Sharsheret Welcomes Two New Board Members

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Teaneck, New Jersey (February 3, 2020) - Sharsheret, the only national not-for-profit organization dedicated to addressing the needs of women and families, of all Jewish backgrounds, facing breast cancer and ovarian cancer, is proud to welcome Batya Paul as its new Treasurer and Dr. Alise Reicin as a member of its national Board of Directors.

Batya’s life mission is to volunteer her time in order to benefit others. Batya has served as a long-time volunteer at Sharsheret and has co-chaired the annual Tri-State Benefit for the last four years. Batya’s involvement with the organization stemmed from her personal friendship with Sharsheret’s Founder Rochelle Shoretz A”H. She resides in Bergenfield with her husband, Nachman, and is the proud mother of four children who are also actively involved with Sharsheret with their respective peer groups. Batya’s daughter, Debra, is the former co-President of Sharsheret’s student board of downtown Manhattan, and her husband Tal also sits on the board. Batya’s son Jonathan is the Founder of a Sharsheret B’nai Mitzvah project called PJ’s Packages, where he assembled and distributed care packages for breast and ovarian cancer patients at Holy Name Medical Center in Teaneck. Batya has served as a founding and executive board member at the Yeshivat Noam
school, and is a member of the Board of Trustees at The Frisch School as well as the President of the Frisch Parents Association for the past five years.

Alise Reicin, MD, a leader in the medical community, has dedicated her career to saving and improving lives through clinical research. Dr. Reicin was most recently, President, Global Clinical Development, for Celgene, where she oversaw the development and approval of drugs across their pipeline in Oncology, Hematology, Autoimmune diseases and Fibrosis. She currently serves on the board of directors of Homology Medicines, a gene therapy company. Dr. Reicin has extensive early and late clinical development experience working across a broad range of therapeutic areas, including playing a leadership role which contributed to the approval of eight novel medicines. Dr. Reicin previously served as Head of Global Clinical Development, for EMD Serono. Prior to this, Dr. Reicin served as Vice President, Oncology at Merck, where she led Merck’s Keytruda (anti-PD-1) program and oversaw the initial development and filing activities worldwide for melanoma and non-small cell lung cancer, and the initiation of development plans in seven additional indications including breast cancer. Prior to Merck, Dr. Reicin was a faculty member at Columbia Medical School, and a physician and researcher at Columbia Presbyterian Hospital. She has a B.S. in biochemistry from Barnard College of Columbia University and received her MD from Harvard Medical School, where she was enrolled in the Health Sciences and Technology program with MIT. Her prior board work includes serving as a founding member of the JCC of the Upper West Side, a member of Barnard
College’s Scientific Advisory Committee and a member of the NJ chapter of the Arthritis Foundation. She is married to Robert Boiarsky and is the mother of three sons and two daughters-in-law.

“We are thrilled to welcome these incredible women to our national Board,” said Executive Director Elana Silber. “We are confident that our new Board members with their experience and expertise will help guide efforts locally and across the country, saving more lives through educational outreach and improving more lives with expanded support.”

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ABOUT SHARSHERET
Sharsheret, Hebrew for chain, a national cancer organization with five offices (California, Florida, Illinois, New Jersey and New York), serves 150,000 women, families, health care professionals, community leaders, and students, in all 50 states. Sharsheret improves the lives of Jewish women and families living with or at increased genetic risk for breast or ovarian cancer through personalized support and saves lives through educational outreach.

While our expertise is in young women and Jewish families as related to breast cancer and ovarian cancer, Sharsheret programs serve all women and men.

As a premier organization for psychosocial support, Sharsheret is a member of the Federal Advisory Committee on Breast Cancer in Young Women, works closely with the Centers for Disease Control and Prevention (CDC), and participates in psychosocial research studies and evaluations with major cancer centers, including Georgetown University Lombardi Comprehensive Cancer Center. Sharsheret is accredited by the Better Business Bureau and has earned a 4-star rating from Charity Navigator for seven consecutive years.
What We Do

One-on-One Support for women and their families touched by breast cancer and ovarian cancer (all free, confidential, and convenient) featuring

- Online 24/7 Live Chat
- Mental Health Professionals
- Genetic Counselor
- Peer Support
- Customized Beauty Kits
- Busy Boxes for Children
- Specialized Programming for Women Living with Metastatic Cancer
- Financial subsidies for non-medical services

Education and Outreach for women, families, and community and medical professionals

- Healthcare Webinars
- College Campus Programming
- Community Educational Seminars
- Cultural Competency Trainings
- Comprehensive Resource Booklet Series

Community Action for women and men of all ages

- B'nai Mitzvah Projects
- Team Sharsheret Races and Walks
- Young Professionals Circle
- Teal and Pink Shabbat
- Local Volunteer Opportunities

For more information and to get involved today, visit us online at www.sharsheret.org or call us at 866-474-2774.

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