



The *Pink Ribbon* Press

Published by The New Zealand Breast Cancer Foundation

Message from the Executive Trustee

Welcome to your first newsletter for 2009. You may have noticed that we have changed the name from Breast Health to The Pink Ribbon Press.

We believe the new name better reflects the broader nature of The Foundation's work in the fundraising and delivery of: education, awareness programmes, research, advocacy, medical support & development and community outreach programmes.

It's not only the newsletter name that has changed. The Foundation is pleased to welcome some new staff to boost its Marketing and Fundraising functions. The influx of new blood means we have had to leave our old premises after seven years.

The Foundation's new offices will be a broader asset to the whole breast cancer community as we plan to make meeting space available for other breast cancer groups who share your goal of preventing NZ women from developing and dying from breast cancer. Your support of these events enables The Foundation to make a real difference by educating families and saving lives. Your continued support of the Foundation is very much appreciated.

Heather Shotton, Executive Trustee

Understanding HER2 status

HER2 is a growth factor that is found on the surface of cells and plays a role in controlling how cells grow and divide. The HER2 gene directs the production of special proteins, called HER2 receptors. It is these HER2 receptors that are found on the surfaces of cells. About 1 in 4 breast cancers are HER2 positive, meaning the cells have a large number of HER2 receptors.

Cancers with too many copies of the HER2 gene or too many HER2 receptors tend to grow quickly and are thought to be more aggressive.

HER2 positive cancers may respond to treatments that work against HER2. This kind of treatment is called anti-HER2 antibody therapy, and an example of this type of treatment is Herceptin.

(Excerpt from the Roche brochure 2008 'What does my pathology report mean?').

Thank you!

To all of you who so generously donated to the Christmas Appeal, thank you so much for your contribution. We are still receiving your donations now, which is a testament to your commitment to The Foundation and the work that we do in the interests of all New Zealand women and their families who are affected by breast cancer. We still have a long way to go in reducing the impact of this terrible disease on the lives of our loved ones, but every dollar you contribute makes a difference!



Kathryn Cox

National throws a lifeline to 300 women



2008 closed with the welcome news that 300 New Zealand women each year with HER2 positive early breast cancer will now have access to a fully funded 12 month course of Herceptin through the public health service if it is recommended by their clinician.

The additional \$9 million funding for the 12 month course was announced by Health Minister Tony Ryall on 9 December 2008 and ap-

plies to patients from November 2008. Herceptin® is only used to treat HER2 positive breast cancer.

Dr Belinda Scott, breast surgeon and Chair of The New Zealand Breast Cancer Foundation's Medical Advisory Committee, says "The extended Herceptin funding is fantastic news for women with HER2 positive early stage breast cancer, their families and the New Zealand community. This decision enables clinicians to recommend the 12 month course for those patients they believe it will help without the financial implications that this decision has previously raised". The New Zealand Breast Cancer Foundation will continue to support and review all new data on Herceptin and other breast cancer drug treatments as the information becomes available through clinical trials and from the New Zealand Breast Cancer Patient Registers which The Foundation is rolling out with support from the New Zealand medical community.



Executive Trustee Heather Shotter and Max at Dove Pink Star Walk 2008

Breast Cancer Awareness Month raised \$1 million!

With your help, The New Zealand Breast Cancer Foundation (NZBCF) has raised over \$1 million dollars through major fundraising activities during Breast Cancer Awareness Month in October 2008.

On Friday October 10 the 'Pink Army' of over 4500 volunteers collected almost \$805,000 during the national Pink Ribbon Street Appeal which is the NZBCF's largest fundraising activity. Retail sales of pink pins and wristbands through schools, clubs and small businesses, generated a further \$250,000.

Community giving from individual fundraising efforts has raised \$104,000 to date. Based on the experience of previous street appeals, a final figure will not be available until March when businesses and individuals reconcile accounts for the financial year end.

The funds you raised during Breast Cancer Awareness Month enable The Foundation to continue their work, particularly in the area's of community outreach, and to extend their grants to public health organisations to assist them to buy better diagnostic equipment for breast cancer patients.

You should be extremely proud of the tremendous effort put in over Breast Cancer Awareness Month. With your help we are able to continue to get those key life-saving messages out around the country through free seminars and educational resources, and continue to advocate for better treatments for women with breast cancer. You also help women already affected by the disease, as your help and generosity enable The Foundation to expand its support and rehabilitation programmes throughout New Zealand.

Samantha Hayes, Greer Robson and MC, Katrina Hobbs



A great big hand for our Supporters & Volunteers!

