



SHARSHERET UPDATE: JUNE 25, 2007

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DVD OF SHARSHERET FAMILY SYMPOSIUM NOW AVAILABLE

You can now order a free DVD of Sharsheret's recent symposium, **"The Jewish Family Facing Breast Cancer: You Are Not Alone,"** recorded on June 12, 2007 at Beth Israel Medical Center in New York City. The symposium addressed the needs and psychosocial issues of spouses, mothers, and siblings of Jewish women facing breast cancer, the risks of hereditary breast cancer and the role of family history, and Family Focus, a Sharsheret program offering resources, information, and support to women and their families facing breast cancer. A written transcript of the event will soon be available online at www.sharsheret.org. To order your free symposium DVD, please call (866) 474-2774.

"The Jewish Family Facing Breast Cancer: You Are Not Alone," was funded by a generous grant from the **Greater New York City Affiliate of Susan G. Komen For The Cure**.

TEAM SHARSHERET TO JOIN RACE FOR THE CURE

Sharsheret will join thousands of women and men gathering in New York City's Central Park to participate in the Susan G. Komen For The Cure **Race For the Cure**, a monumental breast cancer fundraising and awareness event, to be held on Sunday, September 9, 2007. Last year, Team Sharsheret was awarded as the largest Race team powered by more than 350 participants. To join Team Sharsheret, please register online at www.komennyc.org, click on "Race For The Cure - Register" then click on "Join a Race Team" and select Team Sharsheret.

Team Sharsheret sponsorship opportunities are now available. To add your company's name and logo to Team Sharsheret's new green t-shirts, please call (866) 474-2774 or e-mail info@sharsheret.org.

SHARSHERET'S 5TH ANNIVERSARY BENEFIT LUNCHEON

On Sunday, May 20, 2007 Sharsheret celebrated its 5th Anniversary with more than 300 mothers, daughters, sisters, and friends who have touched the lives of breast cancer survivors at a Benefit Luncheon at the Sheraton Meadowlands Hotel in East Rutherford, New Jersey. Sharsheret recognized the meaningful contributions of **Sharona and Ariel Schochet**, Guests of Honor, and named **Sheera Landsman** this year's recipient of the Lisa Altman Volunteer Tribute Award. The Benefit also featured Keynote Speaker and best selling author, **Brad Meltzer**, and included a silent auction, a video presentation, and an introduction to new Sharsheret programs supporting Jewish women facing breast cancer nationwide.

SHARSHERET IN THE JEWISH COMMUNITY

Director of Operations Elana Silber introduced Sharsheret to over 500 women in the Lubavitch community at the Rofeh Cholim Cancer Society **Women's Health Seminar**, May 16, 2007 in Crown Heights, New York.

Executive Director Eillene Leistner represented Sharsheret at the Beth Sholom Congregation Don't Ignore It – Don't Forget It Lecture, **Don't Forget Jewish Genes: When to Worry and When Not to Worry**, May 30, 2007 in Elkins Park, Pennsylvania.

Sharsheret materials were recently distributed at the Irvine-Kadima's Women's Health Event, **A Conversation with Rabbi Stacia Deutsch**, in Irvine, California and the Chabad on Campus International Foundation **Resource Fair** in Stamford, Connecticut.

SHARSHERET IN THE HEALTH CARE COMMUNITY

Sharsheret materials were recently distributed at:

- New Jersey Commission On Cancer Research seminar, **Addressing the Unmet Needs of Young Adults with Cancer: A Dialogue for Action**, in Piscataway, New Jersey.
- Genentech BioOncology **Share the Journey** programs in Atlanta, Baltimore, Denver, and Dallas.
- Self-help for Women with Breast or Ovarian Cancer (SHARE) conference, **What's New For Metastatic Breast Cancer**, in New York City.
- Annual New York State Cancer Consortium Summit, **Cancer Care in New York: Current Issues and Future Directions**, in Albany, New York.

