

THINK PINK

YOUR ANNUAL GUIDE
TO HELP PUT AN
END TO BREAST
CANCER BY
THINKING PINK

INSIDE

- Stories from our region's brave survivors, and amazing doctors and volunteers
- Super foods, ways to wear your pink, events *and more!*

VISIT PHILLYMAG.COM/THINKPINK FOR MORE

**Philadelphia**
MAGAZINE





A LETTER FROM THE AMERICAN CANCER SOCIETY

Join the Fight Against Breast Cancer

On behalf of the American Cancer Society, I am honored to introduce the annual tribute to Think Pink in partnership with *Philadelphia* magazine. October is breast cancer awareness month – the perfect opportunity to talk about cancer prevention, detection, and what you can do to help those affected by this disease.



Carmen E. Guerra, MD, MSCE, FACP

In Think Pink, you will read about American Cancer Society programs and events available right here in Philadelphia. These range from the glitz and glamor of galas, to an event with man's best friends, to our annual Making Strides Against Breast Cancer walk in Fairmount Park. The common theme throughout is we can all find a way to make an impact on the fight against breast cancer – and all cancers – here in our community.

The American Cancer Society is committed to helping women prevent or detect breast cancer early, when it's most treatable. It's important for women to take charge of their own health, to know how their breasts normally look and feel, and to report any changes to their health care professional right away.

Mammograms are the best screening tool we have to detect breast cancer early. Here's what the American Cancer Society recommends for those at average risk:

- **Women ages 40 to 44** have the choice to start annual breast cancer screening with mammograms if they wish to do so.
- **Women ages 45 to 54** should get mammograms every year.
- **Women 55 and older** should switch to mammograms every 2 years, or can continue yearly screening. Screening should continue as long as a woman is in good health and is expected to live 10 more years or longer.

Some women at high risk for breast cancer – because of their family history, a genetic tendency, or certain other factors – should be screened with MRIs along with mammograms. Talk with a health care provider about your risk for breast cancer and the best screening plan for you.

I hope you will find the information in this section helpful, whether you are looking to improve your health, volunteer, donate, or need help through a cancer journey. Above all, please know that the American Cancer Society is here for you and your loved ones to answer your questions about cancer and to provide information.

Sincerely,

Carmen E. Guerra, MD, MSCE, FACP

President, American Cancer Society East Central Division Board of Directors
Associate Professor of Medicine, Division of General Internal Medicine
Associate Chief of Staff, Abramson Cancer Center
Perelman School of Medicine, University of Pennsylvania

→ WE ARE AVAILABLE 24 HOURS A DAY, EVERY DAY BY CALLING 1-800-227-2345 OR VISITING [CANCER.ORG](https://www.cancer.org)

VOLUNTEER STORY

Pink Eagles Soar in Memory of a Daughter *and* Sister

With breast cancer running rampant in their family, mother and daughter duo Vanessa and Shiranda Jones knew they had to take a stand. This was especially true after Vanessa's youngest daughter Michelle passed away from the disease at the young age of 36.

"Michelle battled the disease for five years until her passing," recalls Vanessa. "My mother had breast cancer and my sister passed away from breast cancer when she was just 33. I was diagnosed in 2013 and was three years cancer free this July."

"My sister Michelle did the Making Strides Against Breast Cancer walk in Philadelphia in 2010 while she was undergoing treatment," explains Shiranda. "We knew we wanted to walk in her memory after she passed, but we just weren't ready that year."

In 2014, Shiranda and Vanessa created the "Pink Eagles" team for the Making Strides walk in Philadelphia.

"We got the team name from the lyrics in Michelle's favorite song," explains Shiranda. "It says 'They shall mount up on wings just like an eagle that soars,' and I thought that Michelle was like an eagle soaring free. We added the color pink because it symbolizes breast cancer awareness."

Since 2014, the Pink Eagles team has expanded from 8 walkers to 30 and has consistently raised over \$5,000 each year.

"We are always the first team registered and we have very loyal donors," says Shiranda. "We also sell products such as wellness calendars and memorial pens to raise money and hold fundraising events such as a roller skating party and water ice and pretzel fundraiser. So far we've raised over \$6,000 this year."

"I also have a Wall of Hope at work," adds Vanessa. "People put the names of loved ones who are battling or have



Shiranda and Vanessa Jones, the mother daughter duo and creators of the Pink Eagles

"MICHELLE'S FAVORITE SONG... SAYS 'THEY SHALL MOUNT UP ON WINGS JUST LIKE AN EAGLE THAT SOARS,' AND I THOUGHT THAT MICHELLE WAS LIKE AN EAGLE SOARING FREE."

passed from cancer on cards that I hang on the wall. On the day of the walk, I take all of the cards and keep them close to me as I walk."

"We really want to encourage women and let them know they are not alone... there are people out there fighting for them," says Shiranda.

The American Cancer Society Making Strides Against Breast Cancer walks are held across the nation and are the largest network of breast cancer awareness events. Funds raised are used for breast cancer research, support services and prevention programs.

↓ In **2016** an estimated:

249,260

CASES OF BREAST CANCER WILL BE DIAGNOSED IN THE US

11,310

HERE IN PENNSYLVANIA

3,247

CASES HERE IN PHILADELPHIA COUNTY

→ TO LEARN HOW TO JOIN MAKING STRIDES AGAINST BREAST CANCER, VISIT MAKINGSTRIDESWALK.ORG

Q&A

2016 BREAST HEALTH CHAMPION

Terri McHugh, DO

Medical Director, Cancer Risk Assessment
& Genetics Program
Main Line Health

Q. WHAT LED YOU TO BECOME INVOLVED WITH GENETICS?

I did my hematology/oncology fellowship at Lankenau Medical Center when the world of oncology genetics was in its infancy. Main Line Health saw the impact of oncology genetics and had established an oncology genetics research program. The genetic counselor who oversaw the program, and with whom I still work closely, inspired me by sharing her passion.

