

To view this email as a web page, click [here](#).

December 2009

[www.sharsheret.org](http://www.sharsheret.org)



## Boca Raton Synagogue Sisterhood First Annual Run/Walk For Sharsheret

Sharsheret would like to thank the Boca Raton Synagogue Sisterhood in Boca Raton, Florida, for hosting the **First Annual Run/Walk for Sharsheret**. This monumental breast cancer awareness and fundraising event was an incredible success, with over 800 runners and walkers participating in support of Sharsheret. Florida Congresswoman **Debbie Wasserman Schultz** opened the event with inspirational remarks about her own battle with breast cancer and renowned oncologist Dr. Louise Morrell delivered closing remarks. Special thanks to Race Chair **Miriam Klein** (pictured right with Dr. Morrell) and the Race Committee for all of their hard work.



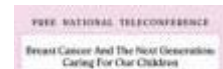
For information about hosting a Run/Walk in your community, please e-mail [rschwartz@sharsheret.org](mailto:rschwartz@sharsheret.org).

## Sharsheret Teleconference Addresses New Screening Guidelines

Sharsheret's national teleconference, **New Breast Cancer Screening Guidelines: What Do They Mean For Me?**, recorded on November 24, 2009, featured Sharsheret Medical Advisory Board member Dr. Thomas Kolb (NYC radiologist) and Sharsheret Genetic Counselor Niecee Singer Schonberger, MS, CGC. The panelists addressed the new breast cancer screening guidelines released by the United States Preventive Services Task Force last week. To listen to an audio recording of the teleconference, please [click here](#).

[Click here](#) to see Founder and Executive Director Rochelle Shoretz, live on Fox 5 NY, as she answered questions about the new guidelines.

## Audio Recording Now Available: Breast Cancer And The Next Generation Teleconference



You can now listen to an [audio recording](#) of Sharsheret's national

## In This Issue

[Boca Raton Synagogue Sisterhood First Annual Run/Walk](#)

[Sharsheret Teleconference Addressed New Screening Guidelines](#)

[Audio Recording Of Teleconference Now Available](#)

[Sharsheret Partners With NCJW Bergen County Section](#)

[National Outreach Events](#)

[Sharsheret Breast Cancer Support Groups](#)

[Genetics For Life Program Receives International Recognition](#)

[Sharsheret Recognized In Slingshot](#)

[Bat/Bar Mitzvah Program](#)

[Sharsheret On Campus](#)

[Sharsheret In The Jewish Community](#)

[Support Sharsheret](#)

## Quick Links

[Order A Race T-Shirt](#)

[Donate Now!](#)

[Shop For Sharsheret](#)

[Upcoming Events](#)

teleconference, **Breast Cancer and the Next Generation: Caring for Our Children**, recorded on November 4, 2009. Visit Sharsheret's Blog at [www.sharsheret.blogspot.com](http://www.sharsheret.blogspot.com) today to listen to the teleconference, share your comments, and read comments posted by other listeners. The teleconference featured panelists Toni Cabat, DSW, LCSW (Chai Lifeline), Shera Dubitsky, MEd, MA (Clinical Supervisor, Sharsheret), and Niecee Singer Schonberger, MS, CGC (Genetics for Life Coordinator, Sharsheret) and addressed the issues of parenting through breast cancer, the needs of children of all ages coping with a parent's diagnosis, and protecting the health of the next generation.

The teleconference was made possible with generous support from the Greater New York City Affiliate of Susan G. Komen for the Cure and the Julius and Emmy Hamburger Memorial Fund.

## Sharsheret Partners With NCJW Bergen County Section

Sharsheret is proud to announce its new partnership with National Council of Jewish Women Bergen County Section in the fight against breast cancer. The first joint event, **Breast and Ovarian Cancer: Jewish Families May Be at Risk Panel Discussion**, will take place on Tuesday, April 27, 2010 at the YJCC of Washington Township, New Jersey. For more information about this free event and to find out how your organization can partner with Sharsheret, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org).