New Year, New Team, New Office!



On the 27th January 2009, the NZBCF offices moved to 11-13 Falcon Street, Parnell.

After 7 years at Clonbern Road, Remuera, we were sad to say goodbye to the office, but the increase in staff

and the need for more space for volunteers meant a move was necessary, and we are very excited about the new space. We have 5 new team members which now brings the total number of staff to ten. New staff are: Suzanne McNicol: Marketing and Communications Manager, Jeanine Gribbin: Fundraising Manager-Philanthropy, Lynette White: Sponsorship and Events Manager, Natalie Livermore: Office Support Manager, and Hannah Johnston: Marketing Executive.

Executive Trustee, Heather Shotter sees the re-organisation of The Foundation's staff and the provision of new roles as a natural function of the NZBCF's development. "With the prospect of expanding our fundraising in the future, it became clear that the requirements of the Foundation were not being met by previous staffing levels." The new structure allows us to provide more funding for new initiatives in the community particularly in the area's of community outreach as we now have the resources to identify new revenue streams and to maximize the opportunities that currently exist.

We would like to take this opportunity to sincerely thank all of you fabulous volunteers who gave your time, energy and dollars over Breast Cancer Awareness Month. Without you, your support and your generous donations, The Foundation would not be able to continue it's vital, life-saving work within the community. On behalf of The Foundation, thank you for helping to continue to support the women and families of New Zealand affected by Breast Cancer. We all very much appreciate it!



Pink Pilates Programme hits a new peak in 2009

The New Zealand Breast Cancer Foundation (NZBCF) has awarded a grant towards the national roll-out of the Pink Pilates programme in 2009.

The Pink Pilates programme has been specifically designed to help women diagnosed with breast cancer regain their physical strength, rebuild self esteem, and improve their body confidence. Breast cancer research has found that exercise can help boost the immune system, limit weight gain from chemotherapy, ease treatment side effects, and contribute to an improved quality of life.

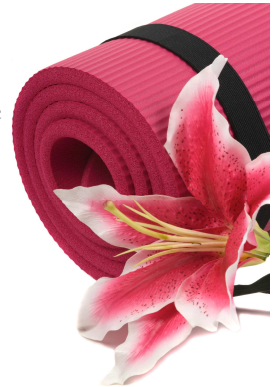
Pink Pilates is dedicated to helping women who are recovering from breast cancer surgery or treatment through the use of personalised health programs. These include a complementary blend of Pilates, physiotherapy, massage, stretching and breathing techniques. This therapeutic combination addresses both the physical and emotional side effects of breast cancer.

Breast Surgeon and Chair of NZ Breast Cancer Foundation's Medical Advisory Committee, Belinda Scott is the patron of the Pink Pilates programme and has been a strong advocate for making the programme available nationally. "As a breast surgeon, I see many women with breast cancer who feel the balance in their lives has changed. The diagnosis and treatment of breast cancer can be a long hard journey, which can be helped by programmes such as this. Pink Pilates is there to help women recover both physically and emotionally allowing them to regain a sense of control and improved well-being." The Pink Pilates programme is suitable for all women recovering from breast cancer and accommodates all levels of fitness. The programme consists of 10 sessions with a personal physiotherapist and each session is designed to suit the individual needs of each participant.

Currently operating in the Re:Ab Clinic in Ponsonby, Auckland the NZBCF grant of

\$110,220 will make subsidised Pink Pilates Programmes available in 14 centres throughout New Zealand.

Pink Pilates founder, physiotherapist Lou James is thrilled with the funding from the Foundation "I am delighted that the Pink Pilates programme is now available for women recovering from breast cancer surgery and treatments in other parts of New Zealand. Pink Pilates has been helping women in Auckland maximize their recovery for the past two years. We've had fantastic feedback and it's wonderful that with the support of the New Zealand Breast Cancer Foundation we can now extend our service to benefit more women."



Education Roadshows '09

Another year of Roadshows is set to kick off starting in February, with our Breast Health Educators traveling around the country to teach and inform our communities about breast cancer. If you would like more information on where and when the Roadshows will be near you, please visit our website www.nzbcf.org.nz/education or check out your local newspaper. Special thanks goes to the Lion Foundation, whose sponsorship makes it possible to deliver these key life-saving messages throughout New Zealand



Nuiean Church Group
Mangere, Auckland

Yes!

I am interested in finding out more about a **FREE** Breast Health Seminar

Name:.....