Q. HOW HAS GENETICS CHANGED THE WAY WE PREVENT, DIAGNOSE AND TREAT BREAST CANCER?

When I first entered this field, cancer treatment was based on the organ that was affected. Today we are able to know more about the molecular changes that drive a specific tumor and choose a more targeted therapy. This has led to more personalized treatments that are more effective and often less toxic – treatments that target the tumor directly.

The approach to prevention has also changed in that more genes have been identified in association with hereditary cancer risk and more guidelines have been developed to assist in managing these risks.

Q. WHO SHOULD BE TESTED FOR THE BRCA1 AND BRCA2 GENES?

While there are guidelines to assist in identifying candidates for genetic testing, a general approach is to consider testing women diagnosed with breast cancer before age 50, women who have had more than one cancer in their life, women with multiple family members with breast cancer, any woman with ovarian cancer or a family history of ovarian cancer, any male with breast cancer and/or individuals of Ashkenazi Jewish ethnicity. More recently, BRCA testing is being considered in individuals with pancreatic and advanced prostate cancer.

Q. WHAT GIVES YOU HOPE?

In 2015, we had more new drugs approved for fighting cancer than in any year prior. There are so many drugs and clinical trials in the pipeline right now. Many of these are targeted therapies, meaning they are based on the mutations found within the tumors. It's exciting to see patients that formerly had no available treatment options now live much longer.



“IT IS IMPORTANT TO GUIDE PATIENTS WITH HEREDITARY RISK BEYOND THE FEAR OF CANCER AND TO HELP THEM UNDERSTAND THIS INFORMATION IS A GIFT THAT, WITH MEDICAL MANAGEMENT, WILL HOPEFULLY KEEP THEM FROM EVER HAVING CANCER.”

– TERRI MCHUGH, DO

Q. IS THERE A PARTICULAR PATIENT WHOSE STORY STICKS WITH YOU?

Yes, the first woman I informed that she tested positive for the BRCA mutation. She didn't have cancer, but her emotional reaction was greater than anyone with whom I had shared the diagnosis of cancer. Understanding the impact of hereditary genetic testing is paramount and highlights the importance of patients meeting with a genetic counselor prior to testing. It is important to guide patients with hereditary risk beyond the fear of cancer and to help them understand this information is a gift that, with medical management, will hopefully keep them from ever having cancer.



Main Line Health®
Well ahead.®

SURVIVING CANCER IN STYLE



Jude Plum, with cancer survivor Kristin D., shown wearing her wig.

"AT 22, A CANCER DIAGNOSIS was the last thing I expected to come my way. The anxiety surrounding losing my hair was put to rest when I saw what a natural look and feel the wigs at Jude Plum have. The staff helped me feel extremely reassured and comfortable during this difficult period.

I would recommend Jude Plum to anyone in need of an understanding, experienced, and compassionate salon!"

Jude Plum Co.
www.JudePlumSalon.com

**Natural European
hair wigs & hairpieces
for men, women & children**

610.527.1770

821 W. Lancaster Avenue
Bryn Mawr, PA



* Sweet Potato Salad with Dried Cranberries

THINK PINK RECIPES

A Healthy Diet Affects *More Than* Just Your Waistline

A spoonful of sugar may help the medicine go down, but eating sugary, processed, high-fat foods is definitely not a prescription for a healthy diet. While no food or diet can outright prevent cancer, research shows that certain foods can help keep your body healthy, give you energy, boost your immune system and reduce your risks for getting cancer.



• Egg, Pesto, and Sun-Dried Tomato Wrap

Sweet Potato Salad with Dried Cranberries

After tasting this potato salad, you may never choose the classic version again. This sweet and savory combination is welcome at any fall picnic or meal. For more crunch, add chopped apples. Sweet potato salad is also a great make-ahead dish for Thanksgiving. Even better, it can be served warm, chilled, or at room temperature.

4 SERVINGS

- | | |
|--|------------------------------------|
| 1 very large or 2 small sweet potatoes (about 1 ½ pounds), peeled and cut into 1-inch pieces | 1 t. Dijon mustard |
| 1 T. olive oil | 1 T. extra-virgin olive oil |
| Salt and freshly ground black pepper | ¼ cup dried sweetened cranberries |
| 1 T. apple cider vinegar | 2 T. chopped red onion |
| 1 T. light brown sugar | 2 T. chopped fresh Italian parsley |
| | 1 celery stalk, chopped |

Preheat the oven to 400 degrees. Lightly coat a foil-lined, rimmed baking sheet with nonstick cooking spray. Place the sweet potato pieces on the baking sheet and drizzle with the olive oil. Sprinkle with salt and pepper and stir to combine. Evenly distribute the sweet potato pieces on the baking sheet. Roast for 20 to 30 minutes, or until tender and slightly charred, stirring the potatoes every 10 minutes.

Meanwhile, in a bowl, combine the vinegar, brown sugar, and mustard. Slowly whisk in the extra-virgin olive oil to incorporate (or put into a jar and shake well).

In a bowl, combine the cranberries, onion, parsley, and celery. Add the sweet potatoes and stir gently to combine. Drizzle the dressing over the salad to lightly coat and stir gently to combine. Season with salt and pepper.

