

# TOWARDS ZERO

ZERO DEATHS FROM BREAST CANCER BY 2030  
ISSUE 2 JUNE 2014 • 15 YEARS 6 MONTHS TO GO

.....

## BETTER DAYS AHEAD

.....

*NBCF researchers develop  
new therapies for women with  
advanced breast cancer*

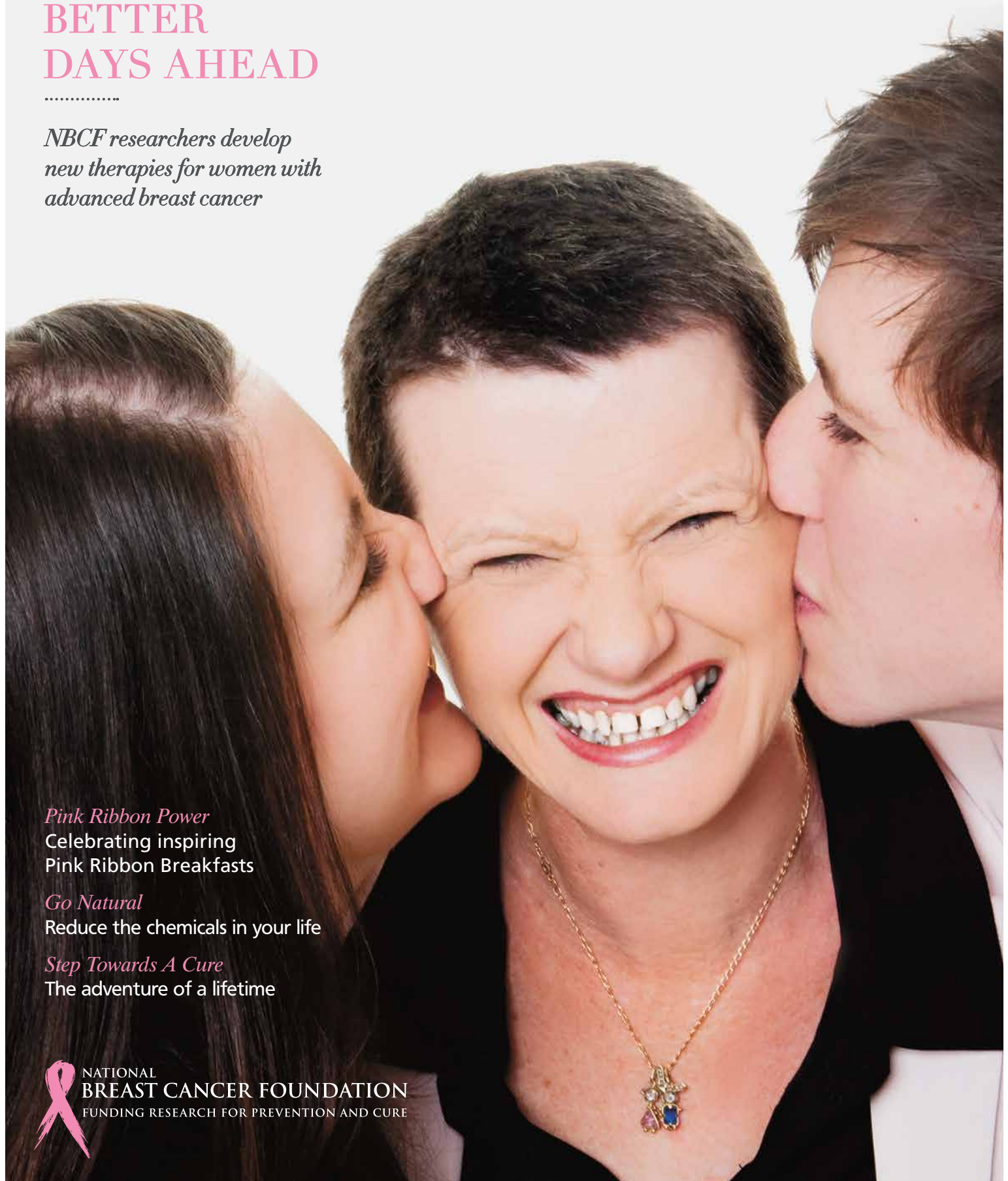
*Pink Ribbon Power*  
Celebrating inspiring  
Pink Ribbon Breakfasts

