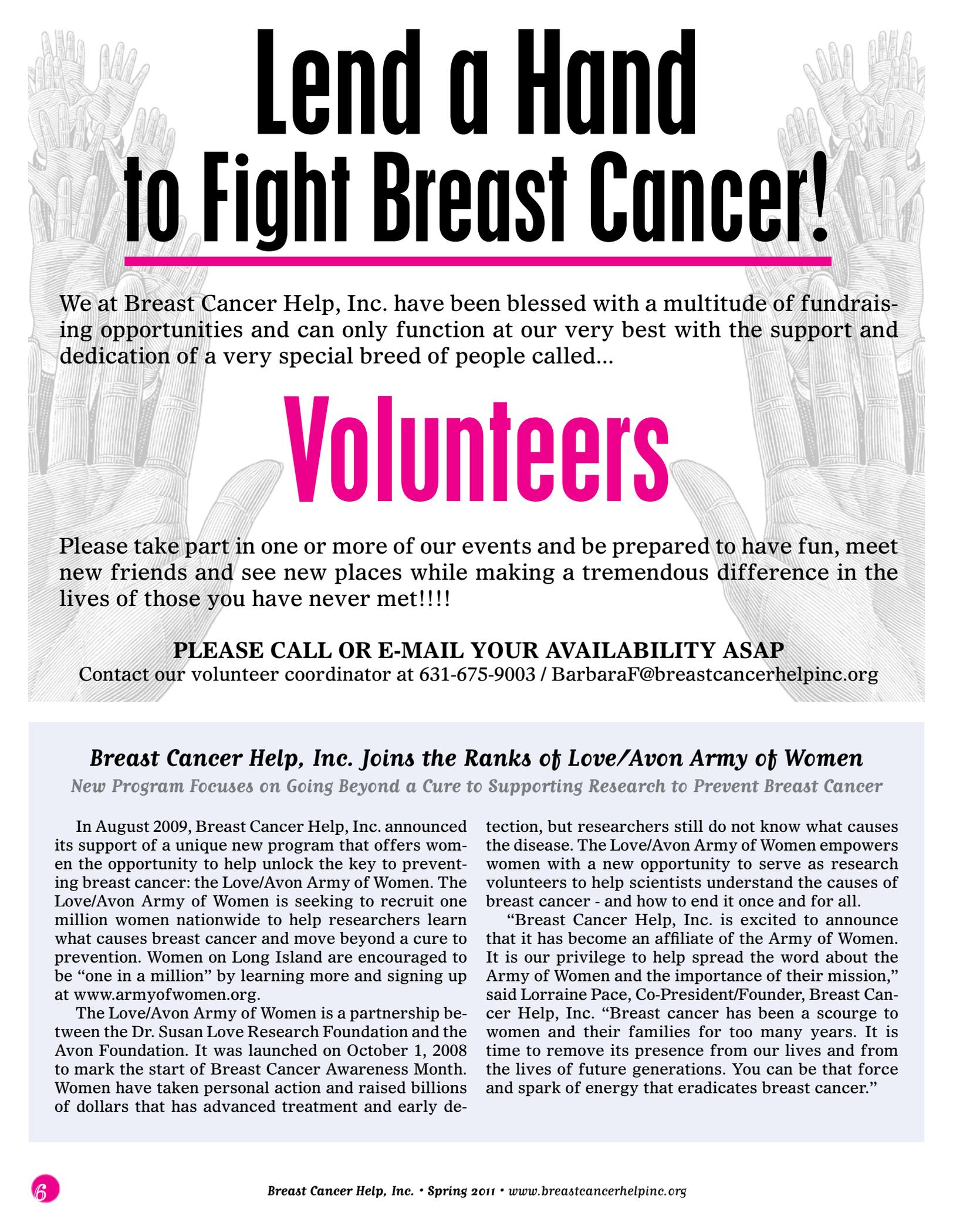
History Month, with the national theme being "Writing Women Back Into History." "The theme is appropriate, timely and long overdue," Mr. Lazio said. "The women of New York have historically been pioneers in the women's movement. From voting and reproductive rights to health issues like ovarian and breast cancer, New York women have led the way to change."

Mr. Lazio also pointed out Breast Cancer Help, Inc.'s clothing bin program not only helps preserve the environment by keeping unwanted clothes out of landfills, but also provides a vital source of funding to Breast Cancer Help, Inc. and its programs. Mr. Lazio has personally reached out to supporters to get these bins placed on their properties. Breast Cancer Help, Inc. currently has more than 70 bins throughout Suffolk, Nassau and Queens Counties. Since its inception, the program has raised more than \$1 million for the non-profit organization.

## ***Tattoo Studios Support Breast Cancer Help, Inc. With "Ink For Pink" Campaign***

In support of National Breast Cancer Awareness Month, two local tattoo studios supported Breast Cancer Help, Inc. For the month of October 2010, Good Times Tattoo Studio in East Islip and Horifudo Tattoo Studio in Smithtown took part in a month-long "Ink For Pink" campaign. Customers who got a breast cancer tattoo made their checks payable to Breast Cancer Help, Inc. instead of the studio.

"We would like to thank Good Times Tattoo Studio and Horifudo Tattoo Studio for their participation in this unique fundraising event," said Lorraine Pace, Co-President, Breast Cancer Help, Inc. "These studios brought the issue of breast cancer awareness to the forefront by providing designs of the Breast Cancer ribbon for their customers."



# Lend a Hand to Fight Breast Cancer!

We at Breast Cancer Help, Inc. have been blessed with a multitude of fundraising opportunities and can only function at our very best with the support and dedication of a very special breed of people called...

## Volunteers

Please take part in one or more of our events and be prepared to have fun, meet new friends and see new places while making a tremendous difference in the lives of those you have never met!!!!

**PLEASE CALL OR E-MAIL YOUR AVAILABILITY ASAP**

Contact our volunteer coordinator at 631-675-9003 / [BarbaraF@breastcancerhelpinc.org](mailto:BarbaraF@breastcancerhelpinc.org)

### ***Breast Cancer Help, Inc. Joins the Ranks of Love/Avon Army of Women***

*New Program Focuses on Going Beyond a Cure to Supporting Research to Prevent Breast Cancer*

In August 2009, Breast Cancer Help, Inc. announced its support of a unique new program that offers women the opportunity to help unlock the key to preventing breast cancer: the Love/Avon Army of Women. The Love/Avon Army of Women is seeking to recruit one million women nationwide to help researchers learn what causes breast cancer and move beyond a cure to prevention. Women on Long Island are encouraged to be "one in a million" by learning more and signing up at [www.armyofwomen.org](http://www.armyofwomen.org).

The Love/Avon Army of Women is a partnership between the Dr. Susan Love Research Foundation and the Avon Foundation. It was launched on October 1, 2008 to mark the start of Breast Cancer Awareness Month. Women have taken personal action and raised billions of dollars that has advanced treatment and early de-

tection, but researchers still do not know what causes the disease. The Love/Avon Army of Women empowers women with a new opportunity to serve as research volunteers to help scientists understand the causes of breast cancer - and how to end it once and for all.

"Breast Cancer Help, Inc. is excited to announce that it has become an affiliate of the Army of Women. It is our privilege to help spread the word about the Army of Women and the importance of their mission," said Lorraine Pace, Co-President/Founder, Breast Cancer Help, Inc. "Breast cancer has been a scourge to women and their families for too many years. It is time to remove its presence from our lives and from the lives of future generations. You can be that force and spark of energy that eradicates breast cancer."

## Oysterman's Restaurant & Pub Hosts Benefit Concert

On October 3, 2010, Oysterman's Restaurant & Pub hosted the fifth annual "Band Together to Beat Breast Cancer," a family-friendly, all-day concert benefiting Breast Cancer Help, Inc. Performing at the event were The Fugitives, Three Chord Monty and Who Are These Guys. In addition, there was a charity poker tournament, raffles, door prizes and a complimentary gourmet buffet. All ticket sales from the show went to benefit Breast Cancer Help, Inc., its Long Island Cancer Help and Wellness Center and the continuance of programs that they offer. The event was a huge success and raised over \$7,000.00 with more than 110 people in attendance.

