

PINK RIBBON PRESS

Spring 2021



Breast Cancer Foundation NZ

JOIN US FOR A PINK RIBBON WALK
pinkribbonwalk.co.nz



ABCpro is helping Joy and Huia gain some control back in their lives after being diagnosed with advanced breast cancer.

The difference you're making for Kiwis with advanced breast cancer

Joy's life completely changed after being diagnosed with advanced breast cancer (ABC). She went through early breast cancer in 2010 and was successfully treated, but seven years later found out the cancer had spread to her bones.

Since then, Joy's had to give up the job she loves as a costume designer for a musical theatre, and she struggles to drive far or even walk very much now.

Although there is currently no cure for ABC, with the latest treatments some people survive for many years. But it's tough. One of the hardest parts of living with ABC is dealing with the symptoms and side effects from treatments.

But thanks to you, women like Joy have been given a way to help control those symptoms through our new telehealth nursing service, ABCpro. A pilot at Waikato Hospital is already making a difference.

Joy told us: "Together with the nurse, we figured out I was only getting nausea on an empty stomach so she advised I should have smaller meals more regularly. By changing the way I eat rather than taking medication, it feels like I've been given back some control."

Huia, who was diagnosed with ABC last August, is also grateful to be part of the trial which has given her new confidence in dealing with her disease: "I don't have any control over my breast cancer, however ABCpro is a tool I can add to my kete which gives me some control back.

"It's helped me to learn more about living with an incurable disease, and I hope it will benefit many others, too."

Your kindness has helped to make life so much easier for Joy and Huia. With your continued support, we'll be able to roll out ABCpro to more hospitals and support more women around the country living with ABC.

This issue:

Read our latest research round-up

A privilege to play a small part in making big changes with you



Ah-Leen Rayner

Chief Executive

There couldn't have been a better time for me to join Breast Cancer Foundation NZ than the beginning of Pink Ribbon Breakfast month, and what a fantastic introduction it's given me!

I've had the honour of attending a number of Pink Ribbon Breakfasts since starting as the new Chief Executive in May and I've been so heartened to see the emotion and camaraderie coming out of every single event.

I've also been astounded by the breadth and depth of what the Foundation achieves for Kiwis with breast cancer. I'm so proud to take over such a talented, committed and passionate team. And of course, none of this work could happen without loyal supporters like you.

My special thanks this month go to John Andrew Ford, who recently provided us with three new cars. This new partnership means our nurses can continue their vital work getting out and about to deliver breast health awareness around the country.

While I'm excited about taking the next step forward with you all, I can't deny that Covid-19 remains a concern. So much of our income relies on being able to connect in person with our community through iconic events like the Pink Ribbon Walks and Pink Ribbon Street Appeals.

But no matter what challenges may come our way, I'm confident that your unwavering support will get us through.

It's a privilege for me to play a small part in making big changes with you for the thousands of New Zealanders affected by breast cancer. Together, we can accelerate our progress towards zero deaths from breast cancer.

Celebrating the life of a NZ breast cancer pioneer

Dr Belinda Scott (1957-2021)

Dr Belinda Scott was a pioneering breast surgeon who helped to found BCFNZ and served on our medical committee and Board for 20 years. She pioneered better surgical treatments, led clinical trials, and educated women about early detection.

In 1995 Belinda became the first woman to start her own breast clinic in NZ. Her philosophy was that every woman has a right to good advice and excellent care, delivered in a caring manner. Over the years she treated thousands of women on that basis.

Belinda's journey to the top of her field almost didn't happen. A surgeon suggested she should focus on having babies instead of sitting her surgical exams, as she was pregnant at the time. And despite failing exams after being on call at the hospital every second night, she refused to give up, saying: "Failure teaches you if you really want something".

At BCFNZ we will always remember Dr Belinda Scott with fondness and gratitude. Our condolences go out to her family on their loss.



Dr Belinda Scott, a pioneering breast surgeon who did so much for breast cancer patients in NZ.

A special message from Tamara just for you

Earlier in the year we wrote to you, asking you to back the Helena McAlpine Young Women's Breast Cancer study. We're thrilled by the response – so far \$130,000 has been raised for this project. Thank you so much! These much-needed funds are helping us to understand why younger women are more likely to die of their breast cancer and how to treat them more effectively.