*Go Natural*  
Reduce the chemicals in your life

*Step Towards A Cure*  
The adventure of a lifetime



NATIONAL  
BREAST CANCER FOUNDATION  
FUNDING RESEARCH FOR PREVENTION AND CURE





WELCOME TO TOWARDS ZERO



I feel deeply for people with advanced breast cancer, and so much of this issue is dedicated to them. When so much of the breast cancer message is about surviving, it's very hard for these women to know that their survival is only going to be temporary. Research is just not there yet, and we need more

time to crack the mystery of metastasis. I hope you enjoy reading about the researchers who are on the case, such as Associate Professor Robin Anderson.

Fundraising is a great way to power researchers, such as Robin, to reach the destination. Supporters such as Amanda, with her Pink Ribbon Breakfast, and

Kristina, with her Steps Towards a Cure, set are a great example. I'm so proud of them and so grateful.

I'm also incredibly grateful to the hundreds of people and companies who volunteer their time and services to NBCF – all of whom, from the goodness of their hearts, support research as the most effective strategy to see an end to the suffering caused by breast cancer. And without whom, we would have far less to dedicate to that cause.

Thank you.

*Carole Renouf*

**Carole Renouf**  
Chief Executive Officer  
National Breast Cancer Foundation

YOUR DIARY



SPORTING EVENTS

This winter, why not dust off your trainers and join NBCF's Team Pink at a fun run or walk near you? Simply set up an online fundraising page in support of NBCF and run for research this year.

**13 JULY**  
WA Today Swan River Run Perth

**27 JULY**  
The Age Run Melbourne

**10 AUGUST**  
Sun Herald City2Surf Sydney

[nbcf.org.au/  
Fundraise/Join.aspx](http://nbcf.org.au/Fundraise/Join.aspx)



**EXHIBITION**  
**11-21 SEPTEMBER**  
**The SCAR Project** is a series of large scale portraits of young women diagnosed with breast cancer. This moving exhibition is not to be missed. More details soon.

[thescarproject.org](http://thescarproject.org)

The clock is ticking and we're getting closer to a cure everyday.

A MATTER OF TIME



There's nothing more precious than time. Most of us feel like we don't have enough hours in the day, but spare a thought for women diagnosed with breast cancer. For them, time takes on a whole new meaning.

When Tracey (pictured on cover) was diagnosed with breast cancer in 2010, she opted for a double mastectomy and reconstruction. Sadly, this didn't stop Tracey's cancer spreading throughout her body. This means Tracey now has only a limited time remaining to spend with her family – but she's decided to live it to the fullest.

*"When my cancer returned and continued to spread, the news hit me like a tonne of bricks," says Tracey. "But I didn't fall to pieces, instead I made a bucket list – including skydiving."*

With the loving support of her family, Tracey's already ticked off three major items on her list, and she's determined to outlive her doctor's prognosis. "I believe that only research can help me do this," says Tracey. "Only research can find a cure."

Buying time for research depends on your support. With your help we can fund research to develop new drugs, therapies and treatments to give women like Tracey more time. Research takes us closer to a cure everyday – now, it's only a matter of time.

**YOU CAN DONATE BY** visiting [nbcf.org.au](http://nbcf.org.au) or call 1300 708 763

FIVE TO BE WON!



We're giving you the chance to win 1 of 5 beautiful "Hope in A Box" gifts for someone you love. To go into the draw simply email your name, address and phone number to [info@nbcf.org.au](mailto:info@nbcf.org.au) with the subject line "hope in a box" by 31st July. Winners will be contacted by email.