Staff members and volunteers from Breast Cancer Help, Inc. are joined by Oysterman's Restaurant employees at the "Band Together to Beat Breast Cancer" event.



Pictured (left to right): Carmen Quintero, Vice President, Argentine Tango Lovers of Long Island; Lorraine Pace, Co-President and Founder, Breast Cancer Help, Inc., and Sherry Palencia, President, Argentine Tango Lovers of Long Island.

## Argentine Tango Lovers of Long Island Donates \$1,000

Sherry Palencia, President, Argentine Tango Lovers of Long Island, and Vice President Carmen Quintero came to Breast Cancer Help, Inc. on November 16, 2009 to present a check in the amount of \$1,000 to Lorraine Pace, Co-President, Breast Cancer Help, Inc. The money donated by Argentine Tango Lovers, which is based in Westbury, was a combination of monies donated by the organization and through funds raised this past year.

Ms. Palencia is a breast cancer survivor. In May of 2008, she came to Breast Cancer Help, Inc.'s Long Island Cancer Help and Wellness Center in Bay Shore, where she participated in their programs. Ms. Palencia thanked the staff at the LI Help and Wellness Center for providing her the information she needed and, above all, for the encouragement she received to get through her difficult ordeal.

## Breast Cancer Help, Inc. Joins The Hope Process

Breast Cancer Help, Inc. announced that, in February 2010, it has joined The Hope Process, a division of IRN Payment Systems of Westbury, to handle its credit card processing and provide the organization with a steady stream of revenue. For the first year, Breast Cancer Help, Inc. will receive a 100% rebate on all credit card transactions, and a 25% rebate in the subsequent years.

The Hope Process was designed for one purpose: to provide charitable organizations with a steady stream of recurring monthly donations. Created by Dino Sgueglia, Founder of IRN Payment Systems, The Hope Process entitles merchants to a rebate based on their credit card pro-

cessing fees, which can be donated by the merchant to a charitable organization of their choice.

"This is the most innovative program there is for raising donations for charitable organizations. No other program can build a recurring monthly stream of donations to charitable organizations. We are proud to be a part of this ground-breaking program," Alex Fezza, Executive Director, Breast Cancer Help, Inc., said.

If you are interested in participating in The Hope Process, please contact Breast Cancer Help, Inc. at (631) 675-9003.



Representatives from North Shore-LIJ, local elected officials and the Bohlsen family celebrate the opening of The Bohlsen Women's Imaging Center and The North Shore LIJ Imaging Center at Great South Bay.



Pictured (left to right): John Pace; Lorraine Pace, Co-President, Breast Cancer Help, Inc.; and New York State Senator Owen Johnson.



A rendering of The Bohlsen Women's Imaging Center and The North Shore LIJ Imaging Center at Great South Bay, which provides specialized screenings for women, including a comprehensive breast center, mammography and ultrasound services, stereotactic biopsy and bone density screenings.



The Bohlsen Women's Imaging Center and The North Shore LIJ Imaging Center at Great South Bay thanks Breast Cancer Help, Inc. for its donation.

## ***Breast Cancer Help, Inc. Donates Digital Mammography Unit to Southside Hospital***

As part of its community outreach, Breast Cancer Help, Inc. purchased a digital mammography unit and donated it to North Shore LIJ Southside Hospital. The unit will be used to aid in the early detection of breast cancer. A ribbon cutting ceremony celebrating the donation was held at the hospital's radiology department on May 14, 2009.

The digital mammography unit was later moved to the newly opened Bohlsen Women's Imaging Center and The North Shore LIJ Imaging Center at Great South Bay, which provides specialized screenings for women, including a comprehensive breast center, mammography and ultrasound services, stereotactic biopsy and bone density screenings. The Bohlsen family donated \$1 million to the hospital in order to help establish the

imaging center.

"Since we do not know what causes breast cancer, our best protection is early detection," Lorraine Pace, Co-President, Breast Cancer Help, Inc. said. "That means getting a mammogram, doing self breast exams and getting a clinical exam from your doctor. Our efforts to bring a digital mammography unit to Southside will provide more Long Island women access to this advanced early detection equipment which will help save lives."

Funding for the digital mammography unit came from monies raised by Breast Cancer Help, Inc., and with generous contributions through legislation at the county and state levels. New York State Senator Owen Johnson and former NYS Senator Caesar Trunzo, along

with other members of the New York State Legislature, convinced Governor David Paterson to approve the funding, despite concerns about cuts in healthcare under the state budget that the governor introduced. Local elected officials joined board members from Breast Cancer Help, Inc. and North Shore LIJ Southside Hospital in the ceremony.

"A digital mammography unit is an essential tool in the early detection of breast cancer and a technology that Southside Hospital is grateful to be able to offer its patients," noted Winifred B. Mack, Executive Director, Southside Hospital. "We truly welcome Breast Cancer Help's wonderful donation and are deeply grateful for their generosity, leadership and sense of community."

# Breast Cancer Help, Inc. Accomplishments

■ Originated the ever-expanding breast cancer mapping project in 1992. This original mapping project spearheaded the breast cancer environmental movement.

■ Helped more than 25 breast cancer coalitions form and map locally, nationally and abroad, including minority coalitions at Sisters for Sisters with Beth El AME Church in Copiague and another in Coram. These included the Marin County Breast Cancer Watch in 1995 with Chris Mason, Francine Levien and Dr. Roger Grimson.



Lorraine Pace at Beth El AME Church, helping to form Sisters for Sisters.

■ The Mapping Project also led to the first rally in Suffolk on the steps of the H. Lee Dennison Building in 1993. This resulted in the formation of the Suffolk County Breast Health Partnership, of which Lorraine Pace is a charter member.

■ Initiated the Walk for Beauty in a Beautiful Place held annually in Stony Brook, resulting in the Unique Boutique.

■ Helped change federal regulations to provide insurance coverage for stem cell infusion therapy for federal employees.



Former Senator Alfonse D'Amato with Lorraine Pace at the dedication of the D'Amato Federal Courthouse.

■ Spearheaded the first-ever Breast Cancer Awareness Stamp through the efforts of Congressman Peter King, former Senator Alfonse D'Amato and Congressman Mike Forbes.

■ Initiated breast cancer centers at Good Samaritan Hospital through the West Islip Breast Cancer Coalition and another at Stony Brook University Hospital through Breast Cancer Help, Inc.

■ Supported passage of the NYS law that ends the practice of drive-through mastectomies by ensuring that HMOs and insurance companies offer hospital coverage to mastectomy patients until each patient and her physician have determined they are ready for discharge. The law also mandates insurers to cover mastectomy patients choosing reconstructive surgery.

■ Initiated the move to update and expand the NYS Breast Cancer Registry and to require, through the efforts of NYS Senator Kemp Hannon, hospital registrar certification for medical records to ensure the completeness and accuracy of the Breast Cancer Registry. These efforts helped the NYS Cancer Registry receive the top ranking gold certificate from the North American Association of Central Cancer Registries. For more information on the zip code registries, go to the website at [www.health.state.ny.us](http://www.health.state.ny.us).

■ Supporting the petition resulting in President Clinton's full commitment to a National Action Plan to fight breast cancer and a \$250 million increase in federal funding for breast cancer research.

■ Led the movement, along with then-Breast Cancer Help, Inc. Vice President Diane Nannery, to create the "Give a Gift to Breast Cancer" check-off on the NYS income tax form, enabling taxpayers to make a contribution to the NYS Breast Cancer Research and Education Fund, and supporting the subsequent legislation, introduced by NYS Assemblyman Steve Englebright, authorizing the state to provide a dollar-for-dollar match for each contribution made to the Breast Cancer Research and Edu-

cation Fund.

■ Obtained \$80,000 in 1994 from NYS Assemblyman Paul Harenberg to improve prostate and breast cancer care in the Dept. of Radiation Oncology at Stony Brook University Medical Center.