* In addition to providing fiber and potassium, sweet potatoes are a vitamin A powerhouse.

Egg, Pesto, and Sun-Dried Tomato Wrap

If you are trying to limit your fat intake, egg whites are a great choice for breakfast. But don't malign the whole egg. Recent research indicates that dietary cholesterol isn't the biggest determinant of overall cholesterol levels for many people. So even if you are being very careful, adding half a yolk won't be a problem.

1 SERVING

- | | |
|--|---|
| 1 t. olive oil | ½ t. pesto |
| 1 c. fresh baby spinach | 1 (5- to 6-inch) whole wheat, flour, or corn tortilla |
| 2 sun-dried tomatoes packed in oil, patted dry and chopped | 1 T. shredded mozzarella cheese |
| 2 egg whites, beaten | |

In an 8- or 10-inch nonstick skillet over medium-high heat, add the oil. Sauté the spinach for 1 to 2 minutes, or until completely wilted. Transfer to a cutting board, add the sun-dried tomatoes, and coarsely chop. In the same skillet, over medium heat, add the egg whites and cook without stirring for 30 to 45 seconds, or until the eggs are set on the bottom. Using a spatula, lift the edges of the egg whites toward the center of the skillet and gently tilt the pan so the uncooked eggs run underneath the bottom until the eggs are cooked through. Top half of the egg whites with the spinach mixture and fold over the other half, pressing to seal. Transfer to a plate.

Spread the pesto on the tortilla and sprinkle with cheese. Place the tortilla, cheese side up, in the skillet and cook for 30 seconds, or until the cheese begins to melt. Place the egg on half of the tortilla (folding it to fit if necessary), fold the tortilla over it to eat like a taco, and cook for 20 to 30 seconds.

* You can skip the tortilla and have this as an egg white omelet if you prefer: just spread the pesto and cheese on half of the omelet before folding.

Rice Noodles with Shrimp, Bok Choy, and Mint

Using rice noodles instead of pasta makes this a great gluten-free option, although angel hair pasta works well, too. Drain the noodles well before mixing them with the

vegetables so they don't dilute the sauce. The noodles and the vegetable mixture cook very quickly, so make sure to have your veggies prepped and ready to go before starting to cook.

4 SERVINGS

- | | |
|--|---|
| 6 ounces thin rice noodles | 2 scallions, white and light green parts only, thinly sliced |
| ½ cup reduced-sodium soy sauce | 2 carrots, shredded, or 1 cup packaged shredded or "matchstick" carrots |
| 3 T. rice vinegar | 1 red bell pepper, seeded and cut into thin strips |
| 3 T. hoisin sauce | 1 head bok choy, cored and thinly sliced |
| 1 T. canola oil | 1 T. dark sesame oil |
| 2 garlic cloves, minced | 2 T. chopped fresh mint |
| 1 small jalapeño pepper, seeded and chopped | 2 T. chopped peanuts |
| 1 (2-inch) piece peeled fresh ginger, minced | |
| ¾ pound shrimp, peeled and deveined | |

Prepare the noodles according to the package directions. Drain well and pat dry. Meanwhile, in a bowl, combine the soy sauce, vinegar, and hoisin sauce. In a large skillet over medium-high heat, add the oil. Sauté the garlic, jalapeño, and ginger for 1 minute. Add the shrimp, scallions, carrots, bell pepper, and bok choy and sauté for 2 to 3 minutes, or until the vegetables soften and the colors are vivid. Add the noodles and stir to combine. Add the sauce and stir to combine. Transfer to a serving bowl, drizzle with the sesame oil, and top with the mint and peanuts.

* If you don't have a jalapeño on hand, add chili garlic sauce, chili paste (sambal oelek), or crushed red pepper flakes, to taste. If you are watching your sodium intake, start with three tablespoons of soy sauce and two tablespoons of hoisin sauce. Add more to taste, if needed.



• Rice Noodles with Shrimp, Bok Choy, and Mint

Q&A

2016 BREAST HEALTH CHAMPION

Julia Tchou, MD, PhD

Section Chief, Breast Surgery
Co-Director, Rena Rowan Breast Center
Abramson Cancer Center
Penn Medicine

Q. WHAT LED YOU TO THIS FIELD?

My grandmother died of lung cancer when I was seven, so I've always wanted to be a doctor and do cancer research. In medical school I fell in love with surgery. It allows me to instantly fix the problem, while results from research take a much longer time. Being a surgeon scientist allows me to have the best of both worlds.

Q. WHAT IS IT ABOUT RESEARCH THAT EXCITES YOU?

As a surgeon, I can only treat one patient at a time. Research has the ability to impact a lot more people.

Q. WHAT HAS BEEN THE BIGGEST CHANGE YOU'VE SEEN IN YOUR CAREER?

We understand breast cancer so much better now. This better understanding allows us to tailor treatments based on a woman's tumor. There is a lot still to learn, but breast cancer is one of the most extensively studied cancers from a biological standpoint.

Q. WHAT IS ONE THING ALL WOMEN SHOULD KNOW ABOUT BREAST CANCER?

That it's not a death sentence. Our treatments have improved greatly because it's a cancer for which we have very effective treatments. We obviously need to continue working on better treatments, but breast cancer can be thought of as a curable disease.

Q. WHAT KEEPS YOU COMING TO WORK EVERY DAY?

The opportunity to take care of patients and make advancements through research. My goal is to improve breast cancer outcomes through clinical care and research. I get to do this every day – I truly have the best job.

