

## BREAST CANCER:

*Before,  
After &  
in the Middle*

**April 28, 2010  
8:30 a.m. - 2:00 p.m.**

Delaware Technical and Community College  
Educational Technology Building  
Dover, Delaware 19904-1383

The Delaware Breast Cancer Coalition presents the 13th Annual Breast Cancer Update Wednesday, April 28 from 8:30AM to 2PM at Delaware Technical Community College in Dover. The free, one-day educational forum that began as a small scientific meeting for physicians about the latest trends in breast cancer diagnosis and treatment is now one of Delaware's most trusted sources of current breast cancer information for healthcare professionals, breast cancer survivors, and the general public.

This year's session entitled Breast Cancer: Before, After & In the Middle explores aspects of the scientific and psycho-social impact of breast cancer, from diagnosis to survivorship.

National expert and morning keynote speaker Len Lichtenfeld, MD, MACP, Deputy Chief Medical Officer of the American Cancer Society, presents on ACS mammography screening guidelines and controversies around the US Preventative Services Task Force guidelines; and Jacqueline Napoletano, MD, Christiana Care Breast Center, addresses current and emerging technologies and guidelines for breast cancer screening.

Local and regional experts, including Scott D. Siegel, PhD, licensed psychologist at the Helen F. Graham Cancer Center, discuss topics of ongoing research on how couples manage a breast cancer

diagnosis; creating a survivorship care plan for treatment, screening and support after breast cancer; and understanding changes to body image and sexuality after treatment.

Then wrapping up the afternoon is keynote speaker Kelly Corrigan, a young breast cancer survivor and author of the New York Times bestseller *The Middle Place*, who shares personal experiences of managing family, friends and two young children while going through diagnosis, treatment and beyond. Corrigan will be available for book-signing during an afternoon reception.

The 13th Annual Breast Cancer Update is made possible by Wilmington Trust, AstraZeneca, Delaware Health and Social Services Division of Public Health, the Helen F. Graham Cancer Center, Novartis Oncology, Christiana Care Imaging Services, the American Cancer Society, and Delaware Technical Community College.

Admission is free and open to the public, lunchtime refreshments are provided, and pre-registration required. The Breast Cancer Update is approved by accredited providers of Continuing Education Units (CEUs) for nursing professionals and social workers. A small fee applies for processing CEUs. Register online at [www.debreastcancer.org](http://www.debreastcancer.org) or call 866.312.DBCC (3222).



## BREAST CANCER

*Update*  
Delaware Breast Cancer Coalition  
Spring 2010

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Breast Cancer: Before, After & in the Middle 5K Run/Walk
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### LOCATIONS:

**New Castle County**  
111 W. 11th Street, Ste. 3  
Wilmington, DE 19801  
(302) 778-1102

**Kent County**  
165 Commerce Way, Ste. 2  
Dover, DE 19904  
(302) 672-6435

**Sussex County**  
16529 Coastal Hwy., Ste. 116  
Lewes, DE 19958  
(302) 644-6844

Toll Free in Delaware:  
(866) 312-DBCC (3222)

E-mail:  
[DBCC@debreastcancer.org](mailto:DBCC@debreastcancer.org)

Website:  
[www.debreastcancer.org](http://www.debreastcancer.org)



John duPont

## A Message from John duPont, Chairman of the Board

Dear Friends,

We welcome springtime and the changes it brings. The warmer weather and sunshine have us feeling re-energized to continue on our mission until our vision becomes a reality. As much as spring is a time of beauty and renewal, however, it's also a time of new breast cancer diagnoses and recurrences because breast cancer can strike during any season. That's why we invite you to join us in Delaware Breast Cancer Coalition's annual Spring into Action campaign.

It's the perfect season to browse the two-day Treasure Chest Yard Sale, take a walk with friends in the first 5K in Delaware created specifically for the local fight against breast cancer, or to get a fresh look with a Haircut for a Cure. Whether you participate in these and other upcoming events (found in this issue of Update), or you make a straight financial contribution, you'll be helping women and men in our local communities and helping to save lives.

All donations and event proceeds directly support DBCC's efforts to raise awareness of breast health issues through programs of education and outreach, facilitate screening mammography for early detection and treatment, support research through Peer Mentoring/Clinical Trials, and more.

Look for these signs of spring from the DBCC:

- The Women's Mobile Health Screening van back on the road, updated with the latest digital screening technology and staffed by our new screening partners from Beebe Medical Center, making mammography more accessible to women in all walks of life
- The new Nurture Your Self program offered, in partnership with the Helen F. Graham Cancer Center, for women living with advanced breast cancer
- Specialized training in clinical trials rolling out to a select group of Peer Mentors
- Breast Cancer: Before, After & In the Middle, the 13th Annual Breast Cancer Update
- The 1st Annual DE-feet Breast Cancer 5K Run/Walk, and
- A pink doorway to DBCC's new exclusive resale boutique, coming soon to N. Wilmington.

