

## **SHARSHERET UPDATE: NOVEMBER 15, 2002**

### **TEAM SHARSHERET WALKS WITH THE AMERICAN CANCER SOCIETY**

More than 250 men, women, and children came together as **Team Sharsheret** to march in the **American Cancer Society's Making Strides Against Breast Cancer Walk on Sunday, October 20<sup>th</sup>**. Team Sharsheret raised \$2,700 for the American Cancer Society, and earned the praise of Walk Manager Karen Borkowsky. "What a Team!" Borkowsky wrote in a note thanking Sharsheret for its participation. "Please pass our sincere appreciation on to your entire team. Together we are making positive steps in the fight against breast cancer."

Thank you to all of those who sported blue Sharsheret T-Shirts and walked with our team, and to all of those who supported Team Sharsheret.

### **SHARSHERET HOSTS SYMPOSIUM ON BREAST CANCER AND FERTILITY**

Sharsheret welcomed more than 80 men and women to its first symposium on breast cancer and fertility held at Cornell Medical Center on October 24<sup>th</sup>. The symposium attracted breast cancer patients, family members, and health care professionals from the tri-state area. Speakers included **Dr. Zev Rosenwaks** (Cornell), **Dr. Kutluk Oktay** (Cornell), and **Dr. Ruth Oratz** (NYU School of Medicine and member of Sharsheret's Medical Advisory Board), as well as representatives from **A T.I.M.E. (Torah Infertility Medium of Exchange)**, **Resolve**, **American Infertility Association**, **Fertile Hope**, and **Sharsheret**. The symposium addressed the issue of fertility preservation before and during treatment, as well as concerns about pregnancy post-treatment. Sponsors included **American Cancer Society**, **Cornell Center for Reproductive Medicine**, **Hadassah**, **Susan G. Komen Breast Cancer Foundation (North Jersey Affiliate)**, **Resolve**, **Organon**, **Ferring Pharmaceutical**, and **Hats of Hope**.

A transcript of the symposium will be available online shortly. If you would like to receive a symposium folder and program, or if you need more information about the transcript, please call Sharsheret at (973) 438-7800 or e-mail [info@sharsheret.org](mailto:info@sharsheret.org).

Thank you to **Amy Mines Tadelis** for her help in planning the event, to all of the volunteers who prepared symposium folders and gifts (**Esther Wolkenfeld**, **Naomi Spira**, **Lauryn Weiser**, **Sara Olshin**, **Shoshana Bobker**, **Patti Borodach**, **Elana**

**Fischberger, Elizabeth Naor, Elana Silber, Sharona Schochet, Sivya Twersky), and to Shari Lindenbaum and Naomi Spira for their assistance at the event.**

### **SHARSHERET AWARDED GRANT FROM WOLFENSOHN FOUNDATION**

Sharsheret recently received a generous grant from the **Wolfensohn Family Foundation** to support Sharsheret's general operating expenses and the costs of establishing an administrative infrastructure.

### **NEW DIRECTOR OF OUTREACH AND PUBLIC RELATIONS**

Sharsheret recently welcomed **Amy Mines Tadelis** as its new **Director of Outreach and Public Relations**. Amy has been an active Sharsheret volunteer since the organization's inception, and an enthusiastic communicator of our mission to support young Jewish women. To reach Amy at Sharsheret, please call (973) 438-7803.

Thank you to **Sara Olshin**, who spearheaded Sharsheret's public relations efforts in our first year, for her invaluable service and continuing contributions to the women of Sharsheret.

### **SHARSHERET IN THE HEALTH CARE COMMUNITY**

Executive Director Rochelle Shoretz introduced Sharsheret to the thousands of men and women attending the **American Cancer Society's Making Strides Against Breast Cancer** walk on Sunday, October 20<sup>th</sup> (see page 1 for more walk details).

### **SHARSHERET IN THE JEWISH COMMUNITY**

Sharsheret's Director of Outreach and Public Relations Amy Mines Tadelis introduced Sharsheret and issues of breast health to students at **Yeshiva University's Stern College for Women** in New York City on Tuesday, November 12<sup>th</sup>.

Sharsheret brochures were distributed at a women's health event sponsored by the **Jewish Healthcare Foundation** in Los Angeles, California on October 30<sup>th</sup>.

Sharsheret's Executive Director Rochelle Shoretz and Director of Outreach and Public Relations Amy Mines Tadelis presented a workshop at the **Fourth International Conference on Feminism and Orthodoxy** entitled "**Facing Breast Cancer as a Young Jewish Woman.**" The Conference was held on November 10<sup>th</sup> in New York City, and was sponsored by the **Jewish Orthodox Feminist Alliance (JOFA)**.