## National Outreach Events

Outreach events are wonderful opportunities for Sharsheret to reach women in diverse communities, spread the word about our programs and services, and raise funds to support our outreach efforts. October national outreach events included:

- **Parlor Meeting** in Detroit, Michigan. Founder and Executive Director Rochelle Shoretz discussed the founding of Sharsheret, the unique concerns of those who face breast cancer in the Jewish community, and the programs Sharsheret has developed to support women affected by breast cancer. Thank you to Parlor Meeting Chair **Yehudit Jubas** (pictured left to right with Rochelle Shoretz, hostess Alice Berlin, and committee member Elana Berlin) and her committee.
- **Education and Outreach Event** in Riverdale, New York. The event introduced Sharsheret's national programs and services and featured a Sharsheret peer supporter who shared her personal breast cancer experience. Thank you to Board member **Naomi Spira** for hosting the event and National Advisory Board member **Rebecca Stein** for chairing the event.
- **Young Israel of Hollywood-Ft. Lauderdale Evening of Inspiration and Awareness** in Hollywood, Florida. The event featured keynote speaker Rochelle Shoretz and a self-exam technique review on breast models. Thank you to event co-chairs **Chani Dennis** (left) and **Sharon Clements**.



For more information about hosting a Sharsheret outreach event in your community, please e-mail Manager of Volunteer Services Rebecca Schwartz at [rschwartz@sharsheret.org](mailto:rschwartz@sharsheret.org).

## Sharsheret Breast Cancer Support Groups



The Sharsheret Supports Program, a national model for local support groups, provides tailored guidance and support to develop and sustain culturally-sensitive breast cancer support groups for Jewish women. Clinical Supervisor Shera Dubitsky, MEd, MA will introduce Sharsheret Supports, Tuesday, December 8, 2009, at **Jewish Family and Children's Services in Philadelphia, Pennsylvania**. For more information, please contact Aviva Schieber at [schieber@comcast.net](mailto:schieber@comcast.net) or (215) 635-3452. Ms. Dubitsky (pictured left with Beth Broodo of Dallas Jewish Family Services) also

presented at Sharsheret Supports groups in Austin and Dallas, Texas and Millburn, New Jersey.

If you are interested in joining a support group in **Boca Raton, Florida**, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org) and include your name and phone number. A Sharsheret representative will contact you with more information. For more information about bringing Sharsheret Supports to your community, please e-mail [info@sharsheret.org](mailto:info@sharsheret.org) or call toll-free (866) 474-2774.

## Genetics For Life Program Receives International Recognition



Genetics for Life Coordinator Niecee Singer Schonberger, MS, CGC (pictured right with Genetic Counselor Robin Schwartz) presented Sharsheret's genetics poster abstract, *To Test or Not to Test: The Influence of Ashkenazi Jewish Ethnicity*, which was chosen for display at the **International Symposium on Hereditary Breast and Ovarian Cancer, BRCA: Fifteen Years of Progress** in Montreal, Canada. The poster abstract was also published in the October edition of *Current Oncology*, an internationally distributed journal reporting on cancer management. For more information about the Genetics for Life Program, please contact Niecee at [nschonberger@sharsheret.org](mailto:nschonberger@sharsheret.org) or (866) 474-2774.

## Sharsheret Recognized In Slingshot



For the fifth consecutive year Sharsheret was among 50 Jewish organizations selected for inclusion in **Slingshot**, a resource guide for Jewish innovation. *Slingshot*, now in its fifth year, features organizations, leaders, and programs that have taken an innovative approach to addressing age-old concerns of identity and community in Jewish life today. For more information about *Slingshot* or to download a PDF version of the book, please visit [www.slingshotfund.org](http://www.slingshotfund.org).

## Bat/Bar Mitzvah Program



Many young adults preparing for their Bat and Bar Mitzvahs find it fulfilling to participate in or initiate a Sharsheret Mitzvah project, contributing to the community and helping others as they become Jewish adults. **JChoice**, the social network for young Jewish giving, recently chose Sharsheret as a cause on their website. This opportunity allows B'nai Mitzvah age youth to learn more about Sharsheret's programs and services and select the organization as a beneficiary of their charitable funds. To view Sharsheret's JChoice page and donate today, please visit <http://www.jchoice.org/CauseDetails.aspx?id=94>.

Thank you to the following B'not Mitzvah for donating a portion of their gifts to Sharsheret: **Penina Gershbaum** (Edison, New Jersey), **Jennifer Mullins** (Delray Beach, Florida), and **Rachel Rutstein** (Teaneck, New Jersey). Thank you to Bat Mitzvah **Alexa Reinfeld** (Fort Lee, New Jersey) for coordinating bake sales in support of Sharsheret.