Short Story believe there's nothing better than a gift with meaning, so they've produced a unique range of handcrafted products that each tell a story. One gorgeous piece, "Hope in a Box", is a beautifully presented paper crane in a glass bauble representing the story of Sadako and the thousand cranes. The crane, a symbol of love, peace and hope is truly a special gift. To read Sadako's inspirational full story visit [www.myshortstory.com.au](http://www.myshortstory.com.au)

SHORT STORY share the story

The 'Hope in a Box' promotion commences at 9:00am on June 4, 2014. All entries must be received by 5:00pm on July 31, 2014. All times refer to Australian Eastern Standard Time (AEST). The winning entries will be drawn randomly at the National Breast Cancer Foundation, Level 9, 50 Pitt Street Sydney at 1:00pm on August 1, 2014. Winners will be notified by email within two (2) working days of the draw and their names will be published on the NBCF website. For full terms and conditions, visit [www.nbcf.org.au/hope-in-a-box-competition](http://www.nbcf.org.au/hope-in-a-box-competition). Authorised under ACT permit number: ACT TP 14/01159

OUR SUPPORTERS

Steps Towards A Cure



It's almost time for our wonderful group of 30 supporters to head off to China to experience the ancient beauty of the Great Wall. Their five-day trek will take them to sections of the Wall rarely visited by tourists.

This is a trip of a lifetime, and together they've raised over \$200,000 for breast cancer research.

It's taken a lot of time, energy and effort from each of the supporters, including Kristina (pictured), who raised an incredible \$12,000.

Kristina was blown away by the support she received from her friends and family. "The most special moment in my fundraising activities was the High Tea that I hosted," says Kristina. "I don't think I've ever felt so much positive energy in one room before. Fifty beautiful ladies all coming together for one purpose – to find a cure for breast cancer. It was that day that I really found my confidence and thought 'wow I can do this!'"

We'd like to sincerely thank the whole 'Step Towards a Cure' team for raising so much vitally needed money, and wish them a safe and exciting journey. Happy travels!

**IF YOU'RE INTERESTED** in joining us on an NBCF challenge please visit [nbcf.org.au](http://nbcf.org.au). Live updates on the trek will also be posted on our website.

YOUR QUESTIONS

Thanks so much to everyone who wrote in with feedback on our new-look newsletter, Towards Zero. We had an overwhelmingly positive response to the new style and format, along with a few great questions (see below).

We love to hear your thoughts, so please keep your feedback and questions coming in!

It looks great, but I hope the cost hasn't gone up!

– Paul, Cottesloe (WA)

Definitely not. NBCF are vigilant about keeping all marketing costs to an absolute minimum. The new-look newsletter costs no more than previous editions. We send the newsletter to keep our valued supporters up-to-date with news, events and issues. Plus, it allows us to be transparent and accountable about how your donations are being used. However, if you would prefer not to receive the newsletter call us on 1300 708 763.

Why should I donate to the National Breast Cancer Foundation instead of directly to a research institute?

– Nancy, Ferntree Gully (Vic)

NBCF is committed to delivering you a unique service: investing your donations in the most meritorious and impactful research into breast cancer. It's often very difficult to discern who is doing the research that will make the greatest difference. That's the impartial and objective expertise we can provide for you. NBCF is very fortunate in having access to the best scientific and medical minds around the country, on a volunteer basis, to guide our decision-making about which projects and which research teams will be of greatest benefit to the community. You can rest assured that you'll be supporting the best of the best, through NBCF. We share a common goal: to achieve the best possible outcomes, for today and tomorrow.

SEND YOUR QUESTIONS AND COMMENTS TO: Towards Zero, GPO Box 4126, Sydney, NSW 2001

The National Breast Cancer Foundation is the leading community-funded organisation in Australia raising money for research into the prevention and cure of breast cancer. Our aspirational goal is to achieve zero deaths from breast cancer by 2030.

**NATIONAL BREAST CANCER FOUNDATION**  
Level 9, 50 Pitt Street, Sydney NSW 2000  
GPO Box 4126, Sydney NSW 2001  
Phone: 1300 708 763  
Email: [info@nbcf.org.au](mailto:info@nbcf.org.au)

[nbcf.org.au](http://nbcf.org.au)  
[facebook.com/NBCFAustralia](https://www.facebook.com/NBCFAustralia)  
[@NBCFAus](https://twitter.com/actpinkforresearch)





Associate Professor Robin Anderson

*Brilliant researchers are working towards a future where no one dies from advanced breast cancer.*

# HAPPILY EVER AFTER...

NBCF research into breast cancer takes many forms. Right now, a wide range of ground-breaking research projects are underway all around the country, taking us ever-closer towards a world free from breast cancer.