■ Successfully supported DOD surplus funds for breast cancer research.

■ Supported the second Breast Cancer Research Stamp, which donates funds to breast cancer research.

■ Initiated the move to establish the toll-free Cancer HELPLINE at Stony Brook University Hospital Medical Center.

■ Advocated the establishment of a toll-free hotline for the latest clinical trials for breast cancer and other life-threatening diseases.

■ Supported passage of the NYS Neighborhood Notification law that requires 48-hour notice to immediate neighbors before the spraying of any pesticide. Supported the bill to create the NYS Pesticide Registry signed into law by Governor Pataki and supported the Suffolk law that bans pesticide use on new golf courses.

■ Initiated the NYS breast/testicular education law, introduced by NYS Senator Ken LaValle.

■ Helped form the Carol M. Baldwin Breast Cancer Research Fund with Joan Hudson, Dr. Michael Maffetone, Dr. Allen Meek, serving as Treasurer, and John Pace performing the legal work pro bono. Initiated the naming of the Carol M. Baldwin Breast Care



Governor George Pataki signs bill to provide matching funds for the "Give a Gift to Breast Cancer-Income Tax Check-Off" program.

# Breast Cancer Help, Inc. Accomplishments

Center at Stony Brook.

■ Testified at hearings on the environment and its link to breast cancer and petitioning the CDC to explore the breast cancer epidemic on Long Island and helping to launch the five-year Long Island study.



Executive Robert J. Gaffney and County Legislator Cameron Alden present Stony Brook University Medical Center a check for \$250,000 for the second of three modules for the Novalis Radio Surgery system.

■ Contributed \$100,000 in 2001 and procured an additional \$250,000 through the help of Suffolk County Executive Robert Gaffney and Legislator Cameron Alden to allow Stony Brook University Hospital to purchase the first two of three modules for the Novalis Radio Surgery system.

■ Guaranteed a 63-month lease for the GE Digital Mammography System beginning in 2001 and began making lease payments exceeding \$7,000 per month.

■ In March of 2003, opened the Long Island Cancer Help & Wellness Center in Lindenhurst to provide increased awareness and promote early detection, while providing cancer patients and survivors with support.

■ Contributed half of the funds to purchase a new CAD stream MRI reader for Stony Brook University Medical Center.

■ Procured \$5 million for the L.I. Cancer Center at Stony Brook through former U.S. Congressman Michael Forbes.

■ Successfully obtained \$1 million with the assistance of former U.S. Congressman Felix Grucci for the

Long Island Cancer Database Project at Stony Brook University Hospital.

■ Supported legislation signed into law in 2003 by Governor George Pataki requiring clinical breast exams by a physician when a mammography is performed.

■ Launched a “Cut-A-Thon” fundraising campaign with Special Effects Hair Salon of East Hampton, raising over \$103,000 in five years, including over \$73,000 for the Cold Spring Harbor Laboratory.

■ In 2005, teamed with the Sons of Italy to donate \$10,000 to Stony Brook University Hospital, allowing the purchase of a frameless head immobilizer to be used with stereotactic radiotherapy.

■ Launched a study of organic pesticide and herbicide usage in the Village of Lindenhurst, in conjunction with the Village and Cornell Cooperative Extension of Suffolk County. The study, launched in the summer of 2005, compared the use of potentially harmful chemical weed and pest killers and those composed of relatively benign organic materials.

■ In February 2006, author Joan Swirsky released “Map of Destiny,” a book chronicling Lorraine Pace’s journey from breast cancer patient to advocate.

■ The Long Island Cancer Help & Wellness Center moved from the Rainbow Center in Lindenhurst to its new home at Southside Hospital’s Health Institute Building in Bay Shore in April 2006.



Two custom motorcycles raffled off to benefit Breast Cancer Help, Inc.

■ A generous donation by Michael and Barbara Taub of two custom mo-

torcycles raffled in 2008 has made a great contribution to our cause.

■ In July 2007, the staff of Southside Hospital’s Health Institute Building visits the Long Island Cancer Help and Wellness Center at their new location in Bay Shore.

■ Suffolk County Police officers, along with officers from other law enforcement agencies, participate in the Strong Cop Save Lives weightlifting competition held at the Suffolk County Police Academy in August 2007. They raised \$5,000.00 toward the Digital Mammography System at North Shore LIJ Southside Hospital.

■ Knights of Columbus Bishop McDonnell Council 2324 presented a \$30,000.00 check toward the purchase of the Digital Mammography Unit for North Shore LIJ Southside Hospital. They also gave a check in the amount of \$30,000.00 to Southside through Breast Cancer Help, Inc.



Alex Fezza (left) and the Arbors at Islandia East Staff.

■ Staff members from the Arbors at Islandia East visit Breast Cancer Help’s new location in May 2008. They contributed their time in helping to furnish the new facility, making Breast Cancer Help a better organization in helping its clients.

■ West Islip’s Youth Enrichment Services raises funds for Cold Spring Harbor Laboratory for second straight year. Executive Director of YES, Mary Ann Pfeiffer, and the young members of YES once again made an effort in raising funds necessary in helping Cold Spring Harbor Laboratory continue with research in

# Breast Cancer Help, Inc. Accomplishments

the fight against breast cancer. Breast Cancer Help, Inc. agreed to match the funds raised. The YES members presented a check to Cold Spring Harbor Laboratory and were given an informative talk on how the money has been used and on the progress the lab has made in their research.

■ Sons of Italy, supported with matching funds from Breast Cancer Help, Inc., present Cold Spring Harbor Laboratory a check to help them continue their research in the cause and cure of breast cancer on January 26, 2007. Carlo Matteucci of the Sons of Italy and members of Breast Cancer Help, Inc. presented Cold Spring Harbor Laboratory a check in the amount of \$4,000.00. Members of the Sons of Italy were invited to Cold Spring Harbor Laboratory to tour the facility and had an opportunity to learn more about the many research initiatives underway at Cold Spring Harbor Laboratory regarding cancer research.

■ The Long Island Ducks hold their First Annual Breast Cancer Awareness Night in 2005. The Ducks host this special event every year to assist raising awareness about breast cancer. During the game, the Ducks wore pink jerseys and played with special pink bats. The jerseys were auctioned off immediately after the game. All of the proceeds of the auction were donated to the breast cancer awareness organizations in attendance through the Quackerjack Foundation, the charitable arm of the Long Island Ducks.



The Long Island Ducks' Breast Cancer Awareness Night.

■ On November 18th, 2007, Doggie U hosted the Pet-Pourri Holiday Photo and Gift Fair. The event had vendors of all types of pet products along with a professional pet photographer, Richie Schwartz of Pets Photography Studio, who took photos of over 100 pets and their owners. The owners were then able to pick out the best photo and turn them into holiday cards. The event was a tremendous success raising over \$1,500.00.



Donation from Senator Caesar Trunzo of \$500,000.

■ On August 11, 2008, Breast Cancer Help, Inc. received a donation of \$500,000 from Senator Caesar Trunzo.



Ribbon cutting for the digital mammography machine that was donated to Southside Hospital.

■ In April 2009, Breast Cancer Help, Inc. donated a digital mammography machine to Southside Hospital.

■ On July 11, 2009, walkers participated in Breast Cancer Help, Inc.'s Second Annual 5K Walk, "Sponsoring Hope, One Step at a Time" at Robert Moses State Park.

■ In August of 2009, Breast Cancer Help, Inc. joins the ranks of Love/Avon Army of Women. The new program focuses on going beyond a cure to supporting research to prevent breast cancer.

■ Breast Cancer Help, Inc. held its 14th Annual Gala honoring several volunteers for their time and talents. The event raised more than \$8,000.00.

■ On November 16, 2009, Argentine Tango Lovers donated \$1,000.00.

Breast Cancer Help, Inc. joined The Hope Process in February of 2010, which gives the organization rebates on credit card processing fees.

■ On July 25, 2010, Piccolo Ristorante and Sons of Italy held the Lawn Party on the Bay Cancer Charity Extravaganza which raised over \$5,000.00.

