



**YOU CAN MAKE A DIFFERENCE.**  
**JOIN SHARSHERET THIS OCTOBER,**  
**NATIONAL BREAST CANCER AWARENESS MONTH!**

**ATTEND UPCOMING EVENTS!**

Join Sharsheret as we participate in the following breast cancer awareness events:

***Dear Talula***, an autobiographical documentary film that tells the personal story of Lori Benson, a 38-year-old Jewish woman who is told she has breast cancer just 14 months after her daughter Talula is born, **Cable TV Cinemax premiere**, October 9, 2007, 7:30 p.m. (EST). Meet filmmaker Lori Benson on a free Sharsheret conference call immediately following the film. To join the conference call, please call (800) 865-4425, Conference ID #9276749 at 8:15 p.m. (EST).

**Walk For Awareness**, October 14, 2007 in Englewood, New Jersey. For more information, please visit [www.walkforawareness.org](http://www.walkforawareness.org).

**Gilda's Club Mammography Day**, October 19, 2007 in Hackensack, New Jersey. For more information, please e-mail [rochellen@gildasclubnnj.org](mailto:rochellen@gildasclubnnj.org).

**The Stupid Cancer Show**, [www.nowlive.com/stupidcancershow](http://www.nowlive.com/stupidcancershow), an interactive social webcast, featuring Founder Rochelle Shoretz, October 29, 2007.

**Rofeh Cholim Cancer Society Women's Health Awareness Seminar** with Director of Operations Elana Silber as the seminar moderator, October 30, 2007 in New York City. For more information, please call (718) 604-7892.

**Sharsheret Outreach Event**, introducing Executive Director Eillene Leistner and Founder Rochelle Shoretz, November 4, 2007 in Carmel, Indiana. For more information, please e-mail [events@sharsheret.org](mailto:events@sharsheret.org).

**Sharsheret Free National Teleconference, "Let's Get Personal: Intimacy And Sexuality After Breast Cancer,"** November 6, 2007, 8:00 – 9:30 p.m. (EST). Panelists Dr. Elizabeth Poynor (Gynecological Oncologist, private practice), Sage Bolte (Social Worker, Inova Cancer Services) and Rachi Lerner (Psychotherapist, private practice) will discuss the sexual side effects of breast cancer treatment and address concerns about interpersonal relationships affected by breast cancer, including religious and spiritual considerations. To register, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org) or call (866) 474-2774.

**Bikur Cholim Dinner** with guest speaker Founder Rochelle Shoretz, November 10, 2007 in Washington, DC. For more information, please e-mail [fkritz@aol.com](mailto:fkritz@aol.com).

### **RAISE BREAST CANCER AWARENESS NATIONWIDE!**

Sharsheret's national education and outreach program has reached more than 10,000 people across the country. Get involved this National Breast Cancer Awareness Month and help us reach thousands more.

**Distribute Sharsheret materials** at local gyms, spas, doctor's offices, breast centers, Jewish organizations, synagogues, Mikvahs, college campuses, health fairs, and awareness events. Sharsheret materials will be distributed at:

- Alpha Epsilon Phi and Hillel at the University of Pittsburgh in Pittsburgh, Pennsylvania through the month of October. For more information, please e-mail [cbz4+@pitt.edu](mailto:cbz4+@pitt.edu) or [jsk29+@pitt.edu](mailto:jsk29+@pitt.edu).
- Camp Mak-A-Dream **Women's Cancer Retreat**, October 11-14, 2007, in Gold Creek, Montana. For more information, please contact Jennifer Benton, [jennifer@campdream.org](mailto:jennifer@campdream.org) or (406) 549-5987.
- Yeshiva University Student Medical Ethics Society and Yeshiva University Center for the Jewish Future conference, **Partners In Creation: Fertility, Modern Medicine and Jewish Law**, October 14, 2007, in New York City. For more information, please visit [www.yu.edu/medicalethics](http://www.yu.edu/medicalethics).
- Jewish Community **Pink Shabbat and Breast Cancer Luncheon**, October 27-28, 2007 in Greenville, South Carolina. For more information, please e-mail [Felicia@goodman.net](mailto:Felicia@goodman.net).
- Rabbi Isaac N. Trainin Bikur Cholim Coordinating Council/Jewish Board of Family and Children's Services conference, **The Wisdom of Bikur Cholim (visiting the sick)**, November 11, 2007 in New York City. For more information, please visit [www.bikurcholimcc.org](http://www.bikurcholimcc.org).
- Living Beyond Breast Cancer **Annual Fall Conference**, November 17, 2007 in Philadelphia, Pennsylvania. For more information, please visit [www.lbbc.org](http://www.lbbc.org).