While our ultimate aim is to find a cure for breast cancer, NBCF research is also dedicated to developing treatments and therapies that improve life for men and women living with breast cancer – including those with advanced breast cancer.

Advanced breast cancer occurs when cancer cells spread away from a primary cancer in the breast to other areas of the body – such as the lungs, liver or bone. This cancer spread is called metastasis. While current treatments are effective in the short term, metastatic breast cancer

## THE FACTS

Advanced breast cancer may also be called secondary breast cancer or metastatic breast cancer. The most common places that breast cancer spreads to are the bones, liver, lungs and brain.

is essentially incurable, and is the main cause of breast cancer deaths.

A recent Australian study showed that one in 20 women with cancer confined to the breast and one in six women with local spread at diagnosis will eventually progress to metastatic disease.<sup>1</sup> For these women, living with advanced breast cancer is difficult, to say the least.

NBCF Career Fellow, Associate Professor Robin Anderson from the Peter MacCallum Cancer Centre in Melbourne, has dedicated her career to investigating the process of metastasis and building hope for women with advanced breast cancer.

While recent years have seen an increase in the treatment options available for people living with advanced breast cancer, Associate Professor Anderson agrees there is still more work to be done.

“We are succeeding in prolonging the lives of women with advanced breast cancer, because there are so many therapies that can be tried,” says Professor Anderson. “But ultimately, we run out of therapies – we can prolong lives but we cannot save them.”

Eliminating deaths from advanced breast cancer poses the greatest challenge for researchers. But there is hope.

For Associate Professor Anderson and her team, this hope lies in understanding how and why breast cancer cells spread.

Research has told us that there are up to 10 different sub-types of breast cancer – and the ways in which these cancers can spread is also different. In some women, breast cancer cells that have spread to other parts of the body, can lie dormant – or sleeping – for several years, even decades.

These sleeping cells survive so long because they are resistant to treatment and are not eradicated by chemo or radiotherapy for a primary tumour. They are also impossible to detect through tests, because there may only be a handful of cells in one area.

“Clinically, we have no idea these cells are there,” says Associate Professor Anderson. “The cells can remain sleeping in parts of the body, like the bone or the liver, for up to 20 years.”

After a period of sleep, something happens to trigger these cells to wake up, leading to the recurrence of breast tumours at many different sites around the body.

Through her research, Associate Professor Anderson is working to better understand what keeps these breast cancer cells asleep, and what triggers them to wake up.

By finding out all she can about these triggers, Associate Professor Anderson hopes that researchers will be able to develop therapies to block them – leaving cancer cells to remain sleeping.

*“Ultimately, we are aiming to convert advanced breast cancer into a chronic disease, like diabetes or arthritis that women can live with. If we can do this, then women with recurrent or advanced breast cancer can lead a normal life.”*

– ASSOCIATE PROFESSOR  
ROBIN ANDERSON, NBCF  
CAREER FELLOW

“It might be like popping a pill every day to prevent these cells from waking up,” says Associate Professor Anderson.

“Ultimately, we are aiming to convert advanced breast cancer into a chronic disease, like diabetes or arthritis that women can live with. If we can do this, then women with recurrent or advanced breast cancer can lead a normal life.”

The prospect of preventing breast cancer recurrence has great appeal for NBCF-funded researcher and clinician, Professor Geoff Lindeman from the Walter and Eliza Hall Institute in Melbourne.

“To be able to understand why breast cancer cells lie dormant, and to be able to intervene to stop them growing would certainly be a game changer,” says Professor Lindeman.

Professor Lindeman treats women with breast cancer, and knows too well the challenges these women and their families face when dealing with fear of recurrence.

“Many patients worry about their cancer coming back,” explains Professor Lindeman. “Having new treatment approaches available to women to prevent recurrence would be a real plus because it would help to remove the underlying anxiety that many patients experience about cancer coming back.”

