



### **SHARSHERET UPDATE: APRIL 19, 2004**

#### **SHARSHERET AWARDED GRANT FROM SUSAN G. KOMEN FOUNDATION**

Sharsheret is the recent recipient of a prestigious grant from **The Greater New York City Affiliate of the Susan G. Komen Breast Cancer Foundation**. The grant will fund a culturally-sensitive education and support initiative targeting Hasidic and Orthodox Jewish women facing breast cancer in the New York metropolitan area. Sharsheret will produce educational materials and will collaborate with local organizations to present outreach events addressing the unique concerns of Jewish women facing breast cancer.

#### **BEST-SELLING AUTHOR TO SPEAK AT FIRST ANNUAL BENEFIT**

Please join Sharsheret on Sunday, May 2, 2004 at the **First Annual Benefit Luncheon** honoring the women who have touched our lives. Share the day with your mothers, sisters, daughters, and friends at an event that will feature acclaimed author **Tova Mirvis** (*"The Ladies Auxiliary"* and *"The Outside World"*). The event will also include a silent auction, book signing, and video presentation about Sharsheret. The Benefit will be held at the **Sheraton Meadowlands Hotel** in East Rutherford, New Jersey, and proceeds will support Sharsheret's programs and services nationwide. To learn more about the Benefit and sponsorship opportunities that are still available, please call Sharsheret toll-free at (866) 474-2774.

#### **CELEBRATING NATIONAL VOLUNTEER WEEK**

Join us in celebrating our volunteers nationwide during **National Volunteer Week**, April 27 – May 3, 2004. Sharsheret volunteers serve as Links in our national peer support network, pack Busy Boxes for young parents facing breast cancer, and prepare information packets that are distributed to health care professionals, breast cancer organizations, and young women affected by breast cancer. Sharsheret programs are powered by the energy of our dedicated volunteers, and we are grateful for their time and commitment. For more information about volunteer opportunities at Sharsheret, please call toll-free (866) 474-2774.

#### **SHARSHERET LAUNCHES BUSY BOX PROGRAM**

Sharsheret has launched the **Busy Box Program** for parents of young children participating in Sharsheret's Link Program, and has distributed more than 20 Busy Boxes in the two months since the Program's start. Each Busy Box includes resource materials, books, and a video to educate parents about the impact of breast cancer on their children.

In addition, the kit includes a transcript of Sharsheret's recent symposium, "**How Do We Care For Our Children? Issues for Women and Men Facing Breast Cancer,**" presented at **Memorial Sloan-Kettering Cancer Center**. The Busy Box also features a starter kit of games and activities to occupy children while their mother is at the doctor or resting after treatment. This program was made possible by contributions from Toys "R" Us, xuppa.com, Englewood Hospital and Medical Center, American Cancer Society, and the Treetops Foundation. For more information about the Busy Box Program, please call Sharsheret toll-free at (866) 474-2774.

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

Sharsheret will exhibit at the **First Patient and Survivor Forum** presented by CURE Magazine, May 22-23, 2004 at the Dallas Marriott Las Colinas in Dallas, Texas. Sharsheret materials will be displayed and available for conference attendees. For more information please call (214) 818-7462

Sharsheret brochures will be distributed at the **31<sup>st</sup> National Conference on Breast Cancer**, May 22-24, 2004 in Orlando, Florida, and at "**A Decade Closer to the Cure,**" a symposium presented by the Maryland Affiliate of the Susan G. Komen Breast Cancer Foundation, April 24, 2004, in Towson, Maryland.

Sharsheret materials were recently distributed at:

- "**Update 2004: Cancer Research and Treatment,**" presented by Englewood Hospital and Medical Center in New Jersey on March 13, 2004.
- "**The Latest Advancements in Diagnosis and Treatment of Breast Cancer,**" presented at Beth Israel Medical Center in New York City on March 1, 2004.
- "**Bridging Disparities: Improving Cancer Treatment & Screening Through Cultural Awareness,**" funded by The Cancer Institute of New Jersey and Novartis Outreach and Education Project in New Jersey on March 19, 2004.
- "**Your Health and Cancer – Expo 2004,**" presented by 1 in 9: The Long Island Breast Cancer Action Coalition in New York on March 28, 2004.

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

The Jewish Educational Services of the UJA Federation of Bergen County and North Hudson named Sharsheret the recipient of funds raised through the Tzedakah Project at its annual **Early Childhood Conference** held on March 16, 2004 in Woodcliff Lake, New Jersey.

Sharsheret brochures will be distributed at the **92<sup>nd</sup> Street Y Women's Health Symposium**, April 25, 2004, in New York City. For more information, please call (212) 415-5500.

Sharsheret materials were recently distributed at the program "**Breast Cancer: Leading Edge Technology (and your insurance will cover it!)**," presented on April 20, 2004 by the Suffolk Region of **Hadassah** and the **Y JCC** in Commack, New York.

## **OF INTEREST TO YOUNG WOMEN**

Living Beyond Breast Cancer will present **“Breast Cancer Genetics: What YOU and Your Family Need to Know,”** April 24, 2004, 9 am – 12 pm, at Philadelphia Marriott West in West Conshohocken, Pennsylvania. For more information, please call (610) 645-4567.

SHARE (Self-Help for Women with Breast and Ovarian Cancer) will present **“Genetics of Ovarian Cancer: Who is at Risk?”** on June 2, 2004, 6 – 8 pm, in New York City. For more information, please call (212) 719-2943.

Memorial Sloan-Kettering Cancer Center’s Post-Treatment Resource Program will present **“Dating and Disclosure,”** May 4, 2004, 6 – 7:30 pm, at Rockefeller Research Laboratories in New York City and **“Sexuality After Cancer Treatment,”** June 10, 2004, 6 – 7:30 pm, at Memorial Sloan-Kettering Cancer Center in New York City. For more information, please call (212) 717-3527.

Ruben Breast Cancer Lecture Series will present **“Sex After Breast Cancer: Possible? Probable? Problematic?”** June 14, 2004, 6 – 8 pm, at Beth Israel Medical Center in New York City. For more information, please call (212) 523-7082.

## **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 events will be held in private homes in **New York City** (May 4, 2004), **Hollywood, Florida** (May 18, 2004) and **Boca Raton, Florida** (May 19, 2004). If you are interested in attending or hosting a meeting, please call Sharsheret toll-free (866) 474-2774 or e-mail [info@sharsheret.org](mailto:info@sharsheret.org).

## **SHARSHERET IN THE NEWS**

An article about Sharsheret’s new Busy Box Program was recently published in **The Forward** (March 2004). Sharsheret will soon be featured in **Hem/Onc** (April 2004), **Radiology Today** (May 2004), and **Hadassah Magazine** (June/July 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**.