For more information about including Sharsheret in your Bat or Bar Mitzvah celebration, please e-mail Project Manager Ellen Kleinhaus at [ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org).

## Sharsheret On Campus



Sharsheret on Campus offers free educational breast cancer resource materials and great giveaway items for students to use in their efforts to raise awareness about breast cancer. Educating students about breast health and the impact of breast cancer on Jewish women will help to save lives, as young women learn about the importance of early detection. To bring Sharsheret to your school's campus, please e-mail Project Manager Ellen Kleinhaus at [ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org).

## Sharsheret In The Jewish Community

Founder and Executive Director Rochelle Shoretz received the **Myrtle Wreath Award** from the Nassau Region of Hadassah for her efforts in providing support to Jewish women facing breast cancer.

Founder and Executive Director Rochelle Shoretz introduced Sharsheret at the Jewish Federation of Central New Jersey **Breast Cancer Outreach Event** in Scotch Plains, New Jersey and the Yeshiva University Medical Ethics Society conference, **The Human Blueprint: Jewish Perspectives on Modern Genetics**, in New York City.



Founder and Executive Director Rochelle Shoretz (pictured right with **Congresswoman Debbie Wasserman Schultz**) hosted a Sharsheret exhibit booth at the United Federations of North America **General Assembly** in Washington, DC.

Clinical Supervisor Shera Dubitsky, MEd, MA (pictured right with Dean of the Yeshiva University Center for the Jewish Future **Rabbi Kenneth Brander**) introduced Sharsheret at the Yeshiva University **Rebbitzen's Yarchei Kallah** in Teaneck, New Jersey.



## Sharsheret In The News



Founder and Executive Director Rochelle Shoretz was recently featured in two segments on Fox 5 News. To watch the segments, please visit Sharsheret's Blog at [www.sharsheret.blogspot.com](http://www.sharsheret.blogspot.com).

Articles about Sharsheret have recently appeared in:

- [Forward.com \(August 14, 2009\)](#)
- [The Towerlight \(September 25, 2009\)](#)
- [Jewish Ledger \(September 30, 2009\)](#)
- [Jewish News of Greater Phoenix \(October 9, 2009\)](#)
- [Chicago Jewish News \(October 16, 2009\)](#)
- [Detroit Jewish News \(October 22, 2009\)](#)
- [Jewish Standard \(October 23, 2009\)](#)
- [Alpha Epsilon Phi Columns \(November 1, 2009\)](#)

Since the organization's founding in November 2001, Sharsheret has been featured in more than 150 publications nationwide, including **USA Today** and the **Wall Street Journal**.

## Support Sharsheret



Sharsheret's newest Corporate Partner is **Butterfly Kisses and Wishes on Wings**, a listen-to/read-along book for children that offers support in explaining what is often the unexplainable - a loved one's cancer diagnosis. Children of all ages, as well as adults, will find comfort in the messages that flow alongside the wings of the butterfly. To purchase a copy of the book, please visit [www.butterflykissesbook.com](http://www.butterflykissesbook.com).

For information about becoming a Sharsheret Corporate Partner, please e-mail [ekleinhaus@sharsheret.org](mailto:ekleinhaus@sharsheret.org).

Thank you to:

- [Be Aware Health News and Marketing](#) (Hollywood, Florida) for donating





proceeds from their pink challah sale to Sharsheret.

- [Jewish Exponent](#) (Philadelphia, Pennsylvania) for donating a portion of their advertising proceeds to Sharsheret during National Breast Cancer Awareness Month.
- [Mali Michelle Fine Jewelry](#) (New York City) for donating a portion of proceeds from their Breast Cancer Awareness Jewelry Show to Sharsheret.
- [Marilyn and Marvin Simon Family JCC](#) (Virginia Beach, Virginia) for donating a portion of proceeds from their Play It Up For Pink Family Fun Day to Sharsheret.
- New York City Social Meetup Group (New York City) for hosting a Breast Cancer Awareness and Charity Event in support of Sharsheret.



Sharsheret Updates are distributed bi-monthly and archived in the Newsletters section of our website, [www.sharsheret.org](http://www.sharsheret.org). To join our mailing list, [click here](#).

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to [mlowy@sharsheret.org](mailto:mlowy@sharsheret.org) by [info@sharsheret.org](mailto:info@sharsheret.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Sharsheret | 1086 Teaneck Road, Suite 3A | Teaneck | NJ | 07666