



SHARSHERET UPDATE: AUGUST 9, 2004

SHARSHERET TO PRESENT SYMPOSIUM ON BREAST CANCER GENETICS

Sharsheret will present the Symposium, **“Breast Cancer Genetics: Impact on the Jewish Woman and Her Family,”** at **Beth Israel Medical Center** in New York City on Tuesday, October 26, 2004. The event will attract breast cancer patients, their families, and health care professionals to address concerns about breast cancer genetics that have received little prior attention. Topics will include the impact of hereditary breast cancer on the extended Jewish family, follow-up care for Jewish women who test negative or positive for genetic alterations in the genes responsible for hereditary breast cancer, new research on genetic susceptibility for Jewish women of Sephardi descent, hereditary breast cancer in younger Jewish women, and genetic counseling and testing in Chasidic and Orthodox Jewish communities. The Symposium will explore the findings of the recent New York Breast Cancer Study that followed more than 1,000 women of Ashkenazi Jewish descent, and will feature a question and answer session with an expert panel.

For those who cannot attend in person, the Symposium will be **webcast live and accessible via teleconference**. The event is funded by a generous grant from the **Jewish Women’s Foundation of New York, Inc.** and is sponsored in part by **Facing Our Risk of Cancer Empowered (F.O.R.C.E.)**, and **Supersol**. For more information about the Symposium, accessing the webcast or teleconference, sponsorship opportunities, or reservations, please call toll-free (866) 474-2774.

JOIN TEAM SHARSHERET IN FALL BREAST CANCER EVENTS

Team Sharsheret will join thousands of women and men gathering in New York’s Central Park this Fall to participate in two major breast cancer awareness events. To register with Team Sharsheret for the Susan G. Komen Breast Cancer Foundation’s Race For The Cure on Sunday, September 12th, log on to www.komennyc.org and join “Team Sharsheret.” Team Sharsheret will meet on the northeast corner of 74th Street and Central Park West at 8:30 a.m. for a Team photo. Team Sharsheret will also participate in the American Cancer Society's Making Strides Against Breast Cancer Walk on Sunday, October 17th. To register, log on to www.cancer.org. Team Sharsheret will meet at 10:00 a.m. at the Central Park East Meadow at Fifth Avenue and 97th Street for a Team Sharsheret photo.

This year, Team Sharsheret is sponsored by the following companies, who have joined us in the fight against breast cancer: **Lucille Roberts, Med-Pat, Glatt Express, www.diamondsearch.com (a division of A.S. Diamonds), Stern College for Women, Women's Digital Imaging of Ridgewood, Mount Sinai School of Medicine, Perry Chemical Corporation, Leasco and J.H. Darbie and Company.**

To order Sharsheret T-Shirts or learn more about forming Team Sharsheret in your community, please call toll-free (866) 474-2774.

SHARSHERET LAUNCHES BEST FACE FORWARD PROGRAM

Sharsheret has launched **Best Face Forward**, a new program to help young women address the cosmetic side effects of breast cancer treatments. Sharsheret will mail **Best Face Forward** kits to women participating in the organization's Link Program, national peer support network. Each kit includes resource materials addressing the side effects of cancer treatment as well as a small cosmetics bag containing personal care products and a cosmetics application card. The cosmetics card, designed by make-up artist and Sharsheret volunteer, Adina Fand, provides easy-to-follow application instructions and tips for those facing hair loss and changes in skin tone.

Best Face Forward was made possible by generous contributions from **Palladio Beauty Group, H & M Cosmetics, Newport Sales** and a gift from the **Fand and Silber families** in honor of Honey Engel. For more information about **Best Face Forward**, please call Sharsheret toll-free at (866) 474-2774.

SHARSHERET WELCOMES PROGRAM COORDINATOR

Sharsheret welcomes **Rivi Katz**, LSW, to our growing team. Ms. Katz is a graduate of the Columbia University School of Social Work, and has professional experience working at the Rockland Family Shelter and Jewish Family Service of Bergen County. She will now coordinate Sharsheret's Link Program and assist in the development of programs benefiting the women of Sharsheret. To reach her directly, e-mail rkatz@sharsheret.org or call toll-free (866) 474-2774.

SHARSHERET OUTREACH EVENTS IN UPSTATE NEW YORK

Sharsheret presented two evenings of education and awareness in Monroe and Monticello this summer. The programs, featuring Executive Director Rochelle Shoretz, addressed the unique concerns of Orthodox Jewish women facing breast cancer. These events were made possible by a grant from **The Greater New York City Affiliate of the Susan G. Komen Breast Cancer Foundation** supporting an initiative targeting Hasidic and Orthodox Jewish women facing breast cancer in the New York metropolitan area.

OF INTEREST TO YOUNG WOMEN

Y-Me National Breast Cancer Organization will present the teleconference, “Sexual Function After Breast Cancer,” August 18, 2004, 7 - 8 p.m. For more information, please call (800) 221-2141.

Cancer Care will present the teleconference, “Strength for Caring: Finding New Ways to Cope with Fatigue – A Guide to Talking to Children and Teenagers,” August 17, 2004, 1:30 - 2:30 p.m. (EST). For more information, please visit www.cancercare.org.

SHARSHERET IN THE NEWS

Sharsheret was cited in a Letter to the Editor of the **New York Times** (July 21, 2004), written by Executive Director Rochelle Shoretz in response to an article about genetic testing. An article about Sharsheret’s **First Annual Benefit Luncheon** was recently published in the Jewish Press (July 16, 2004), and Sharsheret’s **Busy Box Program** was featured in **Lilith Magazine** (Spring 2004). Since the organization’s founding in November 2001, Sharsheret has been featured in over 35 publications nationwide, including the **Jerusalem Post**, **USA Today**, and the **Wall Street Journal**.