## LINKS AND CALLERS

Over **600 phone calls** have been made to Sharsheret since publicity began ten months ago. More than seventy (**70**) of those calls have come from Jewish women seeking support or looking to support others. Women have called Sharsheret from California, Delaware, Florida, Georgia, Illinois, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, Texas, Washington, Wisconsin, and St. Thomas (Virgin Islands).

## PUBLICITY

Articles about Sharsheret were published recently in **Lifestyles Magazine** (October 2002), the **Jewish Journal of Greater Los Angeles** (October 11, 2002), and **New York Jewish Week** (September 27, 2002).

Sharsheret is now featured on the web site of Dr. Susan Love, [www.susanlovemd.org](http://www.susanlovemd.org). Sharsheret has also been listed as a resource for young women fighting breast cancer in the new book, "**Fighting for Our Future,**" by **Beth Murphy** (McGraw-Hill 2002) and the accompanying documentary.

Executive Director Rochelle Shoretz appeared recently on a segment of **NBC's Today Show** discussing the concerns of young women fighting breast cancer. She was also featured in a **CBS News** segment on the subject of discussing breast cancer with children. The **Jewish Forward** recently named her in its "Forward 50" listing of Jewish activists to watch in the year ahead.

Sharsheret has also been featured in articles published in the **Jerusalem Post**, **Baltimore Jewish Times**, **Bergen Record**, **Jewish Forward**, **Jewish Action**, **Jewish Press**, **Jewish Post of New York**, **Jewish Standard (NJ)**, **Jewish Community News (NY and NJ)**, **Intermountain Jewish News (CO)**, and **Emunah Magazine**.

## FUNDRAISING EVENTS

Parlor meetings are a wonderful opportunity for Sharsheret to reach women in diverse communities, and to raise funds to support our outreach efforts. Our next event will be held in **Englewood, New Jersey** on **Wednesday, December 11<sup>th</sup>**. If you have friends or family interested in attending or hosting a meeting, please call Sharsheret at (973) 438-7800.

## PROJECTS

**Regional Coordinators** Jessica Kornwasser, Sara Leah Barishansky, and Sharon Herenstein have begun collecting information about health care professionals, Jewish organizations, and women's organizations in communities outside of the tri-state area who may be interested in learning about Sharsheret.

Sharsheret volunteer **Esty Gewirtz** and graphic artist **Naomi Singer** have completed Sharsheret's first **brochure**. The brochure introduces Sharsheret's mission and the services we offer young Jewish women fighting breast cancer. Brochures will be distributed to breast cancer organizations, health care professionals, and Jewish organizations across the country. If you would like copies of the brochure for distribution, please call Sharsheret at (973) 438-7800.

Sharsheret volunteer **Adina Muehlgay** has coordinated our third national mailing to **wig makers and stylists** across the country. Information packets introducing Sharsheret will be mailed to hair and wig salons nationwide. We have already completed mailings to **Mikvaot (ritualariums)** and **Bikur Cholim organizations** across the country.

### **CONFERENCES AND ITEMS OF INTEREST TO YOUNG WOMEN**

Fertile Hope and Y-Me will host a free teleconference entitled "**Fertility Issues After Breast Cancer Treatment,**" featuring Dr. Lynn Westphal of Stanford University. The teleconference will take place on Wednesday, November 20<sup>th</sup>, 7-8 p.m. Central Time. To register, please call (800) 221-2141.

Living Beyond Breast Cancer and the Young Survival Coalition will host the **Third Annual Conference For Young Women Affected By Breast Cancer, "Living Well Today for the Promise of Tomorrow,"** on Saturday, February 23<sup>rd</sup>. The Conference will be held at the Hyatt Penn's Landing in Philadelphia, PA. For more information about Conference registration, please call (212) 206-6610.

Englewood Hospital and the Susan G. Komen Breast Cancer Foundation (North Jersey Affiliate) recently released a **video** entitled "**Talking to Your Children About Breast Cancer.**" The video features both parents and children, and includes commentary from Kathleen McCue (author of "How to Help Children Through a Parent's Serious Illness"). For more information, or to order a copy of the video, please call Michelle Brauntuch at (201) 894-3635.

McGraw-Hill recently published a new book about young women facing breast cancer entitled "**Fighting For Our Future: How Young Women Find Strength, Hope and Courage While Taking Control of Breast Cancer.**" The book, by Beth Murphy, is available through amazon.com.

### **SHARSHERET VOLUNTEER MEETING**

The next **volunteer meeting** will be held at 8 p.m. on **Tuesday, December 10<sup>th</sup>**, in our office at 294 State Street, Hackensack, New Jersey. Come help us prepare for our first anniversary gala and silent auction, and share ideas about our next symposium, "Addressing the Needs of Children Through Breast Cancer and Beyond" (spearheaded by volunteer **Shera Dubitsky**). Please call Gerry Loeb at Sharsheret for directions: (973) 438-7800.