Also look for our special section in the May issue of Delaware Today magazine; and, as always, we welcome you to visit our website at [www.debreastcancer.org](http://www.debreastcancer.org) or call us at 866-312-DBCC for more information about the Delaware Breast Cancer Coalition.

We hope you'll join in our Spring into Action campaign.

Warm regards,

John duPont, Chairman of the Board  
Delaware Breast Cancer Coalition, Inc.

[debreastcancer.org](http://debreastcancer.org)

111 West 11th Street, Suite 3  
Wilmington, DE 19801



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### Yes! I want to Spring into Action in the fight against breast cancer!



Enclosed is my tax-deductible contribution of:

- Surprise Us!* \$ \_\_\_\_\_  \$1,000  \$500  
 \$250  \$100  \$50  \$25

Donor Name: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please charge my contribution:  VISA  MC  AMEX  Discover

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature: \_\_\_\_\_

My contribution of: \$ \_\_\_\_\_ is

In Memory of: \_\_\_\_\_

In Honor of: \_\_\_\_\_

Please send an acknowledgement of this contribution to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*(Please make check payable to DBCC)*

## Spring into Action Against Breast Cancer

We hope that you will Spring into Action with your gift to the fight against breast cancer. Your gift will make a real difference to the women and men we serve and ensure that DBCC is available to help those who are diagnosed with breast cancer or faced with a recurrence.

Remember, your gift to DBCC will fight breast cancer right in your community! DBCC provides programs and resources in Delaware and nearby communities in the tri-state area. In fact, we respond to calls for assistance, no matter where the call comes from. Breast cancer doesn't recognize state boundaries – and neither do we! Thank you in advance for your support – and for caring and sharing.



**FIRST ANNUAL  
5K RUN/WALK**  
SPONSORED BY TANGER OUTLETS  
Produced by the Seashore Strider Event Production, Inc.  
*Proceeds to benefit the Delaware Breast Cancer Coalition*

How many steps must you take to complete a 5K or one-mile walk? Pop on your pedometer and find out, Sunday, May 2 at 9:00 AM, at the 1st Annual DE-feet Breast Cancer 5K Run/Walk. Walk with us for women from all walks of life, for women who may be too sick to walk themselves. They may be right in front of us and we just don't see – in the checkout line, at the post office, at the drive-through bank. Join us as we walk, skip, and run toward the finish line with the hope of putting an end to breast cancer.

This first annual family event is sponsored by Tanger Outlets, produced by Seashore Striders, and is open to runners and walkers of all ages. Corporate, community and school team participation is strongly encouraged, and advanced registration is recommended. All participants receive a long-sleeved T-shirt, and there's even a "Sleepwalkers" category for those who are unable to attend but who want to show their support. Sleepwalkers simply register for \$20, check the "Sleepwalkers" category, and then sleep in on Sunday!

Eagle 97.7 FM will provide music on-site, and bake sales, raffles, door prizes, face painting and children's activities add to the excitement. Register online at [www.seashorestriders.com](http://www.seashorestriders.com) or on-site beginning at 7:30 AM at the event at Tanger Outlet Center (by Applebee's Restaurant), 36470 Seaside Outlet Drive, Rehoboth Beach. The cost is \$20/person until April 30; \$25/person on-site. For more information about the event or to discuss volunteer opportunities call DBCC at 302.644.6844.

# IN THE SPOTLIGHT

## Survivors Shine at Souther Lights of Life

A sold out crowd gathered for the 7th Annual Southern Lights of Life: An Evening of Living and Giving at Dover Downs Hotel & Casino, February 20, to honor all breast cancer survivors and to support the Delaware Breast Cancer Coalition. Southern Lights of Life, the area's premier breast cancer fundraising event that supports DBCC's programs of education, early detection, Peer Mentoring and more, was another huge success this year.

Hundreds of Silent Auction items were up for bid during a festive reception and big-ticket items were part of the Live Auction, all thanks to the generous donations of businesses and individuals throughout Delaware. Winning numbers for the Silver Lake Duck Raffle for a treasure of electronics contributed by Best Buy stores of Delaware, and for the overflowing "Wheelbarrow of Cheer," were drawn by Congressman Mike Castle.

Following dinner and a dessert extravaganza, with a performance by the DelTech Drum Corp, DBCC executive director Vicky Cooke opened the program and then welcomed special guest and breast cancer survivor Carla Markell, Delaware's First Lady, to the podium.



