



Making strides toward a world with more birthdays

Join the movement to end breast cancer. Making Strides Against Breast Cancer is more than just the name of an event—it describes our progress in the fight. More than 200 Making Strides walks are held nationwide each year to celebrate people who have battled breast cancer, educate people about ways to reduce their risk, and empower communities to join the fight. This fall, Making Strides Against Breast Cancer will bring together people of all ages in 29 locations across New York and New Jersey.

Make a Difference.

Making Strides Against Breast Cancer is saving lives by helping people stay well and get well, by finding cures and fighting back. Walkers honor breast cancer survivors and raise funds for lifesaving research and support programs to help eliminate breast cancer as a life-threatening disease. Since 1993, nearly six million walkers have raised more than \$400 million through Making Strides. In 2009, 151,000 people raised \$17 million at walks throughout New York and New Jersey.

Make History.

The American Cancer Society continues to fund breast cancer researchers in their work to fight this disease including Ceshi Chen, Ph.D. at Albany Medical College whose research goal is to identify novel oncogenic molecular targets for breast cancer diagnosis and target therapy. By identifying certain genes, Dr. Chen hopes to provide a novel molecular target for future diagnoses and anti-tumor therapies.

Make Strides.

It's so easy to be a part of progress at www.cancer.org/stridesonline. Start a team, find fundraising ideas, and collect donations. Create your own Web site, design e-cards, or join the Pacesetter Club. Pacesetters are a select group of walkers who are committed to achieving extraordinary fundraising results and raise \$2,500 or more. Teams of 10 or more individuals who collaboratively raise more than \$25,000 will become Pacesetter Teams. Join the ranks of our top fundraisers and see your name listed on our Web site.



Find out more at
cancer.org/stridesonline
or call 1.800.227.2345.

Join Us!

New York Walks

September 26, 2010
Corning

October 3, 2010
Binghamton
Buffalo
Rochester
Salem
Syracuse
Waterloo

October 17, 2010
Albany
Albion
Bronx
Brooklyn
Jamestown
New York City
Hudson Valley
Long Island
Queens
Staten Island
Westchester
Utica

October 24, 2010
Queensbury
Watertown

New Jersey Walks

October 17, 2010
Jersey City
Newark
Ocean City
Parsippany
Point Pleasant Beach
Woodbridge

October 24, 2010
Paramus
Pennsauken

The American Cancer Society **saves lives** and creates more birthdays by helping people stay well and get well, by finding cures, and by fighting back against cancer.

cancer.org | 1.800.227.2345



Breast cancer is the most commonly diagnosed cancer in women, and the second leading cause of cancer death after lung cancer. More than 20,000 women and men in New York and New Jersey will be diagnosed in 2010 with breast cancer. More than 4,000 are expected to die of the disease. The American Cancer Society is:

Helping People Stay Well

When diagnosed in its earliest stage, the survival rate for breast cancer is 98 percent. When diagnosed late, the survival rate drops to 27 percent. In New York and New Jersey, the American Cancer Society works closely with state health departments and health care systems to raise awareness and provide free mammograms to women without insurance. In addition, Society workplace programs include Meeting Well and Active For Life, which educate and help people maintain a healthy weight, be more physically active, and limit alcohol intake—all factors in reducing breast cancer risk. For information on free mammograms, call 1.800.227.2345 or go to www.cancer.org.

Helping People Get Well

The American Cancer Society provides patients, survivors, and caregivers with up-to-date information on breast cancer and its treatment, as well as personalized navigation through the complex health care system. This support is available 24 hours a day, seven days a week, 365 days a year in English, Spanish, and many other languages. And local survivor support programs such as Reach to Recovery, Look Good...Feel Better, and transportation programs provide emotional, cosmetic, and practical support during cancer treatment. Due to strong relationships with hospital systems and the economic downturn, we have served more patients in 2010 than ever before.

Finding Cures

The American Cancer Society has funded \$352 million in breast cancer specific research—

more than any other non-government organization. In our history, the Society has funded \$3.4 billion in basic cancer research—most of which is relevant to breast cancer. The Society has been associated with nearly every breakthrough of the last century, including breast cancer drugs, Tamoxifen, and Herceptin.

As of April 2010, the American Cancer Society is funding 23 new breast cancer researchers totaling \$17.8 million in New York and New Jersey alone. Scientists are currently at work at leading institutions such as Memorial Sloan Kettering Cancer Center, Princeton University, Columbia University, University of Rochester, and many more.

The prevention of breast cancer is not yet understood. In 2009, the American Cancer Society launched Cancer Prevention Study-3, and is currently enrolling 500,000 adults from various racial/ethnic backgrounds to learn how lifestyle, behavioral, environmental, and genetic factors may cause or prevent cancers, including breast cancer.

Fighting Back

For years, the American Cancer Society's Cancer Action Network has been fighting for meaningful health care reform to expand access to lifesaving screenings, and ensure that breast cancer survivors are protected against loss of coverage, or denial of coverage because of a pre-existing condition. In 2010, Congress passed health care reform—a victory for anyone who cares about breast cancer. We need to keep fighting for funding to pay for mammograms for women who remain uninsured.

THE OFFICIAL SPONSOR OF BIRTHDAYS.™