We also shared Tamara's story about being diagnosed with breast cancer last year at the age of 33, while she was pregnant with her second child, Zac. Tamara wanted to let you know that she's doing really well now:

"We celebrated the huge milestone of Zac's first birthday in May. It was an extra special time as his grandparents in Australia could finally meet him, thanks to the travel bubble opening. I've just started back at work, and we're enjoying all of the little things together as a family. The boys make us smile daily and remind us how lucky we are."

"Thank you to everyone who donated to this appeal. This research gives so much hope to women like me. I know how lucky I am to now be a breast cancer survivor."



After being diagnosed with breast cancer during last year's Level 4 lockdown, Tamara is now recovering well and enjoying spending precious time with her family (husband Ryan and two sons Fergus and Zac).

Port in the pink

A small community at the end of the Waikato River has packed a hefty punch for breast cancer. In their eighth year of hosting a Pink Ribbon Breakfast, a team of 16 volunteers in Port Waikato raised \$25,000 through this year's activities.

\$10,000 of that came from a Trade Me auction of a sketch by Prime Minister Jacinda Ardern. The team gathered over nibbles to watch the last hour of bidding. They weren't disappointed by the bidding war that broke out, doubling the price from \$5000 in the last 10 minutes.

Committee Chair Jacqui Church told us: "Breast cancer touches many families in Port Waikato. Hosting a Pink Ribbon Breakfast is our way of acknowledging these families and giving them our arohanui.

"It's also really important to make our community stronger by raising awareness and educating women about breast health. This is a way of showing how we're all in the same waka together."

Thank you to the Port Waikato Pink Ribbon Breakfast team and everyone who hosted or attended a Pink Ribbon Breakfast this year. Together, you've raised more than \$2 million for breast cancer education, research, and patient support.



A sketch by Prime Minister Jacinda Ardern fetched \$10,000 for Port Waikato's Pink Ribbon Breakfast.

How your donations got Ziggy through her recovery

Ziggy's entire world stopped when she found out she had breast cancer during the second Covid-19 lockdown in August last year.

She was 44, living a hectic life running a dentist practice while bringing up two children with her husband Giles. Breast cancer was the last thing Ziggy expected when she discovered a lump.

She started treatment as quickly as possible, having surgery to remove her left breast and some lymph nodes, then chemotherapy.

As soon as Ziggy received the diagnosis, she called BCFNZ's specialist breast nurses. She says the support given to her made a tremendous difference with coping with the sudden upheaval, her wellbeing and recovery:

"The nurses were wonderful! From the very start, and throughout my journey, they would ring to ask how I was doing. They offered funding for counselling, physio and lymphoedema therapy. This helped me to deal with anxiety and allowed me to focus on getting better."

"I also found all of the information resources so valuable. I've watched every one of the webinars, I love that they cover such a wide range of topics."

"If it wasn't for all of this incredible support, I don't know where I'd be today."

Nine women in Aotearoa New Zealand will learn they have breast cancer today. Thanks to your generosity, those women won't have to go through breast cancer on their own. We'll be there with them, every step of the way. Thank you for making this possible.



Ziggy (pictured with husband Giles) received support from BCFNZ's nurses which made a tremendous difference to her breast cancer recovery.

PLEASE DONATE. Help save lives and support women with breast cancer.

Call 0800 902 732

Online www.bcf.org.nz/spring

Complete the form below



Mr Mrs Miss Ms Other

Name: _____

Address: _____

Phone: _____

Email _____

Donate online at www.bcf.org.nz/spring

I would like to make a donation to Breast Cancer Foundation NZ

Please accept my gift of:

\$35 \$75 \$250 Other \$ _____

Credit card: Visa Mastercard Amex

Card number:

Name on card: _____

Expiry date: Signature: _____

Direct bank transfer

12 3030 0534226 07 (One-off donation)

12 3030 0534226 06 (Monthly donation)

Please include your **donor ID** and
PRP Spr as a reference

Please send this form to:

Breast Cancer Foundation NZ, Private Bag 99906, Newmarket, Auckland 1149

Thank you for your support

Three ways you can make the most of Breast Cancer Awareness Month

October is Breast Cancer Awareness Month and there's no better time to show your support to the 3,300 Kiwi women diagnosed with breast cancer every year.