Q. WHAT CAN WOMEN DO TO LESSEN THEIR CHANCES OF GETTING BREAST CANCER?

Healthy lifestyles are important – exercise and eating well. We know this from large population studies. People who follow a Mediterranean diet and those who exercise have



“MY GOAL IS TO IMPROVE BREAST CANCER OUTCOMES THROUGH CLINICAL CARE AND RESEARCH. I GET TO DO THIS EVERY DAY – I TRULY HAVE THE BEST JOB.”

– JULIA TCHOU, MD, PhD

a lower incidence of cancer. We want to promote a healthy lifestyle in women to improve overall health but also improve breast cancer outcomes.

Q. WHAT IS THE FOCUS OF YOUR RESEARCH AT PENN?

I have several areas of interest. I'm principal investigator of a clinical trial involving immunotherapy, an approach that uses the body's own immune system to fight and attack cancer. This is still a very new approach in breast cancer. I'm also working with Dr. Carl June here at Penn on using patients' own immune system to fight cancer cells to prevent cancer or stop it from reoccurring. It's a very exciting time.



Penn Medicine
Abramson Cancer Center

Q&A

2016 BREAST HEALTH CHAMPION

Jennifer Chalfin Simmons, MD, FACS

*Chief, Breast Surgery
Director, Breast Health Program
Einstein Medical Center Montgomery*



Q. WHAT IS YOUR BACKGROUND?

I did my surgical residency at Albany Medical Center and was preparing to move to Cleveland for a colorectal surgery fellowship. Then Gordon Schwartz from Jefferson called asking me to be his breast fellow. I ended up taking that position, and I quickly realized it was my calling.

Q. DO YOU HAVE A PERSONAL CONNECTION TO BREAST CANCER?

I was 16 when my cousin, Linda Creed, who was a very successful Philadelphia singer/songwriter, died at the age of 36 from breast cancer. I was enamored with her as a kid, and her death had a huge impact on my family and me. I knew when I went to medical school that I wanted to do something with women's health.

Q. WHAT ADVANCES HAVE YOU SEEN IN YOUR CAREER?

From a surgical perspective, we now remove less healthy tissue around breast tumors. The mentality used to be 'bigger is better' – take out more to be safe. Now the pendulum has swung toward taking less thanks to better surgical techniques and our knowledge about cancer. This is meaningful because most women will survive breast cancer, and the appearance of their breasts afterward is important.

Q. ARE THERE ANY EXCITING TREATMENTS ON THE HORIZON?

Our treatments and drugs are getting better every day, but we're not close to a cure in the traditional sense. My hope is that our society can reduce the incidence of breast cancer by moving toward a healthier state in general. I talk to my patients about mindful eating and removing processed foods from their diets. I want to not only cure their cancer but also get them healthier overall.

Q. IS THERE A PARTICULAR PATIENT WHO HAS IMPACTED YOU?

All of my patients impact me. The one that stands out the most is my oldest friend in the world. I was just a few years into my practice when I treated her for a very aggressive breast cancer. I remember speaking with her father, a man who only knew me as a child, about her disease and he was angry. He was accustomed to being in control and this was something that he couldn't control. He wanted assurances from me and the only ones that I could give him were that I

“MY HOPE IS THAT OUR SOCIETY CAN REDUCE THE INCIDENCE OF BREAST CANCER BY MOVING TOWARD A HEALTHIER STATE IN GENERAL. I TALK TO MY PATIENTS ABOUT MINDFUL EATING AND REMOVING PROCESSED FOODS FROM THEIR DIETS.”

– JENNIFER CHALFIN SIMMONS, MD, FACS

would do everything in my power to help her. It was my first realization of how little power any of us really have in the big scheme of things. Fortunately, my friend is now cancer free, and I mostly thank God for that.

Q. WHAT CAN WOMEN DO TO PROTECT THEMSELVES FROM BREAST CANCER?

Eating a healthy diet and weight control are at the top of the list. Obesity is a huge contributor to breast cancer because it increases your circulating estrogen levels. Movement is important too. I recommend patients get some form of exercise 30 minutes a day, six days a week.

Q&A

2016 BREAST HEALTH CHAMPION

Richard J. Bleicher, MD, FACS *Breast Clinical Program Leader Fox Chase Cancer Center*



Q. WHAT DO YOU TELL WOMEN WITH BREAST CANCER?

Don't panic. Take a deep breath and find a specialist who is knowledgeable about the disease and works at a hospital with a full range of treatment options. Don't rush into a decision either – a study we did at Fox Chase found that survival rates in the U.S. were only slightly lower (3-5%) even when there was a three-month delay in treatment. Do your homework – where you go first for treatment matters.

Q. SOME SAY WE HAVEN'T MADE MUCH PROGRESS IN THE FIGHT AGAINST CANCER, HOW DO YOU RESPOND?

I say that's absolutely untrue. We've made great strides in the survivability of cancer, especially breast cancer. Thanks to research, we have better drugs, more focused radiation, more precise imaging and more effective surgical procedures. Most women today survive breast cancer thanks to these advances.

Q. YOU PUT GREAT EMPHASIS ON COSMETICS, WHY?

It's important because we're dealing with an area that is often integral to a woman's identity. A woman should feel as whole as possible when treatment is over. At Fox Chase, we teach our trainees how to maximize the appearance of the breast while still accomplishing the goal of removing the disease.

Q. IS THIS AN EXCITING TIME TO BE IN THE BREAST CANCER FIELD?

Very much so. Things are moving faster than ever before, and there is a public thirst for putting resources toward a cure. Awareness about the disease is also high. People used to be ashamed they had breast cancer but not anymore. You don't have to live in the closet with this disease.