**Organize Team Sharsheret** at local breast cancer walks or races in your area.

Upcoming breast cancer walks include:

- Susan G. Komen **Race for the Cure**, October 20, 2007 in Miami, Florida. To join Team Sharsheret, please visit [www.mftlkomengeneral.kintera.org](http://www.mftlkomengeneral.kintera.org), click on "Join a Team" and select AEPi/Sharsheret. For more information, please call (305) 532-5873.
- American Cancer Society **Making Strides Against Breast Cancer**, October 21, 2007 in Central Park, New York City. For more information, please visit [www.cancer.org](http://www.cancer.org).
- American Cancer Society **Northern New Jersey Making Strides Against Breast Cancer**, please visit [www.makingstrides.acsevents.org/leonina](http://www.makingstrides.acsevents.org/leonina).

**Host an outreach event** in your neighborhood. Parlor meetings are wonderful opportunities for Sharsheret to reach women in diverse communities and to raise funds to support our outreach efforts. Our most recent event was held in **Minneapolis, Minnesota**. Our next event will be presented at a private home in **Carmel, Indiana**, Sunday, November 4, 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](mailto:info@sharsheret.org).

**Spread the word** and contact local newspapers and television and radio stations to pitch a story about Sharsheret. Articles about Sharsheret have recently appeared in:

- Women & Cancer Magazine (Fall 2007 Issue)
- NY Blueprint Magazine (September Issue)
- Teaneck Suburbanite (September 27)

**Volunteer** for Sharsheret and join our National Volunteer Program. For information about Sharsheret volunteer opportunities in your area, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org) or call (866) 474-2774.

### **SUPPORT SHARSHERET!**

Breast Cancer Awareness Month is the perfect time to support Sharsheret's national efforts on behalf of women facing breast cancer.

#### **Wear Sharsheret**

To order your Sharsheret t-shirts and water bottle holders, perfect for races and walks, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org).

#### **Shop for Sharsheret**

The following companies will donate a portion of their sales proceeds to Sharsheret this October:

- **Aimee Golant Metal Art Judaica** *Upstanding Woman Mezuzah* and the *Shin Pin/Pendant for Breast Cancer*, please visit [www.aimeegolant.com/products\\_mezuzot.html](http://www.aimeegolant.com/products_mezuzot.html).
- **Kessler Design Group** signed breast cancer stamp posters. For more information, please e-mail [bcposters@kesslerdesigngroup.com](mailto:bcposters@kesslerdesigngroup.com).
- **ChosenCouture.com**, please visit [www.chosencouture.com](http://www.chosencouture.com).
- **FrouFrouFlipFlops.com**, please visit [www.froufrouflipflops.com](http://www.froufrouflipflops.com).
- **Goodsearch.com**, please visit [www.goodsearch.com](http://www.goodsearch.com).

**Bloomington's Shopping Benefit**, Thursday, October 25, 2007 at all four New Jersey locations. With your \$10 ticket purchased from Sharsheret, you will be entitled to a 15-20% discount on most items. To purchase tickets or to volunteer for the event, please call (866) 474-2774.

**Sharsheret Chanukah Fashion Show and Gifts Event**, Tuesday, November 27, 2007 at Neiman Marcus in Paramus, New Jersey. For more information, please e-mail [events@sharsheret.org](mailto:events@sharsheret.org) or call (866) 474-2774.

#### **Host Sharsheret On Campus**

The following universities will support Sharsheret on their campuses this October:

- Alpha Epsilon Phi at Miami University of Ohio, **Linking Miami Together**, October 1 – 26, 2007. For more information, please e-mail [levinefa@muohio.edu](mailto:levinefa@muohio.edu).
- Hillel and Alpha Epsilon Phi at Arizona State University, **Breast Cancer Awareness Week**, October 8-14, 2007. For more information, please visit [www.hillelasu.org](http://www.hillelasu.org).
- Hunter College Hillel, **Sharsheret Outreach Event** featuring Director of Operations Elana Silber and Senior Program Coordinator Ellen Kleinhaus, October 17, 2007. For more information, please call (917) 972-5833.

- Alpha Epsilon Phi at Washington University, **Breast Cancer Awareness Bake Sale**, October 17, 2007. For more information, please contact Hillary Aaron at [hsaaron@wush.edu](mailto:hsaaron@wush.edu) or (973) 464-9538.
- Alpha Epsilon Phi at the University of Connecticut, **Pink Shabbat**, October 26, 2007. For more information, please e-mail [stephanie.wexler@uconn.edu](mailto:stephanie.wexler@uconn.edu).
- Alpha Epsilon Phi and Hillel at the University of Pittsburgh through the month of October. For more information, please e-mail [cbz4+@pitt.edu](mailto:cbz4+@pitt.edu) or [jsk29+@pitt.edu](mailto:jsk29+@pitt.edu).

### **Honor Sharsheret**

Establish a Jewel in Sharsheret's Chain of Support in honor or in memory of a loved one. Friends and family members will work closely with Sharsheret to identify a meaningful program that will be supported by your special gift. For more information, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org) or call (866) 474-2774.

**Sharsheret Updates are distributed bi-monthly and archived in the Newsletters section of our website, [www.sharsheret.org](http://www.sharsheret.org).**