Here are the top three ways you can take part and have fun while making a difference:



Give two hours of your time to volunteer for the Pink Ribbon Street Appeal on 29 and 30 October



Walk for the ones you love at a Pink Ribbon Walk in Auckland (20 November), Christchurch (6 November) or Wellington (13 November)



Join hundreds of workplaces turning Pink For a Day during October

See what people who got involved last year had to say...

"The whole team across all three of our clinics in Taupō, Rotorua and Reporoa have taken part in Pink For a Day every year since 2013. Having been through breast cancer myself, I know that there's nothing fun about it. But raising funds for Breast Cancer Foundation NZ is a way to feel empowered that you're playing a small part in trying to defeat this awful thing. It brings a huge boost of morale to both our team and our customers, it feels great to come together for such a good cause."

– Jenni Hill, Business Manager at VetPlus



Joan and granddaughter Amelia

"Volunteering is my way of giving back to BCFNZ for the wonderful support I received when I was diagnosed with breast cancer nine years ago. They provided an online community (mybc) for me to meet other women going through the same journey, funding for physio, and lots of information and support."

– Joan, Pink Ribbon Street Appeal volunteer

"I did the Pink Ribbon Walk in honour of my mum, who went through breast cancer for the second time last year after 14 years of being cancer-free. The support BCFNZ gives to both patients and family is absolutely spectacular. It makes a very hard situation that little bit easier."

– Samantha, Pink Ribbon Walker



Samantha, her brother Jason, and mum Gillian

Achieving more with our partners' support

We're excited to announce our expanded partnership with furnishings company Harrisons. For the past 12 years they've partnered with Dunlop Flooring, each donating \$1 from every roll of pink carpet underlay sold. Harrisons is now generously committing to \$100,000 a year through their flooring, curtains and solar brands.

Patrick Harrisons, their CEO, said: "We could not be prouder to support Breast Cancer Foundation NZ and be a part of something that will help make the lives of women and their families a little easier."

Our partnership with Griffin's also grew this year, with our very own Pink Ribbon Biscuits launched in May. Thanks to the amazing backing from Foodstuffs NZ, who sold them exclusively in New World, PAK'nSAVE and Four Square, the biscuits raised more than \$259,000 for us.

We were astounded by the popularity of Skellerup's Pink Band gumboots, which flew out the door. Don't worry if you missed out, they'll be back next year!

We're enormously grateful to all of our committed partners who believe in our work and the importance of supporting our community.



Shop for good

Here's a sneak peak at some of the Pink Ribbon products our partners are releasing this October.
Your purchase will help fund our efforts in pushing for new frontiers in early detection, treatment and support.
Find out more at breastcancerfoundation.org.nz/pinkproducts

BCFNZ Boobeads

Great to show you the size of lumps detectable by mammograms. Remember - Find it before you feel it. Available exclusively at Farmers stores nationwide and now online at www.farmers.co.nz (only in October).



Pick up half a dozen **Bon appétit Free Range Eggs** from your supermarket all year round and Breast Cancer Foundation NZ receives 50c from every pack sold.



From October 1, when you purchase from **Harrisons Carpet & Hard Flooring** and **Harrisons Solar** you are not only getting your dream home but also supporting Breast Cancer Foundation NZ.



Cloud 9 Invincible Carpet cushion

Make your home a place of comfort this October with Dunlop Flooring's Cloud 9 Invincible Carpet cushion (with its iconic pink laminate). Available all year from Harrisons Carpet One.

Sealy New Zealand – Designer Bedroom Fundraising Campaign

This October, Sealy New Zealand will reveal a bespoke pink Sealy Posturepedic bed, designed especially in support of Breast Cancer Foundation NZ. Available via auction on Trade Me. Find out more at sealy.co.nz



ghd Limited Edition Take Control Now Pink Collection- Platinum+ Styler®, Gold Styler® Helios Professional hairdryer.

\$20 from each sale of the ghd "Take Control Now" pink collection goes to Breast Cancer Foundation NZ. Available in the best salons, select retailers and ghdhair.com/nz



Compass Pools continue their support for a fourth year by painting the outside of their pools pink! Buy one this summer and \$100 from every pool goes to Breast Cancer Foundation NZ www.compasspools.co.nz



Pink Ribbon Roses

Exclusive to Matthews Roses is the Floribunda "Pink Ribbon". Bred in NZ by Bob Matthews. \$2 from the sale of each rose will be donated to Breast Cancer Foundation NZ. Available from selected garden centres nationwide and online.