 Contact: Ph.....
 Mob.....
 Email.....
 Name of Workplace/Group

 Anticipated Numbers to Attend.....
 Location:.....
 Town/city.....
 Email.....

Yes!

I would like to make a donation to The NZBCF.

Amount \$ _____ Visa MasterCard

Card Number

Card Holder's Name _____

Signature _____ Expiry Date ____/____/____

Make cheques payable to: The New Zealand Breast Cancer Foundation,
PO Box 99650, Newmarket Auckland 1149.

Please help us to continue to provide our lifesaving programmes - free nationwide community education, research, public seminars, medical grants and scholarships, breast cancer patient registers, advocacy and community outreach.

Pink Breakfasts for Mums on Mothers Day!



The New Zealand Breast Cancer Foundation and *Weight Watchers* have once again joined forces and invite you, and all New Zealanders to hold a Pink Ribbon Breakfast during May - the month for mums!

After a very successful first year in 2008, raising almost \$100,000

nationally, the Pink Ribbon Breakfast is now a very important part of The Foundation's fundraising calendar, and gives you an opportunity to get together with friends, colleagues & family, to support a worthy cause, and keep breast health awareness and breast cancer on the top of mind throughout May.

The purpose of the occasion is to celebrate the importance of our mothers, raise vital funds and remind us that healthy lifestyle choices have a big impact on a person's health.

Funds this year will go towards much needed equipment to help in the fight against breast cancer.

You can help raise money by holding your own Pink Ribbon Breakfast for family and friends, anytime in May. Wherever you choose - in your home, the local park, a café or your workplace and if you are one of the first 50 to register, you will be the lucky recipient of a 'Super' pack, with lots of goodies to make your Pink Ribbon Breakfast extra special! If you would like more information please go to www.nzbcf.org.nz or phone us on 0800 902 732



10th Anniversary of 'In the Pink'

2009 marks the 10th anniversary of The Foundation's annual fashion extravaganza 'In the Pink', which provides an evening full of fun, glamour, sophistication and sensual delights. Guests will again be treated to a sumptuous dinner, live entertainment and spectacular fashion by some of New Zealand's leading designers.

Taking place on the 26th June 2009, funds raised from 'In the Pink' 2009

will go towards helping the Foundation continue to provide free nationwide community education, educational resources, research, medical grants & scholarships, breast cancer patient registers, advocacy and community outreach.

Tickets will be on sale from the beginning of May (perfect for Mothers Day!) and will be available via our website www.nzbcf.org.nz, or by contacting The Foundation on 0800 902 732.

Tax year ends 31 march!



NZ Tax Refund are a New Zealand based tax & accounting firm specialising in New Zealand tax refunds for anyone who is working or has worked in New Zealand. NZ Tax Refund help raise money for the Foundation by allowing people to donate their refund or a portion of it directly to the NZBCF. NZ Tax Refund are independent registered Tax Agents with the New Zealand Inland Revenue Department.

\$10!

The *Pink Ribbon* Lottery Tickets available 1st March!

Following on from a successful inaugural lottery last year, The New Zealand Breast Cancer Foundation has decided to undertake another lottery in 2009. Over \$140,000 was raised for The Foundation's vital work.

Funds raised from the 2009 lottery will go towards two community outreach programmes which play a vital role in a woman's recovery from breast cancer treatment. To purchase your ticket, please call 0800 568 837 between 9am and 4:30pm Mon-Fri or go to www.solutiondynamics.com/bcf/pinkribbonlottery.

1st Prize!



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Entertainment™ Books contain hundreds of 25-50% off and two-for-one offers from popular restaurants, cinemas, hotels, the arts, and sporting events. The new 2009 Book also sees the inclusion of an exciting new "Retail" section with offers for Jewellery, Beauty Therapists, purchasing Wine from cellar doors, hiring trailers and even a mobile mechanic!

As a special bonus, and only for a limited time, if you pre-order and pay for your 2009/10 Book before 20th March you'll receive a bonus sheet of vouchers from 6 businesses new to the Entertainment Book. Books are distributed in early April. Editions for Waikato and Bay of Plenty \$50, Wellington \$55 are also available to pre-order now (Christchurch edition \$65, available for pre-orders now, but not released until mid May 2009). To order your copy of the 2009/10 Entertainment™ Book visit www.nzbcf.org.nz or contact 0800 902 732.

www.nzbcf.org.nz | Tel: 09 304 0766
Fax: 09 309 0644 | 11-13 Falcon Street, Parnell
P O Box 99650, Newmarket, Auckland 1149