■ The Bill Evans Celebrity Golf Outing has raised nearly \$100,000.00 on its first three years.

■ As of 2010, Breast Cancer Help, Inc.'s clothing drop-off bins program has raised over \$1 million since its inception.

■ Oysterman's Restaurant and Pub held its 5th annual Band Together to Beat Breast Cancer on October 3, 2010. The event was a huge success and raised over \$7,000.00 with more than 110 people in attendance.

■ Good Times Tattoo Studio of East Islip and Horifudo Tattoo Studio of Smithtown raised over \$5,000.00 in October of 2010 by giving out free tattoos of the Breast Cancer Help, Inc. ribbon in exchange for the patron donating the cost of the design to Breast Cancer Help, Inc.



The Second Annual 5K Walk, "Sponsoring Hope, One Step at a Time."



Meeting with the Congressman at his office Peter King, Lorraine Pace, Alex Fezza



Adriane Toscano and Lorraine Pace meet with Elaine Hayes and Staff of Special Effects after a successful fundraiser



Susan Piccininni and Lorraine Pace attend Conference at San Rafael, CA in 2005



Adriane Toscano, Susan Piccininni, John Pace, Alex Fezza, Lorraine Pace present \$20,000 check from Special Effects to CSH President Bruce Stillman



Alex Fezza, John Pace, Lillian Meek, Lorraine Pace, Dr. Allen Meek, Attend the 2005 Suffolk County Woman of the Year Awards



Breast Cancer Help, Inc. attends the 2007 Ward Melville Association Dinner to honor Dr. Allen Meek



John and Lorraine Pace are joined by Assemblywoman Ginny A. Fields and Councilwoman Pam Greene to thank the staff of Oysterman's Restaurant and Pub-2006 Band Together to Beat Breast Cancer



Breast Cancer Help, Inc. honors Peter King and John Pace at the 10th Annual Gala held at Chateau La Mer. John Pace, Fr. Tom Arnao, John Pace Jr. and Peter King



Adriane Toscano, Susan Piccininni, John Pace, Alex Fezza, Janet Rodgers and Lorraine Pace present a check from Sons of Italy to CHS President Bruce Stillman



Lorraine Pace accepts a donation raised by Silver Bullets Girls Softball League in 2006



At a luncheon held on Long Island for Hillary Clinton in 2005, pictured are Lynda Distler, Lorraine Pace, Hillary Clinton, Dorothy Benjamin and Kathy Giamo



Seated Dave Bennett, John Pace, Kelsey Pace; 1st row Marion Lewis, Lauralee Bennett, Lorraine Pace, Fr. Tom Arnao, John Pace Jr., Lisa Pace; 2nd row Tom Rodgers and Janet Rodgers



Hillary Clinton and Lorraine Pace attending "Town of Babylon Honors Maxine Postal"



Breast Cancer Help, Inc. Supports Stony Brook University Hospital at their Annual Dinner 2006



State Senator Caesar Trunzo and State Senator Owen Johnson present Lorraine Pace with 1st NY State Senate Award



Suffolk County Cancer Awareness Task Force Seated are Commissioner Dr. Humayun J. Chaudhry and Chairperson Carrie Meek Gallagher



Assemblywoman Ginny A. Fields, Lorraine Pace, and Legislator Vivian Viloria-Fisher at 2005 Volunteers Luncheon



Ed Diorio and Alex Fezza with Southside Hospital Executive Director Winifred B. Mack (center), together at Hospital Fundraiser in 2007



State Senator Owen H. Johnson, Lorraine Pace, and Alex Fezza meet at the Senator's office in Babylon in 2007



Seated Dr. Meek's Mother, Dr. Allen Meek, Lillian Meek Tom Gallagher and Carrie Meek Gallagher at a breast cancer fundraising event on March 19, 2008



Board of Directors and Advisory Board summer meeting at Ocean Beach in 2007



Marsha Hausman, Robert Conforte, Lauralee Bennett, Beth Treckman, Lorraine Pace, Susan Piccininni, Adriane Tuscano, and Carole Lucca at Cabaret fundraiser on August 11, 2007



Lorraine Pace testifies at environmental hearing about Cadmium in our drinking water in February 1994



Lorraine Pace and Lynda Distler stand with Suffolk County Exec. Steve Levy during an Environmental Awareness Conference



Breast Cancer Help, Inc. attends the 1st Annual Walk for Beauty Walk For Life at Stony Brook, NY, 1994



Janelle Coviello, Greg Pace, Margie Fezza, Gloria Rocchio, Vanessa Herman, Diane Nannery and Alex Fezza at the September 30, 1995 Walk for Beauty Walk for Life at Stony Brook, NY



Steve Bellone, Dr. John Kovich and Lorraine Pace meet with the Sisters of the Witness Program at Bethel AME Church, Copiague



John Pace, Maria Diorio, Tom DiNapoli, Lorraine Pace Fr. Tom Arnao meet to discuss breast cancer and the environment



Dr. Allen Meek, Lorraine Pace and Dr. Steven Strongwater at the dedication of the Women's Center, Stony Brook University Medical Center



Lillian Meek, Dr. Steven Strongwater, Dr. Allen Meek, Lorraine Pace and Legislator Vivian Vilorio Fisher at the dedication of the Women's Center, Stony Brook University Medical Center



Bishop McDonnell Knights of Columbus donate over \$30,000 to Breast Cancer Help, Inc. to assist in the purchase of a Digital Mammography System for Southside Hospital



Lorraine Pace speaks at the dedication of the Women's Center Stony Brook University Medical Center



Bishop McDonnell Knights of Columbus makes an additional donation of over \$30,000 to North Shore LIJ Southside toward their Digital Mammography System

Long Island Cancer Help and Wellness Center

Proudly Presents Our Complimentary

# Programs and Services

- Increasing awareness
- Promoting education
- Encouraging early detection
- Providing support to cancer patients, survivors and their families

In 2003, Breast Cancer Help, Inc. launched its Long Island Cancer Help and Wellness Center. Its goal is to provide increased cancer awareness to promote early detection, while providing patients and survivors with needed support. The Center has held numerous lectures to increase early detection and inform Long Islanders about medical advances and how to live healthier. It has also developed programs to provide cancer patients and survivors with the assistance they need to overcome cancer through complimentary integrative modalities that meet their psychosocial needs. The Center has established one of the region's most active cancer support and wellness programs and has served as the focal point of Breast Cancer Help, Inc.'s ongoing efforts to combat breast cancer and other cancers through advocacy, increased awareness, supporting cutting-edge research and ensuring that Long Islanders have access to the best possible medical diagnosis and treatment.

Breast Cancer Help, Inc.'s, Long Island Cancer Help and Wellness Center, offers an array of programs and services that provide support to cancer patients and survivors at no charge. Programs are offered at the Long Island Cancer Help and Wellness Center.

## Monthly Support Group For Cancer Patients

**Held on the 4th Wednesday of each month, 7 pm - 8:30 pm.** Support groups are essential to the emotional foundation of cancer survivors. Both patients and survivors are encouraged to attend to share their thoughts, feelings and concerns with others. In conjunction with the support group, the center offers free chair massage.

## Lymphatic Drainage Therapy

**Call for Appointment.** Lymphatic drainage therapy is applied to facilitate the removal of stagnant toxins, reduce swelling associated with lymphedema and achieve drainage of areas affected by surgery. This program is designed for those interested in learning to achieve lymphatic system maintenance and self-drainage. Sessions will offer clients an opportunity to experience a treatment, learn about their lymphatic system, preventive maintenance and self-care practices to help control and prevent lymphedema. Clients will be eligible for one-hour sessions on a rotating basis. This program is designed to meet the needs of clients with mild lymphedema, clients that are experiencing a flare-up or suspect the onset of lymphedema, and clients that are interested in practicing preventive maintenance. This program is not for individuals whose lymphedema is advanced.