Estee Lauder Limited Edition Pink Ribbon Product

20% of the purchase price of this year's limited edition Pink Ribbon product comes to BCFNZ. Available from 1 October at Estee Lauder counters nationwide and online at estelauder.co.nz, farmers.co.nz, lifepharmacy.co.nz, smithandcaugheys.co.nz and ballantynes.co.nz.

ESTÉE LAUDER

Clinique Limited Edition Pink Ribbon Product

\$10 of the purchase price of this year's limited edition Pink Ribbon product comes to BCFNZ. Available from 1 October at Clinique counters nationwide and online at clinique.co.nz, farmers.co.nz, lifepharmacy.co.nz and smithandcaugheys.co.nz.



Business partner recognition

Breast Cancer Foundation NZ is grateful for the support of the following business partners:

Corporate partners



Diamond partners



In-kind partners

John Andrew Ford, Bell Gully, Soar Print, Colenso BBDO, Starcom, Post Haste, Eftpos New Zealand, Stratos, Spark Foundation

Platinum partner



Gold partners



Contact us

Email: info@bcf.org.nz

Phone: 0800 902 732

Ask a nurse: 0800 BC NURSE (0800 226 8773)

Post: Breast Cancer Foundation NZ
PO Box 99650, Newmarket, Auckland 1149

[www.breastcancerfoundation.org.nz](http://breastcancerfoundation.org.nz)

@pinkribbonNZ



Taste The Wow! **NZ Pink Lady® Apples** have proudly supported Breast Cancer Foundation NZ since 2016. Available July-November in supermarkets and independent greengrocers nationwide. www.pinkladyapples.co.nz



Griffin's Pink Raspberry Mallowpuffs

Every pack of Pink Raspberry Mallowpuffs purchased will help support the work of Breast Cancer Foundation NZ.



SNAX Himalayan Pink Salt crackers

Griffin's SNAX crackers are a Kiwi classic, and it's great to have this iconic brand supporting Breast Cancer Foundation NZ for the first time in 2021. For every pack sold, 25c will go towards BCFNZ. Look out for the Pink SNAX box in stores from 20 September – while stocks last.



SBS Pink Ribbon Visa

Breast Cancer Foundation NZ has teamed up with SBS to create one of the first charity credit cards in NZ. For every account opened successfully, we will receive a \$20 donation from SBS Bank and every time you use your card, SBS Bank will donate 5 cents to BCFNZ. Apply now or find out more at www.pinkribbonvisa.co.nz



Eta Uppercuts Pink Himalayan Salt and Pepper chips

For every pack of limited edition chips sold, 30c goes to Breast Cancer Foundation NZ. On sale throughout October at your local supermarket, while stocks last.



Proven Winners' gorgeous Bubblegum petunias

are a great way to pink up your garden or containers this spring. 50 cents from each plant sold goes to Breast Cancer Foundation NZ. Available from garden retailers nationwide.



Castello Double Cream Pink Pepper

Experience the indulgent combination of pink pepper flakes and velvety soft brie, in support of breast cancer awareness. For every half-moon of Pink Pepper sold, \$1 will be donated to Breast Cancer Foundation NZ from 1 October to 31 December 2021.

BOBBI BROWN

LA MER

CLIQUE



BCFNZ RESEARCH ROUND-UP 2021:

Hope for the future

Read about the world-class research taking place right here in New Zealand, made possible by you

Scientists across Aotearoa New Zealand are currently working hard to find the next breakthroughs in breast cancer prevention, detection and treatment, thanks to you.

We've seen some remarkable strides in breast cancer research since Breast Cancer Foundation NZ was founded 27 years ago. But tragically, 650 New Zealand women still die from breast cancer each year, so there is still plenty we must do.

Your support has allowed us to invest more than \$13 million in some of our country's brightest minds since 1994. Your continued loyalty means we can keep pushing for new frontiers, and we will not stop until we reach zero deaths from breast cancer.

See some of the recent projects you've helped to make happen.

Using gene editing to prevent breast cancer

What's the problem?

Preventative mastectomy is the most effective way to stop women who are genetically at risk of breast cancer from developing it, but surgery can come with both physical and psychological harm.



Dr Vanessa Lattimore,
University of Otago

How are we solving it?