Q. WHAT IS NEW IN THE FIELD?

We continue to make surgery more minimalistic and supplement that with radiation or chemotherapy. We recently changed the way we approach lymph nodes because of a national clinical trial. We used to remove lymph nodes that were the most likely ones to contain cancer, called sentinel nodes. If any of them were positive, we took all of the rest out. But that greatly increases the risk of complications such as lymphedema. The trial showed that if there are only a few lymph nodes containing cancer we don't have to do the more radical removal. Other treatments provide the same benefits.

“WE’VE MADE GREAT STRIDES IN THE SURVIVABILITY OF CANCER, ESPECIALLY BREAST CANCER. THANKS TO RESEARCH, WE HAVE BETTER DRUGS, MORE FOCUSED RADIATION, MORE PRECISE IMAGING AND MORE EFFECTIVE SURGICAL PROCEDURES.”

– RICHARD J. BLEICHER, MD, FACS

Q. WHAT ARE YOUR THOUGHTS ON PREVENTIVE MASTECTOMIES?

Interest in this procedure spiked after Angelina Jolie had both breasts removed because she had a genetic mutation that clearly put her at risk for breast cancer. That isn't the case for most women. Lumpectomy is much less invasive and can produce the same survival rates as mastectomy.

Q&A

2016 BREAST HEALTH CHAMPION

Maysa Abu-Khalaf, MD

Director, Breast Medical Oncology Program
Co-Director, Breast Care Center
Sidney Kimmel Cancer Center at Jefferson

Q. WHAT IS YOUR BACKGROUND?

I am a medical oncologist who specializes in treating breast cancer patients. I was drawn to oncology early on in my medical training because of the close relationships we build with our patients. We share stories about their kids, families and personal interests. We help our patients and their loved ones get through a difficult time in their lives. As a clinical researcher, I am also privileged to be part of a team that contributes to the advances in research which lead to better cancer therapies.

Q. WE CAN'T PREVENT BREAST CANCER YET, BUT WHAT STEPS CAN WOMEN TAKE TO LOWER THEIR RISK?

There are preventive measures that can be recommended for women at risk for developing breast cancer such as those with a strong family history. But the most important thing for



 **Sidney Kimmel
Cancer Center.**
at Jefferson
NCI – designated

women to do is have their recommended screening tests for breast cancer and other types of cancers like cervical and colon cancer. Some women may be frightened that if they have a screening test, we'll find cancer, and as a result they tend to delay having these tests. It's important to keep in mind that prognosis is much better when a cancer is caught early and in some cases a patient may actually be able to avoid chemotherapy.



Cross the Finish Line with DetermiNation



Racing to cross the finish line in the Broad Street Run, Philadelphia Half-Marathon or Philadelphia Marathon? Make your miles even more meaningful by joining up with the American Cancer Society's DetermiNation team.

Through this program, you have access to special training programs and a running coach, group runs and clinics, a guaranteed race bib and day-of-event amenities like private tents, gear check, port-a-potties, food and more.

Each DetermiNation team member must commit to raise a certain amount of money that will help the American Cancer Society fight cancer. In return, the Society will provide you with all of the tools and resources necessary to reach your running goals and beyond. You'll even get a fundraising mentor to help you along the way.

→ FOR MORE INFORMATION ABOUT DETERMINATION AND HOW YOU CAN GET INVOLVED, VISIT DETERMINATION.ACSEVENTS.ORG

THINK PINK



Blush Cardigan,
Cashmere Clouds
Style Camp
style-camp.com

Turkish Fig
Sugar Scrub
duross & langel
durossandlangel.com



Rose Soap
duross & langel
durossandlangel.com

Cherry Almond
Bubble Bath
duross & langel
durossandlangel.com

The Jawn
Philly EyeWorks
phillyeyeworks.com



Kelly Drive
Philly EyeWorks
phillyeyeworks.com



Lip2Cheek in Modest
by RMS Beauty
Rescue Spa
rescuespa.net

Think Pink, Think Local

*Color your world pink this
October and throughout the year
with these great finds from
local shops in Philly.*



Whiz Wit
Philly EyeWorks
phillyeyeworks.com



Schuler Cold Shoulder
Blouse in Very Berry
Silk Georgette
Nicole Miller
nicolemiller.com



Vaseline Fragranced
Lip Balm in Strawberry
by Gal Collection
Rescue Spa
rescuespa.net



Baume De Rose Nutri-Couleur
in Rosy Babe by TERRY
Rescue Spa
rescuespa.net

Healthy Glow Lip
Balm by 3LAB
Rescue Spa
rescuespa.net



Q&A

2016 BREAST HEALTH CHAMPION

Stefania Nolano, DO

*Breast Surgeon
Associate Director, Breast Program
Abington-Jefferson Health*

Q. WHAT LED YOU TO SPECIALIZE IN BREAST SURGERY?

I knew from a young age that I wanted to be a doctor, but when I was 18 my mother was diagnosed with breast cancer. I met her surgeon and my mother thought so highly of her and her team. It hit home for me. You have to sacrifice a lot when you choose medicine as a profession, but I am fortunate to be able to love what I do every day.

Q. DO YOU PERSONALLY WORRY ABOUT BREAST CANCER BECAUSE OF YOUR MOTHER?

My mother is the only one in the family who has had breast cancer and she tested negative for the BRCA mutations. It is important to know that breast cancer is a multifactorial disease, which means dependent on a number of factors, with genetics only accounting for 10%. I think every woman worries about breast cancer, but it's not something that consumes my life. I'm confident in early detection and treatments and I try my best to live a healthy lifestyle with exercise so it's not something I worry about every day.