Carla Markell

"I am astounded by the statewide scope and reach of the Delaware Breast Cancer Coalition," said Markell, while speaking to the crowd. "I'm amazed that DBCC can accomplish so much with so few people. Keep up the good work!"

Southern Lights of Life co-chairs Michele Domenick, MD, Susan Chinnici, and Okemah Strickland, and Vicky Cooke accepted generous checks from Dr. Rischi Sawhney on behalf of Bayhealth Medical Center, and from Amy Norgate, general manager, Tanger Outlet Center in Rehoboth. The Tanger check for \$91,000 was the total funds raised from Tanger's Pink Card campaign during Breast Cancer Awareness Month.

The highlight of the evening was the fashion show featuring ten courageous and beautiful breast cancer survivors. The show was moderated by Cheryl Doucette, DBCC special projects manager, and models included Kati Diaz, Susan DiMondi, Lona Elliott, Brenda Wall, Selena Fry, Barb McGowan, Diane

Avery, Serena Pelletier, Dian Stein, and Kamile Williams. The women also did their best "Vanna White" impersonations, displaying Live Auction items, while auctioneer David Wilson got the crowd into a bidding frenzy. Sadly, Tracy Kramer, who was slated as a model that night, lost her battle to breast cancer just days before the event.

In Southern Lights of Life tradition at the end of the evening, survivors stood together with lighted candles, and were then joined by a ballroom filled with supporters – also standing with burning candles, in honor of all survivors.

DBCC thanks all that attended, sponsored, volunteered at, and donated to the Southern Lights of Life for your generosity and support. The funds raised will help to further DBCC's work toward the vision of creating a community where everyone diagnosed with breast cancer is a survivor.



Models with Cheryl and Dave

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The Delaware Breast Cancer Coalition, Inc. is a supporting member of the National Breast Cancer Coalition.

The Delaware Breast Cancer Coalition, Inc. is a 501(c)(3) non-profit organization.  
Tax ID: 52-204-5298

# Spring into Action

One in Eight women will be diagnosed with breast cancer in her lifetime. Breast cancer is a life-changing disease that affects not just the women and men diagnosed, but also families and friends, employers, and communities. Breast cancer does not discriminate -- it is not racially or culturally prejudiced, age-specific, or income-related. And it does not recognize state boundaries. Everyone knows someone who is newly diagnosed, facing a recurrence or metastasis, or a long-term survivor.

Spring into Action with a gift to DBCC to help fight breast cancer right here at home, in the local communities of Delaware and nearby counties in Pennsylvania, Maryland and New Jersey. The women and men you help may just be someone you love.

Spring into Action will help DBCC continue its programs that increase breast cancer awareness, promote the importance of early detection and effective treatment, and provide support and resources to women and men who have been diagnosed with breast cancer.

Most importantly, your gift support programs of early detection and treatment, peer mentoring and clinical trials, and helps to save lives. Help us lend a helping hand to those faced with breast cancer to make their challenges a little easier.

Thank you for caring, and for sharing in the vital, life-saving fight against breast cancer with a gift to the Delaware Breast Cancer Coalition.

## More Events to Come...

**April 17-18, 9AM-3PM, Treasure Chest Yard Sale**  
**FruitFlowers**, located at 1900 Newport Gap Pike in Wilmington, hosts a two-day yard sale extravaganza to benefit DBCC. Call Crystal at 302.636.0300 or Priscilla at 302.778.1102 x17.



**\$\$/\$5 FruitFlowers:**  
In addition to the yard sale, **FruitFlowers on Newport Gap Pike** is running a year-long promotion to benefit DBCC. Mention DBCC when you order and you'll save \$5 and \$5 will be donated to DBCC Stop in the store or shop online at [www.store.fruitflowers.com](http://www.store.fruitflowers.com).

**April 18, 12-3PM, Haircut for a Cure**  
Haircuts are only \$10 for women, men and kids at Rori & Company, 1066 Forrest Ave in Dover. Join the fight against breast cancer with a haircut for a cure. Stylists are donating their time and all fees are donated to DBCC. No appointment necessary. Call 302.736.6999.

**April 23, 7PM – 12AM, The Legend Pink Balloon Gala**  
A night of dancing, food, beer & soda, putting contests, a silent auction, and more, to benefit DBCC. Tickets are \$35. Balloons in honor of a cancer survivor are \$10. The Gala is at Hockessin Memorial Hall/Fire Company, Old Lancaster Pike, Hockessin, DE. Call Karen Valentine at 302.738.7178 or Leah Noh at 302.834.6611.