## Reflexology

**Call for Appointment.** Reflexology is a gentle form of therapeutic treatment applied to the feet. The nerve endings in the feet are stimulated by specific massage techniques to affect changes in another part of the body. Stimulating these nerve endings helps to promote relaxation, improve circulation, stimulate vital organs in the body and encourage the body's natural healing processes. Reflexology is considered to be a holistic healing technique that aims to treat the individual as a whole, in order to induce a state of balance and harmony in the body, mind and spirit, and therefore promote good health.

# Reiki

**Various times.** Reiki is a holistic healing therapy whereby practitioners channel energy in a particular pattern to heal and harmonize individuals. Reiki focuses on wholeness and stimulates one's total natural healing process ~ physically, mentally and spiritually, thereby creating many beneficial effects that include relaxation and feelings of peace, security and well-being. The method seeks to restore order when a body's vital energy has become unbalanced. The practitioner places their hands on or above the individual, allowing the recipient to draw energy as needed through the practitioner to encourage energy flow and healing. Reiki reduces stress, fosters deep relaxation, destroys energy blockages and detoxifies the system. It also works in conjunction with all other medical or therapeutic techniques to relieve side effects and promote recovery.

# Yoga

**Tuesday evenings at 5 pm and 6:30 pm.** Reduces stress, fatigue, insomnia, eases pain and increases feeling of well-being. All classes incorporate music and imagery to create an environment of relaxation. The program utilizes gentle moving and breathing techniques, allowing participants to achieve a sense of control over their bodies.

# Art Therapy

**Thursdays, 2 pm to 3 pm.** Healing Through Art. "Art Therapy helps put the pieces together." Discover the therapeutic benefits of art-making. Enhance your personal wellness through creative self-expression and group dialogue. Each session will have selected relaxation music and begin with a deep breathing session. Notebooks for journaling participant's reaction to their artwork may be used at the end of the session.

# Dance for Health and Wellness

**Call for Appointment.** Explore rhythm and dance movement. Dancing can be a way for all of us to connect back to our bodies. There is something very joyful about moving your body in rhythm with music. In addition to being a fun form of exercise, dancing helps build flexibility, tones muscle, builds coordination and improves balance. This class is for those who wish to care for their body, explore their mind, enliven their spirit, have fun and feel energized. No prior dance experience is needed. Comfortable clothing is recommended.

# Creative Writing

**4th Wednesday of each month at 6 pm.** Join us for another road to healing through the written word.

*Programs are offered at no charge to cancer patients and survivors at the Long Island Cancer Help & Wellness Center, 32 Park Avenue, Bay Shore, NY 11706.*

## ON THE WEB: UPDATED SCHEDULE

Visit Breast Cancer Help, Inc. online at [www.breastcancerhelpinc.org](http://www.breastcancerhelpinc.org) for an updated schedule of programs and events, or sign up to receive a program brochure by contacting (631) 675-9003.





**1.** Pictured (left to right): Janet Rodgers, Cancer Research Fund Co-Chair, Orders of Sons of Italy in America, Grand Lodge of New York; Phil Nolan, Supervisor, Town of Islip; Lorraine Pace, Co-President, Breast Cancer Help, Inc.; Dennis Bennett, Co-Owner, Oysterman's Restaurant and Pub; Maria Capp, Event Organizer, Stephanie D'Agostino Fundraiser; and James Gilroy, Co-Owner, Oysterman's Restaurant and Pub.

**2.** Pictured (standing) James Gilroy and Dennis Bennett Owners of Oysterman's Restaurant. Pictured (seated) Kerry Greenberg and Susan Bennett.

**3.** Pictured (left to right): Staff Member Susan Piccininni, Chairman of the Board Father Thomas Arnao, and Staff Member Barbara Foster.

**4.** Former NYS Senator Caesar Trunzo congratulates the volunteers at the 14th Annual Gala. He is joined by Janet Rodgers, one of the honorees, and Alex Fezza, Executive Director, Breast Cancer Help, Inc.

# 14th Annual Gala Honors Volunteers

On September 24, 2009, Breast Cancer Help, Inc. held its 14th Annual Gala at Captain Bill's Bayview House in Bay Shore. Breast Cancer Help, Inc. honored several people for volunteering their time and talents in supporting the organization's cause.

Janet Rodgers, Cancer Research Fund Co-Chair, Order of the Sons of Italy in America, Grand Lodge of New York, was presented with the Harry Ballard Humanitarian Award. The award is named for the late founder of Earthrite Textile Recycling who also created Breast Cancer Help, Inc.'s clothing bin program. At the event, Islip Town Supervisor Phil Nolan presented a proclamation to

Ms. Rodgers for her 10 years of service with Breast Cancer Help, Inc. and her being bestowed with the Harry Ballard Award.

This year's Volunteer Fundraisers of the Year were Maria Capp, a Sayville resident, and Dennis Bennett, Robert Cook, Mike Doherty and James Gilroy, all of Oysterman's Restaurant and Pub in Sayville. On June 3, Ms. Capp held a fundraiser in memory of her cousin, Stephanie D'Agostino, who succumbed to breast cancer on January 3, 2009 at the age of 46. The event raised more than \$8,000 to benefit Breast Cancer Help, Inc.

# Stem Cells Might Reverse Heart Damage From Chemo

Certain types of chemotherapy can damage the heart while thwarting cancer, a dilemma that has vexed scientists for years. But a new study in rats finds that injecting the heart with stem cells can reverse the damage caused by a potent anti-cancer drug.

The findings could one day mean that cancer patients could safely take higher doses of a powerful class of chemotherapy drugs and have any resulting damage to their hearts repaired later on using their own cardiac stem cells, the researchers said.

The study was published online Dec. 28 in advance of print publication in the journal *Circulation*.

Doxorubicin is a common chemotherapy drug used to treat many types of cancer, including breast, ovarian, lung, thyroid, neuroblastoma, lymphoma and leukemia.

But the drug can have serious side effects, including heart damage that can lead to congestive failure years after cancer treatment ends.

In the study, researchers removed cardiac stem cells from rodents before chemotherapy. The stem cells were isolated and expanded in the lab.

Rats were then given the chemo drug doxorubicin, inducing heart fail-

ure. Afterward, the rats' stem cells were re-injected into their hearts, and the damage was reversed.

"Theoretically, patients could be rescued using their own stem cells," said study author Dr. Piero Anversa, director of the Center for Regenerative Medicine at Brigham and Women's Hospital in Boston.

A Phase 1 clinical trial using a similar procedure in people is already under way, said Dr. Roberto Bolli, chief of cardiology and director of the Institute of Molecular Cardiology at the University of Louisville in Kentucky, who is heading the trial.

His lab has U.S. Food and Drug Administration approval to treat 30 patients who have heart failure from cardiovascular disease, not chemotherapy.

In the trial, participants' cardiac tissue will be harvested, the stem cells isolated and then expanded in vitro from about 500 cells to 1 million cells over several weeks, Bolli explained. Several months after the patient has undergone bypass surgery, the stem cells will be re-injected.

Researchers believe the stem cells can differentiate into new heart muscle and blood vessel cells. In addition, the stem cells release cytokines, sub-

stances that stimulate the heart's internal repair system, Bolli said.

The clinical trial is still enrolling participants, and it's too soon to tell how patients who have had the procedure are faring, Bolli said.

For cancer patients, doxorubicin and other medications in the class of chemotherapy drugs called anthracyclines, can be potent tumor fighters. However, oncologists often must limit doses because of the risks to the heart, Anversa said.

If future research shows the stem cell procedure is safe and effective in people, it could one day mean doctors could give higher doses of chemotherapy drugs, knowing that if stem cells are harvested, there is the ability to repair damage to the heart down the line.

"For people, this could potentially be a very important development," Bolli said. "Doxorubicin is a very effective anti-cancer drug, but the use is limited by the toxicity. If this issue can be overcome, it would be a major leap forward for anti-cancer therapy."

*Source: Jennifer Thomas, HealthDay Reporter, <http://healthday.com/Article.asp?AID=634482>*

## Research Reveals How Breast Cancer Rearranges Genome

An analysis of breast cancer genomes has provided insight into how the human genome is rearranged



when the disease strikes, researchers report.