We've awarded Dr Vanessa Lattimore and her team at the University of Otago, Christchurch, a \$250,000 partnership grant for their work seeking a new way to reduce the chance of developing breast cancer for high-risk women. They are investigating the use of antisense oligonucleotide (ASO) therapy, a form of gene editing which fixes faulty genes. ASOs have already been used successfully to reverse symptoms in genetic disorders such as spinal muscular atrophy. Their potential is an exciting and unexplored area for breast cancer prevention.

Blocking enzymes to tackle drug resistance

What's the problem?

Drug resistance is a serious barrier to the treatment of breast cancer, which can lead to metastasis (the spread of cancer to other parts of the body) and recurrence (when cancer comes back after treatment).



Associate Professor Vyacheslav Filichev,
Massey University

How are we solving it?

Massey University's Associate Professor Vyacheslav Filichev and his team have discovered that the suppression of two enzymes known to mutate DNA – APOBEC3A and APOBEC3B – can stop the ability of cancerous cells to adapt to anti-cancer drugs like chemotherapy and immunotherapy. Thanks to a \$250,000 partnership grant, they are now aiming to develop blockers for these enzymes which could be used in a new type of drug given before cancer treatment starts. It will mean treatments will work for much longer.

Please donate to fund life-saving research so we can reach zero deaths from breast cancer



Call **0800 902 732**



Online www.bcf.org.nz/spring

A new approach to breast reconstruction

What's the problem?

Breast reconstruction is an important part of the treatment process for women with breast cancer as it can help to improve quality of life. Fat grafting (using fat from other parts of the body to recreate a breast) is a popular option for breast reconstruction because it uses the natural tissue from a woman's own body and has low surgical risk. But as much as 70% of the fat injected into the chest can be lost due to fat cells not adapting to their new environment. This means patients need multiple surgeries to achieve a successful reconstruction.

How are we solving it?

Tiny packages released by cells called extracellular vesicles (EVs) help cells communicate with each other and have become useful tools for promoting tissue function. Building on earlier research we funded, Dr Kirsty Danielson at the University of Otago, Wellington, is now using a \$250,000 partnership grant to look at whether a certain type of EV that comes from fat tissue – called adipose derived stem cell EVs (ASC-EVs) – could improve fat retention and therefore reduce the number of operations patients have.



Dr Kirsty Danielson, University of Otago

Earlier diagnosis for hereditary breast cancer

What's the problem?

For women who inherit genetic mutations associated with breast cancer (BRCA1 and BRCA2 being the most common), the risk of developing the disease can be as high as 70%. It's not currently known how many breast cancers in NZ are hereditary and they could even be under-diagnosed.

How are we solving it?

Together with the Health Research Council, we're funding a \$200,000 project by Professor Michael Eccles and his team at the University of Otago, which will hopefully lead to earlier diagnosis and treatment of women who have hereditary breast cancer. They'll use the Breast Cancer Foundation National Register to identify patients who have tested positive for BRCA mutations in order to examine their breast cancer characteristics. They'll then do genetic profiling of 300 other patients (with or without inherited gene abnormalities). This will give us a better understanding of hereditary breast cancer and help to improve screening for at-risk women.



Professor Michael Eccles,
University of Otago

Boosting clinical trial participation in NZ

What's the problem?

People who participate in clinical trials get the best, current, standard of care for their breast cancer. Some even get the most cutting-edge treatments. Despite this, only an estimated 2% of breast cancer patients in New Zealand are currently on a clinical trial, and many of these won't be drug trials.



Dr Michelle Wilson,
Cancer and Blood Research at
Auckland City Hospital

How are we solving it?

We've doubled one of our investments into clinical trial research by extending the funding of a clinical research coordinator at Auckland DHB's Cancer and Blood Research Unit for another two years. Since we first started funding the role in 2019, 41 new patients have been signed up to trials and three new studies have opened, with two more currently being set up.

Dr Michelle Wilson, medical oncologist and clinical director for Cancer and Blood Research at Auckland City Hospital, said: "The initial investment from Breast Cancer Foundation NZ has already given many women access to a trial they otherwise would not have had. Now we can continue advancing research and opening up more opportunities for New Zealanders facing breast cancer."

Please donate to fund life-saving research so we can reach zero deaths from breast cancer



Call 0800 902 732



Online www.bcf.org.nz/spring