



## **SHARSHERET UPDATE: OCTOBER 6, 2004**

### **SHARSHERET TO PUBLISH TWO BOOKLETS FOR JEWISH WOMEN FACING BREAST CANCER**

Sharsheret will publish two booklets for Jewish women facing breast cancer with a generous grant from the **Greater New York City Affiliate of the Susan G. Komen Breast Cancer Foundation**. The first booklet, **“Breast Cancer Genetics and the Jewish Woman,”** will address frequently asked questions about hereditary breast cancer and its impact on the Jewish woman. The second booklet, **“Facing Breast Cancer as an Orthodox Jewish Woman,”** will provide culturally sensitive information about breast cancer and the support available to Orthodox and Hasidic women. To order booklets, please call toll-free (866) 474-2774.

### **SHARSHERET TO PRESENT NATIONAL BREAST CANCER GENETICS SYMPOSIUM**

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, 6:00 – 9:00 pm. For those who cannot attend in person, the Symposium will be **webcast** and accessible via **teleconference**. 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.

The Symposium is made possible by a generous grant from the **Jewish Women’s Foundation of New York, Inc.** and is sponsored in part by **FORCE: Facing Our Risk of Cancer Empowered, Hadassah, Globix, and Supersol**. For reservations and more information about accessing the webcast or teleconference, please call toll-free (866) 474-2774.

## **SUPPORT SHARSHERET DURING BREAST CANCER AWARENESS MONTH**

October is National Breast Cancer Awareness Month, and there are many ways to support Sharsheret's efforts on behalf of women facing breast cancer:

- **Shop For Sharsheret!** Visit [www.chosencouture.com](http://www.chosencouture.com) and purchase a limited edition pink bracelet with a Star of David. Proceeds from the sale will benefit Sharsheret during the month of October.
- **Wear Sharsheret!** Order a Sharsheret **T-shirt, sweatband, or pin**, perfect for races and walks. Call toll-free (866) 474-2774 for more information.
- **Benefit Sharsheret!** Shop at **Fortunoff** in Wayne, Paramus and Woodbridge, New Jersey from October 20 - 23, 2004 and take 10% off any purchase of jewelry, silver gifts, and flatware. Fortunoff will donate 10% of your purchases to Sharsheret. Call toll-free (866) 474-2774 for a shopping coupon.
- **Honor Sharsheret!** Contribute to Sharsheret **in honor or in memory of a loved one**, online at [www.sharsheret.org](http://www.sharsheret.org) or by mail to P.O. Box 3245, Teaneck, New Jersey 07666. Donations can also be charged to your credit card by calling toll-free (866) 474-2774.
- **Laugh With Sharsheret!** Join author Wendy Shanker ("Fat Girls Guide to Life") on Wednesday, October 27, 2004, 8:00 pm for a New Jersey **evening of laughter** to benefit Sharsheret. For more information about this event, or to host your own event in support of Sharsheret, please call toll-free (866) 474-2774.

## **JOIN TEAM SHARSHERET IN THE FIGHT AGAINST BREAST CANCER**

More than 150 women, men, and children joined Team Sharsheret in the Race for the Cure this September. Please join us during Breast Cancer Awareness Month as Team Sharsheret participates in the American Cancer Society's Making Strides Against Breast Cancer Walk in New York City's Central Park on Sunday, October 17, 2004. Team Sharsheret will meet at 10:00 am at the Central Park East Meadow at 97th Street and 5th Avenue. There is no pre-registration. Families and children are welcome.

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](http://www.diamondsearch.com) (a division of A.S. Diamonds), Stern College for Women, Women's Digital Imaging of Ridgewood, Perry Chemical Corporation, Mount Sinai Medical Center, Department of Medicine, Leasco, and J.H. Darbie and Company.**

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

## **OF INTEREST TO YOUNG WOMEN**

Sharsheret will collaborate with **Fertile Hope** and **Young Survival Coalition** in the presentation of "**Breast Cancer and Fertility**," a teleconference series. The first teleconference addressing patients and survivors will begin on Monday, October 11, 2004 at 8:00 pm (EST). The second teleconference for health care professionals will begin on Monday, October 25, 2004 at 8:00 pm (EST). For additional information about the

teleconference series, please visit [www.fertilehope.org](http://www.fertilehope.org). To register, please e-mail [rsvp@youngsurvival.org](mailto:rsvp@youngsurvival.org).

CancerCare will host the teleconference workshop, **“Young Women at Increased Risk of Breast Cancer,”** October 6, 2004, 1:30-2:30 pm (EST). For more information, please visit [www.cancercare.org](http://www.cancercare.org).

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

Executive Director Rochelle Shoretz will present remarks at the Boro Park Bikur Cholim symposium, **“Ordinary People Can Be Extraordinary Volunteers,”** on Tuesday, October 12, 2004, 7:30-9:30 pm in Brooklyn, New York. For more information, please call (718) 438-2020.

Sharsheret materials will be distributed at the 17<sup>th</sup> Annual Bikur Cholim Conference, **“Commitment, Compassion and Community Through Bikur Cholim,”** November 14, 2004, 8:30-4:00 pm at the UJA-Federation of New York. For more information, please call (212) 399-2685.

Sharsheret recently published the article **“Jewish, Single, and Living with Illness”** in Kol, a project of the Orthodox Caucus. To request a copy of the article, please call toll-free (866) 474-2774.

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

Executive Director Rochelle Shoretz will present remarks at the symposium, **“Jewish Genetic Diseases,”** November 11, 2004, 8:00 am – 4:00 pm, at Holy Name Hospital in Teaneck, New Jersey. For more information, please call (201) 833-3268.

Sharsheret materials were distributed at the conference, **“What’s In Your Future? Can Genetic Testing Help You Decide?,”** hosted by To Life! and Northeast Women’s Health on September 23, 2004 in Troy, New York.

### **SHARSHERET IN THE NEWS**

Executive Director Rochelle Shoretz will be a guest on the talk radio show, **JM in the AM with Nachum Segal**, on Tuesday, October 19, 2004, 7:30 am at 91.1 FM (NY/NJ) and on [www.jmintheam.org](http://www.jmintheam.org). The show will feature Sharsheret’s upcoming national symposium, **“Breast Cancer Genetics: Impact on the Jewish Woman and Her Family”** and other Sharsheret projects during Breast Cancer Awareness Month.

Since the organization’s founding in November 2001, Sharsheret has been featured in over 70 publications nationwide, including the **Jerusalem Post**, **USA Today**, and the **Wall Street Journal**.