"We have looked at the level of the DNA sequence at just how splintered and reorganized the genome is in many breast cancers. We were, frankly, astounded at the number and complexity of rearrangements in some cancers," Mike Stratton of the Wellcome Trust Sanger Institute in Cambridge, U.K., said in a news release from the institute.

"Just as important, the genomes were different from each other, with multiple distinctive patterns of rearrangement observed, supporting the view that breast cancer is not one, but several diseases," Stratton added.

According to the researchers, who looked at 24 breast cancer samples, the study findings will help doctors

do a better job of classifying tumors, which will improve the diagnosis and treatment of breast cancer.

"It looks as though some breast cancers have a defect in the machinery that maintains and repairs DNA, and this defect is resulting in large numbers of these abnormalities," said the institute's Dr. Andy Futreal, in the news release. "At the moment, we do not know what the defect is or the abnormal gene underlying it, but we are seeing the result of its malfunction in the hideously untidy state of these genomes. Identifying the underlying mutated cause will be central to working out how some breast cancers develop."

*Source: HealthDay News, Dec. 24, 2009*

# Carcinogens in our Homes and Environment

## Reducing Environmental Toxin Exposure Key to Cancer Prevention

Billions of dollars are spent each year to research and develop new cancer treatments. Yet when it comes to preventing this deadly disease, the focus may not be on target, putting too little emphasis on the role of cancer-causing chemicals in the environment, according to a recent report in *Reviews on Environmental Health*.

“A lot of the research right now is about treatment and the genetics of cancer,” says lead study author Richard Clapp, MPH, DSc, professor at the Boston University School of Public Health and adjunct professor at the University of Massachusetts Lowell - Lowell Center for Sustainable Production. “It’s true that the survival rate is much better than it was 20 years ago. But I think there’s been an imbalance in the funding of research...we need to think more about toxic use reduction or alternatives assessment.”

Cancer development involves a complicated interplay of genetic and environmental influences, but exposure to certain chemicals released through manufacturing and industrial processes is a significant contributor, according to the report. The International Agency for Research on Cancer has linked more than 400 different chemicals to an increased cancer risk.

Clapp and his colleagues reviewed studies on many of these chemicals, and found several strong links to cancer, among them:

- **Dioxin** (created during manufacture and combustion processes) — Leukemia, non-Hodgkin’s lymphoma.
- **Hair Dyes** — Brain cancer, colon cancer, leukemia.
- **Metals** (arsenic, lead, mercury) — Bladder cancer, brain and central nervous system cancers, lung cancer, skin cancer, kidney cancer, liver cancer.
- **Mineral Oils** — Bladder cancer, laryngeal cancer, prostate cancer, skin cancer.
- **Non-Ionizing Radiation** (microwaves and cell phones) — Brain and central nervous system cancers, breast

cancer, childhood leukemia.

- **Pesticides** — Brain cancer, breast cancer, colon cancer, leukemia, lung cancer, multiple myeloma, non-Hodgkin’s lymphoma, prostate cancer, rectal cancer, skin cancer.
- **Polycyclic Aromatic Hydrocarbons** (PAHs from burning fuels) — Bladder cancer, breast cancer, prostate cancer.
- **Solvents** — Bladder cancer, kidney cancer, leukemia, lung cancer, multiple myeloma, non-Hodgkin’s lymphoma, prostate cancer.

carcinogenic in their production process, but once they find out that it is, they’re typically reluctant to move very fast to phase it out,” he adds. And even when a handful of chemicals are phased out—like DDT and the herbicide 2,4,5-T—more toxins are introduced.

Clapp and his colleagues cite the need for a new cancer prevention paradigm, which aims to reduce exposure to environmental carcinogens. This approach relies on the efforts of government and industry, but it



The risk is greatest among people who work in the industries that use these chemicals, Clapp says. However, anyone who lives near manufacturing plants or uses these chemicals at home (such as from dry cleaning or pesticides) is also at risk.

If so many chemicals have the potential to cause cancer, why aren’t manufacturers doing more to reduce the use of these substances? “That’s the big question,” Clapp says. “When you declare something to be carcinogenic to humans, that means the industry has to find some alternative or stop using it. So they fight against having things called carcinogens.”

“I think most companies would rather not have something that was

starts with consumers. “People can be aware—be judicious about what they’re buying and putting in their houses,” Clapp says. “As we either choose safer products or demand safer products, that demands the industry to make changes.”

Clapp ultimately believes the solution lies in green chemistry—producing chemicals in a way that is safe to both workers and consumers. As the cancer burden continues to grow, the need for greener solutions becomes ever more pressing.

*Source: Clapp RW, Jacobs MM, Loechler EL. Environmental and occupational causes of cancer: new evidence 2005-2007. Rev Environ Health. 2008;23:1-37.*

# Women Who Sleep Less Than Six Hours a Night are More Likely to Develop Breast Cancer

Women who regularly sleep six hours or less a night may be raising their risk of breast cancer by more than 60 per cent, say researchers.

A major study suggests burning the candle at both ends dramatically increases the risk of developing a potentially life threatening tumor.

Scientists believe sleep disruption interferes with production of a vital hormone called melatonin, which could play an important role in protecting against cancer.

The latest investigation, published in the British Journal of Cancer, provides the strongest evidence yet that getting enough sleep is crucial to prevent breast tumors.

Scientists in Japan tracked

the lifestyle habits of almost 24,000 women over an eight-year period.

They found those getting by on six hours' sleep or less a night were 62

per cent more likely to have breast cancer compared with those sleeping seven hours.

But women who slept an average of nine hours a night were 28 per cent less likely to have a tumor.

Dr Masako Kakizaki, who led the study, said: 'We found a significant association between sleep duration and cancer.'

'Those who slept six hours or less had a significantly increased risk.'

Researchers suspect that melatonin, a hormone produced by the brain during sleep to regulate the body's internal clock, plays a key role in preventing breast tumours by suppressing the amount *Continued On Page 23*



*Women who regularly sleep six hours or less a night may be raising their risk of breast cancer by more than 60 per cent, say researchers.*

## How to Avoid Common Cancer-Causing Agents

### Smoking, Radon and Even Cleaning Products are Linked to Disease

Recently, the American Cancer Society (ACS) published its first position statement on environmental cancer-causing agents, calling attention to the need for more research on the full impact of all the chemicals floating around in our environment.

#### The details

People generally associate "environmental factors" that cause cancer with air and water pollutants. However, there are over 100,000 chemicals used in the consumer products that we come in contact with every day, and only a fraction have ever been tested for safety.

To protect all individuals, the ACS is calling for tighter regulatory standards on both occupational and general exposures, based on sound scientific research that should be better funded, and for greater public disclosure of chemicals being used so that individuals can make informed decisions.

#### What it means

"The environment as it influences health is far more broad than the public may think," says Jonathan Samet, MD, MS, professor in the department of preventive medicine at the University of Southern California's Keck School of Medicine and co-chair of the ACS Subcommittee on Cancer and the Environment, which authored the report. Unfortunately, he adds, cancer-causing agents are often shrouded in uncertainty. "Cellphones are particularly salient examples of environmental exposures that are now ingrained in modern life, yet there's an uncertainty of whether they're a cause of brain cancer," he says.

The ACS is concerned about the environment and cancer, but "there's definitely a need for better and more efficient ways to test for toxicity." The report, he adds, was intended to put environmental pollutants into the broader context of cancer prevention, which, along with more stringent testing of chemicals, includes cutting

down on tobacco use, improving diet and exercise, and employing vaccines against infections that cause cancer, such as hepatitis B and the human papillomavirus (HPV).

Despite the stew of chemicals we encounter on a daily basis, there are ways to protect yourself from their carcinogenic effects:

#### Stop smoking

Smoking contributes to 30 percent of all cancer-related deaths in the general population, the authors note, making it the most controllable source of cancer-causing agents. There's plenty of free help available for quitting; start by talking to your doctor or calling the ACS at 800-ACS-2345.