Q. WHAT DO YOU THINK ABOUT THE TREND TOWARD TOTAL MASTECTOMY?

The bilateral mastectomy rate has doubled to nearly tripled in the past 10 years despite no overall survival benefits with this aggressive treatment option. Angelina Jolie and social media probably have something to do with that. There is certainly a role for mastectomy, but every patient is unique and so is their cancer. It's important to educate patients so they are comfortable with the decision they ultimately reach.



Barking Back at Cancer

Dogs aren't just companions, they are true canine caregivers offering unconditional love, joy, support and compassion to their owners. So it's no wonder that man's best friend is getting in on the fight against cancer through the American Cancer Society's Bark For Life.

Bark For Life is a fundraising event where families and their furry friends come together to complete a one mile walk, enjoy food and music, and participate in fun canine activities such as doggie games, dress-up contests and special dog-related demonstrations. These events also allow participants to share experiences, celebrate survivorship, honor those lost to cancer, and find new support systems.

Bark For Life supports the American Cancer Society's mission of eliminating cancer through research, education, advocacy and service.

→ FOR MORE INFORMATION ABOUT BARK FOR LIFE, VISIT [RELAYFORLIFE.ORG/BARKFORLIFE](https://www.relayforlife.org/barkforlife)

THINK PINK

Fighting Cancer from the C-Suite



Alexander Perl, MD, recipient of the \$729,000 research grant from CEOs Against Cancer

Cancer is a relentless monster that disrupts the lives of millions of people each year. But it's not only individuals and families who are affected, it also costs businesses more than \$216 billion a year in direct medical costs and lost productivity.

To fight back, the American Cancer Society has teamed up with some of the nation's top executives to leverage their power and inspire their organizations to make an impact through the CEOs Against Cancer initiative.

With more than 500 members, CEOs Against Cancer is a powerful network that aims to create a healthy corporate culture, ensure access to information for employees facing cancer, invest in groundbreaking research, and encourage employees to volunteer in the fight against cancer.

Last year, the Pennsylvania Chapter of CEOs Against Cancer hosted its inaugural benefit event – A Breakthrough Experience – featuring food, cocktails, a bucket-list auction, and an exclusive performance by cancer survivor and Grammy award winner, Melissa Etheridge. The event raised more than \$720,000 for the American Cancer Society's research grant program.

"We all know and love so many people whose lives have been dramatically changed by cancer," says Steve Collis, President and CEO of AmerisourceBergen and Co-Chair of the



Pennsylvania Chapter of CEOs Against Cancer. "It's among the many reasons CEOs

Against Cancer is working alongside the American Cancer Society to fulfill the organization's goal of making this cancer's last century."

Co-Chair Douglas C. Yearley, Jr., CEO of Toll Brothers, Inc., added, "While the evening was beautiful and a lot of fun, we remain focused on the larger goal of helping to fund important research that could represent the next big breakthrough in the fight against cancer."

In April, the Pennsylvania Chapter of CEOs Against Cancer chose Dr. Alexander Perl of the Hospital of the University of Pennsylvania to receive a \$729,000 research grant, from funds that were raised by the chapter's event, to study ways to identify better treatments for older adults diagnosed with leukemia.

CANCER... ALSO COSTS BUSINESSES MORE THAN \$216 BILLION A YEAR IN DIRECT MEDICAL COSTS AND LOST PRODUCTIVITY.

Coaches Winning in the Battle *Against* Cancer

The 13th annual Coaches vs. Cancer Basketball Gala held last April at the Philadelphia Hyatt at the Bellevue was a sellout and raised more than \$700,000 – far exceeding its goal of \$393,000 and more than doubling the amount raised in the past three years.

More than 600 guests, including Jay Wright, who led the Villanova Wildcats to an NCAA basketball national championship just one week prior, enjoyed an evening of fine food, cocktails, music, auctions, and live entertainment at the event, which honored cancer survivor and coach of the 1985 Villanova national championship team, Rollie Massimino.



→ FOR MORE INFORMATION ABOUT COACHES VS. CANCER VISIT PHILLYCVC.ORG

Q&A

2016 BREAST HEALTH CHAMPION

Ronit Sugar, MD

Breast Surgeon
Aria-Jefferson Health

Q. ARE BREAST SELF-EXAMS WORTH DOING?

The U.S. Preventive Services Task Force say they aren't but I disagree. It takes little time and costs nothing to check your breasts once a month. Most women will not find their own breast cancer, but some do find their own lumps. And it never hurts to know your own body.

Q. WHAT IF SOMEONE DOES HAVE A FAMILY HISTORY OF BREAST CANCER?

That's an important factor to consider. If a woman has more than two people on the same side of the family who have had breast cancer, we look at that closely. Aria-Jefferson Health has a high-risk program where we can offer genetic testing and more closely follow certain women. At this point, the key is still early detection since we don't have a way to prevent breast cancer yet.



Q. WHAT'S ONE THING YOU'D LIKE TO TELL WOMEN ABOUT BREAST CANCER?

It's scary, but it's curable. The majority of women with breast cancer are cured. I'm still seeing women from 20, 25 years ago and they're still cancer-free. Even if it's not early stage it's still treatable and curable. There have been great advances in drugs so now we can treat women we didn't think were curable before.

Local Men Puttin' on Pink in October

Don't be surprised if you see some prominent men wearing plenty of pink in October, as the American Cancer Society brings its Real Men Wear Pink campaign to Philadelphia for the first time this year.