**April 30, 5-8PM, The 23rd Annual Dover Mile**  
Join DBCC and the Dover Rotary Club as survivors and friends walk the Dover Mile, beginning at The Green on State Street (between North and Water Sts), Dover. The fee is \$15 per walker, of which \$10 will be donated to DBCC, and includes a pink t-shirt.

**May 1, 7-11PM, Dance for the Cause**  
The Alpha Zeta Chapter of Beta Sigma Phi International is sponsoring this benefit for Delaware Breast Cancer Coalition and Tunnell Cancer Center. The event includes "Seaside Jimmy" as DJ, a Chinese Auction, a 50/50 raffle, and more. Tickets are \$14/person or \$25/couple and include two drinks per person, light refreshments and dessert. Located at Millville Fire Hall, Route 26, Ocean View, DE. For tickets and information call Mary Lou Meisler at 302.537.5618 or Cathy Kunst at 302.539.9217.

**June 24, 11AM, The Legend Classic Golf Tournament and Silent Auction**  
The Legend Foundation is dedicated to partnering with local organizations to promote the early detection and treatment of breast cancer and to assuring that everyone who has been diagnosed with this disease can seek the best possible care without the stress of monetary concerns. Proceeds will be donated to the Breast Care Fund of the DBCC in honor of this year's Legend, Jennifer Wickersham, for her demonstrated strength, courage, and grace while facing her diagnosis and treatment. Shotgun start at 12:20 PM at Delaware National Country Club, 400 Hercules Road, Wilmington, Tee, Hole and Specialty Sponsorships available. Visit [www.thelegendfoundation.org](http://www.thelegendfoundation.org) for details and to register.

**July 4-10, The 3rd Annual TaTo Tuna Tournament and Picnic – SAVE THE DATES!**  
Indian River Boating Association sponsors its third fishing tournament for the benefit DBCC, followed by a family-style picnic on Saturday, July 10. Visit [www.irba.us](http://www.irba.us) or call Priscilla at 302.778.1102 x17 for details.

For information about monthly survivor events, contact your local DBCC office or visit [www.debreastcancer.org](http://www.debreastcancer.org).



Barb and Patti

## Survivor Story Like Mother, Like Daughter

Patti Key and her mother Barbara Truitt are alike in many ways, right down to their taste in music and love of shopping. They share similar mannerisms so much so that when Patti was young her family called her "Little Barb." This mother and daughter duo are alike in another way, however, that's not so endearing. Both were diagnosed with breast cancer in 2005 – Barbara in February and Patti in August. Prior to that there was no known history of breast cancer in the family.

"When my mother was diagnosed, I immediately had a mammogram," said Patti. The results were normal, but her annual check up in August revealed two lumps. "I didn't believe it!" Patti vividly recalls about hearing her diagnosis. "I was angry and yelled at the doctor, 'This is not true! This is not happening!'"

A bit further along in her own breast cancer journey, Barbara quickly became Patti's mentor. "She was six months ahead of me," Patti said. "She was right with me every step and was an outstanding mentor." Both women had lumpectomies, followed by radiation.

As CEO of the Harrington Raceway and Casino, Patti later started hosting fundraisers for the Delaware Breast Cancer Coalition and donating food for DBCC events. "Breast cancer is close to my heart and to my co-workers' hearts. So we all got involved in the fight against breast cancer," she said. "The women drivers participated in a race at Harrington and donated their winnings to DBCC." Funds raised by these events help DBCC to provide resources and trained Peer Mentors to other newly-diagnosed women or those facing a recurrence so that no woman is ever alone on her journey.

In 2008, Patti and Barbara took another mother-daughter breast cancer journey together. They walked the runway together as models in the Southern Lights of Life fashion show as breast cancer survivors.

"DBCC is great!" Patti said. "They support you... and they don't turn anyone away. I would advise anyone who is newly diagnosed to call DBCC. They'll make sure you're not alone".

## Breast Cancer Truth or Myth?

**Myth:** MRI is better than mammography because it finds more cancer

**Truth:** The mortality rate from breast cancer is higher for African American women than Caucasian women.

**Myth:** Most women with breast cancer have a family history of the disease

**Truth:** Breast cancer rates are declining

**Myth:** Men don't get breast cancer

**Truth:** Most people think they have a higher risk of breast cancer than they actually do.

Learn more about the myths and truths, healthcare reform, and hot topics in the breast cancer community at the **2010 Annual Advocacy Training Conference**, hosted by the National Breast Cancer Coalition, May 22-25 at the Renaissance Washington DC Hotel. Visit <http://takeaction.stopbreastcancer.org/conference> for more information.



**NATIONAL BREAST CANCER COALITION FUND  
ANNUAL ADVOCACY TRAINING CONFERENCE**

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