#### Have your home tested for radon

Radon, a colorless, odorless gas that seeps into homes via cracks in foundations, is the leading cause of non-smoking-related lung cancer in the U.S. It's a byproduct of the natural breakdown of *Continued On Page 23*

# Acupuncture May Cut Hot Flashes and Boost Sex Drive in Breast Cancer Patients

Acupuncture is just as good as standard medication to ease hot flashes and other uncomfortable symptoms in women undergoing breast cancer treatment.

And as an added bonus, the needle treatment may boost the patient's sex drive and contribute to clearer thinking.

"I think the data shows you that acupuncture is a good option for these patients [and] it has no side effects," added Dr. Eleanor Walker, division director of breast services in the department of radiation oncology at Henry Ford Hospital in Detroit, and lead author of a study appearing online Dec. 28 in the *Journal of Clinical Oncology*.

But another expert warned against taking the findings too seriously at this stage.

"It's provocative but the problem is it's a small number of patients and, having participated in research trials in vasomotor [hot flashes, night sweats, etc.] symptoms in women, it's a field that has a large placebo effect," said Dr. Jay Brooks, chairman of hematology/oncology at Ochsner Health System in Baton Rouge. "It needs to have a bigger trial."

Prior studies have shown that acupuncture can reduce hot flashes in postmenopausal women without breast cancer.

All of these studies, however, compared acupuncture to sham acupuncture, not to commonly used drugs, Walker noted. This is the first randomized controlled study to compare acupuncture alongside medication.

Many women with breast cancer receive anti-estrogen hormone therapy, usually for as long as five years, in addition to other treatments.

Although hormone therapy is effective in reducing tumor recurrence, it does cause hot flashes and night

sweats.

The antidepressant Effexor (venlafaxine) is the most commonly used therapy for relieving these symptoms, but the drug brings its own problems, namely dry mouth, reduced appetite, nausea and constipation.

"We need something that's accessible that doesn't add adverse effects," Walker said.

For this study, 50 women with breast cancer were randomly assigned to receive 12 weeks of acupuncture (twice a week for four weeks then once a week) or daily Effexor. They were followed for a year.

Initially, both groups of women experienced similar reductions (about 50 percent) in hot flashes and depression, with an overall improvement in quality of life.

But the acupuncture benefits were longer lived. Two weeks out, women taking the antidepressant saw a resurgence in hot flashes while women in the acupuncture arm continued to have far fewer problems.

About 25 percent of women receiving acupuncture also reported more interest in sex while many also reported more energy and clearer

thinking.

How might acupuncture work its magic? One expert had a theory.

Acupuncture operates as a balancing mechanism, said Janet Konefal, a licensed acupuncturist and assistant dean of complementary and integrative medicine at the University of Miami Miller School of Medicine. "It is a regulator for the systems of the body," she explained. "It doesn't add or take anything -- it simply increases activity or decreases activity depending upon the points used. In this situation, it helped regulate the endocrine system, thus helping to balance the activity of hormones, neurotransmitters, and other biochemical reactions that regulate the body."

However, getting access to the treatment can be problematic, Walker said. "The issue most of the time is the cost of it and whether insurance companies will pay for it," she said. Additional studies also need to look at how often women would need booster acupuncture to minimize their symptoms.

*Source: HealthDay News, Dec. 30, 2009*



# All Body Fat Is Not the Same

A new study takes the well-established link between overweight and increased risk of colon cancer one step further—suggesting that one particular type of body fat may be a major culprit.

Compared to fat around the hips and thighs, fat located around the waistline is more strongly associated with health risks like heart disease, diabetes and certain cancers. However, all waistline fat may not be the same. Researchers now express much greater concern about visceral fat tissue—the fat that accumulates in and around abdominal organs such as the liver. These fat cells, according to emerging science, are likely more harmful than those found in subcutaneous fat, the fat found just under the skin.

Abdominal fatness increases risk of some cancers more than others, colon cancer in particular. A study published this March looked specifically at the link between the two types of abdominal fat and potential precancerous growths. Involving 200 men and women undergoing both a colonoscopy to screen for abnormal growths in the colon and a computed tomography scan of their abdomen and pelvis, the study separately measured the two different types of abdominal fat.

Results showed that subjects who had abnormal growths had significantly larger waists than subjects without them; however, it was visceral fat that

was most strongly linked to the potentially cancerous growths. People with the most visceral fat were more than four times as likely to have growths compared to those with the least visceral fat.

Why would visceral fat pose a greater health risk than other body fat? For starters, research shows that visceral fat is directly related to inflammation throughout the body, which has been linked to cancer and heart disease. Studies suggest that visceral fat tissue contains more macrophages, a type of immune cell that produces cytokines, a hormone-like protein implicated in chronic inflammation.

Cytokines may also increase cancer risk in several other ways: They can increase oxidative stress and boost free radical production (creating DNA damage which could spark cancer development) and they can disturb insulin function (impairing both sugar and fat metabolism).

The fat cells themselves secrete a variety of hormones. One called resistin impairs the action of insulin. Scientists theorize this may be part of the reason that excess body fat is associated with a condition called “insulin resistance” in which ever-higher amounts of insulin are needed to control blood sugar. These higher insulin levels may promote some types of

cancer and other health problems.

Without the help of a CT scan, most of us won't be able to tell if a growing waistline is thanks to visceral or subcutaneous fat. Instead focus on meeting current recommended guidelines for a healthy waist circumference.



According to the American Institute for Cancer Research, cancer risk increases at waist sizes greater than 31.5 inches for women and 37 inches for men.

In addition, maintaining a healthy weight is also essential. Some research suggests that weight loss can reduce production of inflammatory cytokines and increase expression of anti-inflammatory ones. Physical activity, which is key to weight control, may also have additional effects, including helping insulin to work more effectively.

*Source: American Institute for Cancer Research*

## New Guidelines Back Mammograms Starting at Age 40

Mammograms should begin at 40 for women with an average risk of breast cancer and by 30 for high-risk women, according to guidelines released on Monday by two groups that specialize in breast imaging, contradicting controversial guidelines from a U.S. advisory panel last year.

The joint recommendations from the American College of Radiology and the Society of Breast Imaging take into account the success of annual mammography screening starting at 40, said Dr. Carol Lee of Memorial Sloan-Kettering Cancer Center

in New York, whose study appears in the *Journal of the American College of Radiology*.

“The significant decrease in breast cancer mortality, which amounts to nearly 30 percent since 1990, is a major medical success and is due largely to earlier detection of breast cancer through mammography screening,” Lee said in a statement.

The recommendations have been in the works for about two years, but they serve in part as a rebuttal to guidelines issued in November by the U.S. Preventive Services Task Force,

which recommended against routine breast mammograms for women in their 40s to spare them some of the worry and expense of extra tests to distinguish between cancer and harmless lumps.

Those recommendations contradicted years of messages about the need for routine breast cancer screening starting at age 40, sparking a rebellion from breast cancer specialists who argued the guidelines would confuse women and result in more deaths from breast cancer.

“Amidst all *Continued On Page 23*

# Breast Cancer and Melanoma

You're probably hearing a lot about breast cancer. But here's something you may not have heard: if you've been diagnosed with breast cancer, you're at higher risk of melanoma, the deadliest form of skin cancer. Melanoma patients likewise have increased odds of developing breast cancer. Melanoma is the deadliest form of skin cancer, and will kill an estimated 8,650 people in the US this year alone.

While earlier studies have noted a link between the two malignancies, it's only in a recent *Irish Journal of Medical Science* study that researchers explicitly advised doctors to monitor breast cancer patients for signs of melanoma, and vice versa.

Investigators led by photobiologist Gillian M. Murphy, MD, a member of The Skin Cancer Foundation's International Advisory Council, examined the 6,788 cases of melanoma and 27,597 cases of breast carcinoma between 1994 and 2007 documented in Ireland's National Cancer Registry. They mathematically determined that if there was no statistically significant relationship between the two, 30–35 patients could be expected to have both malignancies.

Instead, there were 127.

"In general, patients with melanoma or other skin cancers are always at higher risk of developing other malignancies," Dr. Murphy commented. "But this is about a fourfold increase, which raises the possibility of a genetic predisposition linking the two cancers."