Real Men Wear Pink supports the Society's Making Strides Against Breast Cancer event and offers area leaders the opportunity to encourage the community to join the fight against breast cancer by promoting awareness, prevention, and early detection.

The 2016 Real Men Wear Pink participants include (as of Sept. 2): Aaron Andrews, Enterprise Account Executive, RCN Business; Dr. Paris Butler, Assistant Professor of Surgery, University of Pennsylvania Division of Plastic Surgery; Justin Csik, Attorney, Klehr Harrison Harvey Branzburg LLP; Mark Drill, Community Engagement Managing Director, American Cancer Society; Rich Durso, Senior Financial Planner, RTD Financial Advisors; Al Grenfell, high school sports referee; Richard Newell, CEO, Pottstown Memorial Medical Center; and Steve Stefanski, Vice President, Cresa.

Each participant has made a commitment to raise at least \$2,500 and wear pink throughout the month of October – raising awareness through their personal, professional and social networks.



Bow-ties, pocket squares and ties are just a few of the many ways these men will be wearing their pink this October.

"Funds raised through this program allow the American Cancer Society to be there for those touched by breast cancer – from research to education, prevention to diagnosis, and treatment to recovery, the Society provides support to everyone impacted by the disease," says Jamie McCann, Senior Market Manager, Community Engagement for the American Cancer Society.

Breast cancer is the second leading cause of cancer death in women and the second most commonly diagnosed cancer in women. And while it may seem to be a disease targeting only women, more than 2,600 men in the United States are diagnosed with the disease each year.

→ FOR MORE ABOUT REAL MEN WEAR PINK OF PHILADELPHIA VISIT MAKINGSTRIDESWALK.ORG/REALMENPHILADELPHIAPA

VOLUNTEER STORY

Volunteer Helps Unite Single Voices into a Roar

That's how 51-year-old Betsy Williams describes her involvement with the American Cancer Society Cancer Action Network (ACS CAN) – the advocacy arm of the American Cancer Society.

Williams first got involved with the Society through Relay For Life in 2004 after losing her mother to breast cancer.

“I wanted to do something to turn my sorrow into hope,” remembers Williams, an elementary school teacher in Montgomery County. “My tears of sad-

ness turned into tears of joy knowing that we're all in this together and that we are powerful when we're united.”

Williams has been an active Society volunteer since then and even brought a mini-Relay For Life to her school district, which has raised more than \$100,000 in 10 years.

“Over the years I saw so many volunteers doing great work, so I decided to get involved with ACS CAN,” says Williams. “Some people think it's political, but it's not. It doesn't matter what your politics are, it's about cancer. The more support and members we have, the more powerful we are. Lawmakers are forced to listen when there are so many people banded together saying ‘We need to cure this disease!’”



Top: Betsy Williams, alongside ACS CAN members at the Making Strides Kickoff Breakfast. Left: Betsy Williams, and Laura Hilbert

“SOME PEOPLE THINK IT'S POLITICAL, BUT IT'S NOT. IT DOESN'T MATTER WHAT YOUR POLITICS ARE, IT'S ABOUT CANCER.”

Current ACS CAN campaigns include advocating for increased cancer research funding and early detection programs, access to care issues and patient quality of life. The group has also been instrumental in advocating for legislation that can reduce cancer rates, such as increasing cigarette taxes, enacting age requirements for tanning beds and increasing access to health screenings.

“I'm so proud and honored to represent the American Cancer Society and ACS CAN,” Williams says. “I know what they've done in this battle, and I truly feel we are going to find a cure or at least be very close in my lifetime.”



 **Drexel
Medicine**

Early detection saves lives.

When it comes to women's health, prevention and early detection are critical. Drexel Medicine provides personalized, compassionate care designed specifically for women.

Our patient-driven approach embraces the fact that women's health needs are different from men's. And our 275 physicians across 18 specialty areas ensure a complete approach to women's health.

1.866.DREXEL2 | drexelmedicine.org

→ FOR MORE INFORMATION ABOUT ACS CAN VISIT ACSCAN.ORG



Erin Matlack, Vice Chair of the Philadelphia chapter of YPACS

Young Professionals Pour Energy into *Fighting* Cancer

“I’ve had relatives with cancer, but I really felt its impact on a personal level when I was 14 and my closest friend lost her father to brain cancer,” says Erin Matlack. “I watched her father go through that battle and saw how it impacted the entire family.”

Now 26, Matlack has found a way to support a cause near to her heart as Vice Chair of the Philadelphia chapter of the Young Professionals of the American Cancer Society (YPACS).

“YPACS is a fairly new grassroots organization that supports the American Cancer Society,” explains Matlack. “It’s a great opportunity to volunteer, develop professionally and make some really good friends.”

In just over a year, the Philadelphia chapter has made dinner for patients and families at Hope Lodge, fielded a Broad Street Run team, held a Quizzo fundraiser, and gotten involved with the Philadelphia Making Strides Against Breast Cancer walk. The chapter has also hosted outings – a night at a Phillies game and another at a comedy club to name two – where members could get to know each other and network.

“I went to my first YPACS meetings about a year ago,” says Matlack. “I was really impressed by the positivity and impact of the group.”

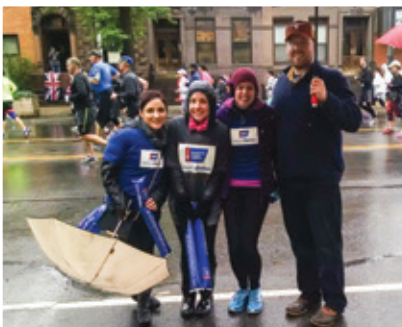
“One of my favorite things about the organization is that so many different industries are represented,” adds Matlack, who works in business-to-business sales. “We have members from the fields of finance, sales, healthcare, law... everything. It’s a great chance to ask questions or get opinions on other industries.”