Sharsheret materials will be distributed at:

- Men Against Breast Cancer National Male Caregivers Conference, **Men Empowering Men to Care for Women with Breast Cancer**, August 24-26, 2007 in Baltimore, Maryland. For more information, please visit www.menagainstbreastcancer.org.
- Georgia Breast Cancer Coalition Fund and the National Black Leadership Initiative on Cancer Savannah Coalition Inc. **Pink and Black Breast Cancer Benefit**, August 25, 2007 in Savannah, Georgia. For more information, please call (912) 231-1612 or e-mail beryl@gabcc.org.

OUTREACH EVENTS

Parlor meetings are wonderful opportunities for Sharsheret to reach women in diverse communities and to raise funds to support our outreach efforts. Our next event will be held at the home of Judy Shapiro in **Minneapolis, Minnesota**, Thursday, June 28, 2007. If you are interested in attending or hosting a meeting in your state, please call toll-free (866) 474-2774 or e-mail info@sharsheret.org.

SHARSHERET IN THE NEWS

Executive Director Eillene Leistner was a featured guest on the talk radio show, **JM in the AM with Nachum Segal**, May 9, 2007. The show highlighted Sharsheret's Family Symposium and other Sharsheret programs and events. To listen to the interview, please visit www.sharsheret.org.

Articles about Sharsheret and announcements of Eillene Leistner's appointment as Executive Director have recently appeared in:

- The Jewish World (May 11-17)
- The Chronicle of Philanthropy (May 17)
- The Jewish Week (May 18)
- The Jewish Planet (May 18)
- New York Magazine (May 28)
- The Jewish Standard (June 22)

Since the organization's founding in November 2001, Sharsheret has been featured in more than 100 publications nationwide, including **USA Today** and the **Wall Street Journal**.

SUPPORT SHARSHERET

Sharsheret **Rosh Hashana Cards** are a wonderful way to send best wishes for the New Year to family and friends. Purchase Rosh Hashana cards in packages of 12 for a contribution of \$36, with an additional charge for shipping and handling. To order Sharsheret Rosh Hashana Cards, please call toll-free (866) 474-2774 or e-mail info@sharsheret.org.

KosherGourmetMart.com will donate a portion of the proceeds from the sale of Rosh Hashana pink raspberry flower honey to Sharsheret in memory of Michelle Daman Wasserman. Orders must be placed by August 1, 2007 to ensure delivery in time for Rosh Hashana. For more information and to place your order, please visit www.koshergourmetmart.com.

Kessler Design Group will donate a portion of the proceeds from the sales of signed breast cancer stamp posters to Sharsheret. For more information, please e-mail bcposters@kesslerdesigngroup.com. To learn more about becoming a Sharsheret Corporate Partner, please call (866) 474-2774 or e-mail info@sharsheret.org.

The Baskin, Godfrey, and Kahane Families have established a Ruby in Sharsheret's Chain of Support in memory of **Dr. Shari Kahane**. Their generous gift will support Sharsheret Supports, a program educating breast cancer group leaders nationwide about

the unique concerns of Jewish women and families living with breast cancer. To establish a Jewel in honor or in memory of your loved one, please call (866) 474-2774 or e-mail info@sharsheret.org.

Sharsheret would like to thank:

- **The Gary Rosenthal Collection** for donating a portion of the proceeds from the sales of Glass Ribbon Project Shabbat Candlesticks to Sharsheret.
- **Minna Pulitzer** (Dallas, Texas) and the seventh grade class of **Akiba Academy of Dallas** for organizing a Mother's Day walk-a-thon raising \$3,000 in support of Sharsheret's programs and services.
- **Beth Shalom Congregation** (Minnetonka, Minnesota) for choosing Sharsheret as the Grade 4 Tzedakah agency.
- Bat Mitzvah **Emily Snow** (Northbrook, Illinois) for organizing a cosmetics drive for Best Face Forward, a Sharsheret Quality of Life Program. For more information about Sharsheret's Bat Mitzvah program, please call (866) 474-2774 or e-mail info@sharsheret.org.

Sharsheret Updates are distributed bi-monthly and archived in the Newsletters section of our website, www.sharsheret.org.