The *Irish Journal of Medical Science* study corroborates the findings of journals such as *Annals of Oncology and Breast Cancer Research and Treatment*, which reported that breast cancer patients have between 1.4 and 2.7 times the risk of developing mela-

noma. In addition, *The International Journal of Cancer* noted that female melanoma patients have a 1.4-time greater chance of developing breast cancer.

"All of these studies reinforce the importance of routine breast cancer exams for melanoma patients and annual skin exams for breast cancer survivors," said Perry Robins, MD, president of The Skin Cancer Foundation. "It is particularly alarming for young women as melanoma rates are increasing rapidly among this demographic." Melanoma is the most common form of cancer for young adults

25-29 years old, and women under the age of 39 have a higher probability of developing melanoma than any other cancer except breast cancer.

The Foundation recommends that high-risk patients undergo a full-body skin screening by a physician at least once a year. And self-exams, coupled with the practice of rigorous sun protection methods, are also important. Monthly head-to-toe self-examination can alert you to changes in the skin and aid in the early detection of skin cancer.



*If you've been diagnosed with breast cancer, you're at higher risk of melanoma, the deadliest form of skin cancer.*

## Sun Protection Advised Year-Round

If you're like many people, you slather on sunscreen during hot summer days, then in winter, not so much. Short, cold days make it easy to forget that the sun doesn't go into hibernation.

While the intensity of ultraviolet B (UVB) rays diminishes in the winter, ultraviolet A (UVA) rays remain constant all year, said Dr. Perry Robins, president of the Skin Cancer Foundation. And UVA rays are about 30 to 50 times more prevalent than UVB rays.

Too much of either isn't good for your skin, but UVA rays pose particular dangers to your skin. Though UVA rays are less likely than UVB rays to cause sunburn, UVA rays do contrib-

ute to skin cancer.

And the longer wavelength UVA rays penetrate deeper into the skin than shorter wavelength UVB rays. The damage causes skin to lose its elasticity, leading to the classic signs of aging: wrinkles, sagging and brown spots.

"Our knowledge of the dangers associated with UVA rays has grown significantly over the last few decades. We now know that UVA plays a significant role in skin cancer," Robins said. "Therefore, consumers need to educate themselves on how to protect against these damaging rays and remember that sun protection is an all-year-round concern."

Cloud cover won't protect you. Even on gray winter days, about 80 percent of both UVA and UVB rays penetrate clouds. And 100 percent of UVA rays penetrate glass.

To protect your exposed skin from UVA and UVB rays, put on "broad spectrum" sunscreen daily. Look for ingredients such as avobenzone, oxybenzone, mexoryl, zinc oxide and/or titanium dioxide.

You can make sunscreen a part of your daily routine even in winter by choosing a facial and hand moisturizer with an SPF of 15 or higher. Many cosmetics, such as foundation, lipsticks and powder, contain an SPF.

Source: *HealthDay News*, Dec. 28, 2009

## Women Who Sleep Less Than Six Hours a Night are More Likely to Develop Breast Cancer

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of estrogen that is released.

Estrogen is known to be a factor in the development of a significant proportion of breast cancer cases.

A team of experts at the Tohoku University Graduate School of Medicine in Sendai, Japan, studied data on women aged between 40 and 79 who took part in a health and lifestyle survey, including questions on sleep duration.

During the eight-year study, 143 were diagnosed with breast cancer.

When the researchers analyzed

the cancer sufferers' sleeping habits, they found late nights and early mornings had a major impact.

Other studies have shown tumors appear to grow at twice the normal rate when there is a lack of melatonin in the blood.

'The current evidence suggests sleeping and working patterns might have a small effect on the risk of breast cancer,' said the charity's science information manager, Henry Scowcroft.

Professor Jim Horne, professor

of sleep medicine at Loughborough University, criticized the study for grouping together everyone sleeping six hours or less.

'The number of cancer cases in this study is very small and I suspect the risk only starts increasing under five hours a night,' he said.

'Most women have nothing to worry about and there is no good evidence that sleeping for longer helps to prevent breast cancer.'

Source: By Pat Hagan - <http://www.dailymail.co.uk/health/article-1082507/>

## How to Avoid Common Cancer-Causing Agents

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uranium in soil, and some regions of the country have higher instances than others. Visit [www.epa.gov/radon](http://www.epa.gov/radon) to learn if you're in a high-risk area for radon poisoning.

### Get vaccinated or screened

The ACS says that 17 percent of cancer deaths are caused by viruses and other infections. Make sure you follow the screening guidelines that are appropriate for your age, gender, and health status. And get your kids the proper screenings, too. Hepatitis B vaccines are generally part of a child's routine vaccination schedule, but the HPV vaccine is adminis-

tered around the time a girl turns 12. Whether or not you choose to get your kids vaccinated, teach them the value of regular screenings that can catch these infections before they turn into cancer.

### Eat organic

Pesticides have been linked to childhood leukemia and breast cancer, among other problems. Choose food that's grown with organic techniques whenever possible, and you'll keep suspect chemicals out of your body. Voting organic with your dollars also decreases the amount of agricultural chemicals that end up in our water

and soil.

### Clean naturally

Like pesticides, harsh chemicals in cleaning products have been linked to a wide variety of health problems and some are suspected of causing cancer. Since cleaning companies aren't required to tell you what's in their products, the simplest way to avoid cancer-causing agents is to make your own cleaners using natural ingredients like vinegar. You should also avoid home care products that contain chemical fragrances, which may be listed as "parfum" or "fragrance" on the label.

Source: MSNBC.com, Dec. 23, 2009

## New Guidelines Back Mammograms Starting at Age 40

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the furor, the ACR and the SBI stand firmly behind their recommendation that screening mammography should be performed annually beginning at age 40 for women at average risk for breast cancer," Lee and colleagues wrote.

The recommendations also cover the use of magnetic resonance imaging or MRI and breast ultrasound in women who are at high risk of breast cancer because they have mutations in the BRCA1 or BRCA2 genes or a family history of breast cancer.

In these women, breast mammograms should begin by age 30, but not before age 25, when the risk of radiation exposure from the mammograms

begins to outweigh the benefits of screening.

Dr. Phil Evans of the University of Texas Southwestern Medical Center in Dallas and president of the Society for Breast Imaging said the guidelines are based on the latest clinical trial data.

"Where the data was not present, we looked at recommendations that reflect expert consensus opinion," he said in a telephone interview.

He said they also help fill in some gaps in terms of how to screen high-risk women. In women who have BRCA mutations, the group recommends annual MRI screening, a more sensitive test, in addition to mammo-

grams starting by age 30.

Women who have a greater than 20 percent lifetime risk of breast cancer based on family history should also have annual MRI scans starting at 30.

The two groups did not consider the harms associated with routine screening at an earlier age, such as false positive results, which the task force was trying to balance.

"The reason for that is there have been studies that have shown women would rather have their cancer found, even if it means having to have a biopsy. The harms, from most studies we've seen, did not seem to be all that real," Evans said.

Source: Reuters.com, Jan. 4, 2010

# HOW YOU CAN HELP: JOIN US TODAY!

Your Membership and support help bring us closer to understanding the possible cause of breast cancer. It also helps us meet our goal of having a Healthy Environment for a Living Planet.

## Our Members receive:

- Our Newsletter
- Information on opportunities to learn more and get more involved in projects regarding breast cancer and related environmental issues.
- Long Island Cancer Help & Wellness Center Brochure

This newsletter is dedicated to the memory of Breast Cancer Help, Inc. members Phyllis Conforte, Harry Ballard, Francine Berger, Maureen DePalma, Mary Fezza, Carmen Imbo, Diane Nannery and Donna Zuccarello. It is also dedicated to the men and women of the United States armed forces. Their sacrifices on behalf of our country make it possible for us to work toward finding a cure for breast cancer and other cancers.

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Yes, I want to join **Breast Cancer Help, Inc.** and increase my awareness about breast cancer and related environmental issues.

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