With 60 members total and a core group of 15 on the leadership council, the Philadelphia chapter of YPACS is still evolving.

“The leadership council meets bi-monthly to plan events and discuss goals for the chapter,” says Matlack. “We are always collaborating and looking for new opportunities and events.”



Top: YPACS members at a Quizzo fundraiser.
Left: Members at the Broad Street Run



→ TO LEARN MORE ABOUT THE LOCAL CHAPTER OF YPACS, CHECK THEM OUT ON FACEBOOK UNDER “PHILADELPHIA YOUNG PROFESSIONALS OF THE AMERICAN CANCER SOCIETY”

2016 Event Calendar

4TH ANNUAL AMERICAN CANCER SOCIETY PINK PARTY AGAINST BREAST CANCER

September 29th at 6:30pm
44 Paper Mill Road, Newtown Square, PA
gala.acsevents.org/pinkpartypa

BREAST CANCER PREVENTION SCREENING

October 1st at 7:30am
Comprehensive Breast Center, Riddle Hospital, Media, PA
To schedule an appointment call 484-227-3010

PINK RIBBON SUNDAY

October 2nd at 3pm
Shiloh Presbyterian Church Community Outreach Center, Oxford, PA
To register call 610-738-2300 or visit ChesterCountyHospital.org/Wellness

DINNER WITH THE DOC: WHAT EVERY WOMAN NEEDS TO KNOW ABOUT BREAST CANCER

October 5th at 5pm
Abington - Lansdale Hospital
Lansdale, PA
215-481-2204 to register

FREE BREAST CANCER SCREENING FOR UNINSURED OR UNDERINSURED WOMEN

October 8th at 8am
Aria - Bucks County Hospital
Langhorne, PA
215-612-4808 to register

MAKING STRIDES AGAINST BREAST CANCER OF MONTGOMERY COUNTY

October 9th
Norristown Area High School & Farm Park, Norristown, PA
makingstrideswalk.org

PAWS FOR THE CAUSE

October 9th at 9am
Fox Chase Cancer Center
Philadelphia, PA
FoxChase.org/Paws

BREAST CANCER GENETICS – THE NEXT GENERATION

October 13th at 12pm
Jefferson Medical Office Building
Philadelphia, PA
1-800-JEFF-NOW

MAMMOGRAM TALK AND TOUR

October 13th at 6:30pm
Penn Medicine Southern Chester County, West Grove, PA
To register call 610-738-2300 or visit ChesterCountyHospital.org/Wellness

FIGHTING CANCER WITH A FORK AND SPOON

October 13th at 6:30pm
Main Line Health Center at Exton Square, Exton, PA
mainlinehealth.org/events

CANCER SURVIVORSHIP CONFERENCE

October 14th at 1pm
Bluemle Life Sciences Building, Philadelphia, PA
1-800-JEFF-NOW

MAKING STRIDES AGAINST BREAST CANCER OF PHILADELPHIA

October 15th
Memorial Hall & West Fairmount Park, Philadelphia, PA
makingstrideswalk.org

LOOK GOOD FEEL BETTER

October 17th at 11am
Community Education Center, Riddle Hospital, Media, PA
Call the American Cancer Society at 1-800-227-2345 to register

FREE BREAST CANCER SCREENING AND EDUCATION FOR UNINSURED OR UNDERINSURED WOMEN

October 19th at 4pm
Abington Health Center, Willow Grove, PA
215-481-2586 to register

FREE BREAST CANCER SCREENING FOR UNINSURED OR UNDERINSURED WOMEN

October 22nd at 8am
Aria - Frankford Hospital, Philadelphia, PA
215-612-4808 to register

BARK FOR LIFE OF CENTRAL CHESTER COUNTY

October 23rd
East Goshen Township Park
West Chester, PA
relayforlife.org/barkcccca

COACHES VS. CANCER PRESEASON LUNCHEON

October 27th at 12pm
Philadelphia Marriott West
Conshohocken, PA
phillycvc.org

FOX CHASE CANCER CENTER'S 6TH ANNUAL CANCER SURVIVORS DAY CELEBRATION

October 29th
Lincoln Financial Field
Philadelphia, PA
Register by October 1st at Foxchase.org/survivorscelebration

FREE BREAST CANCER SCREENING FOR UNINSURED OR UNDERINSURED WOMEN

October 29th at 8am
Aria – Torresdale Hospital
Philadelphia, PA
215-612-4808 to register

WELLNESS YOGA FOR CANCER PATIENTS

Tuesdays in October at 12:30pm
Thomas Jefferson University Hospital
Philadelphia, PA
To register contact m@michellestortz.com

5TH ANNUAL ELLA BELLA FASHION SHOW

November 4th at 6:30pm
Crowne Plaza Valley Forge Hotel, Valley Forge, PA
bringinghopehome.org/event/ellabella2016

CANCER SCREENINGS FOR WOMEN (MAMMOGRAM AND COLON CANCER PRE-SCREENING)

Every Thursday at 8am
Jefferson's Methodist Hospital Women's Diagnostic Center, Philadelphia, PA
1-800-JEFF-NOW

→ FOR MORE EVENTS THROUGHOUT THE YEAR VISIT PHILLYMAG.COM/THINKPINK