By supporting and accelerating research into the causes of breast cancer spread, NBCF is laying the foundation for a future free of advanced breast cancer, and a “happily ever after” ending for all those living with breast cancer and their families.

Reference:  
1. Lord S.J. et al. (2012). Incidence of metastatic breast cancer in an Australian population-based cohort of women with non-metastatic breast cancer at diagnosis. Medical Journal of Australia 196, 688-672.



## Time is a precious commodity

Time is a precious commodity for breast cancer researchers. More time means more opportunities for breakthroughs.

For Associate Professor Robin Anderson, time for research is essential. With each new research project Professor Anderson undertakes, she finds another piece of the puzzle that is advanced breast cancer.

“Typically, we receive grant funding for three years, and this is great to get you going. But it is often hard to come to a conclusion about research in just three years,” she says. “You really need five to seven years to get your research to a point where you can start talking to doctors about it, and decide whether or not to take your research to a clinical trial.”

Associate Professor Anderson has been receiving vital research grants from NBCF to fund her important studies into advanced breast cancer since

2007. These grants, and other research funding, have enabled her to keep her research going.

But the work is far from over. Every minute NBCF-funded researchers spend in a lab, or investigating the needs of people with breast cancer, is another minute closer to NBCF’s aspirational goal of zero deaths from breast cancer by 2030.

Finding a cure is only a matter of time. Time for research depends on your support.

**FOR EVERYONE** who has generously donated to our “Time” appeal, we sincerely thank you. Watch our latest TV commercial at [nbcf.org.au/Stories/Research/Time-Campaign.aspx](http://nbcf.org.au/Stories/Research/Time-Campaign.aspx)





Hosting a Pink Ribbon Breakfast is a fun and inspiring way to help us head Towards Zero.

# THE POWER OF PINK RIBBON

Every October we ask our supporters to get creative and host a Pink Ribbon Breakfast. It's a fun, rewarding way to get your friends together to raise money for research that will help NBCF achieve its goal of zero deaths from breast cancer by 2030.

People all around the country have embraced the annual event, including avid Pink Ribbon supporter Amanda. Diagnosed with breast cancer herself, Amanda co-hosted her first Pink Ribbon Breakfast in 2009 with Deb, a friend she met while in treatment. "Our children were quite young then," says Amanda. "So we had a lot to fight for."

When Deb passed away just before their Pink Ribbon Breakfast in 2010, Amanda went ahead with the event in Deb's honour, determined to make it a bigger success than ever. "We raised over \$17,000 that year," Amanda remembers. "A fitting tribute to Deb's energy, grace and passion to find a cure."

Each year Amanda's Pink Ribbon Breakfast has grown from strength to strength, raising over \$33,000 in 2013. And she's the first to admit she doesn't do it alone – she has a small army of willing contributors, including her husband Michael. "My husband rallies as much support as he can, usually by waxing his legs or dying his hair pink – then shaving it off," she laughs.

Over the years Amanda has experienced so many memorable, touching moments at her Pink Ribbon Breakfasts that it's difficult to name just one. "There are too many to mention," she says. "But I guess the day Deb passed put it all into perspective."

Amanda's advice for a great Pink Ribbon Breakfast event? "Simple formulas work best," she notes. "And it's never too early to start planning your event."



Amanda & husband, Michael



Kelly Luker Photography



Amanda & friend, Mel

**YOU CAN HELP** NBCF raise vital money for research. Register your interest in hosting a Pink Ribbon Breakfast event at: [pinkribbonbreakfast@nbcf.org.au](mailto:pinkribbonbreakfast@nbcf.org.au)



## YOUR KITCHEN



The team behind the 4 Ingredients cookbooks have created **Cook 4 a Cure** to celebrate 20 years of NBCF-funded breast cancer research. It's packed with great stories and great recipes, like these **Cherry Bliss Bombs** – perfect to prepare ahead of time for your Pink Ribbon Breakfast.

### CHERRY BLISS BOMBS

Makes 30

4 cups (480g) desiccated coconut  
400g can condensed milk  
Zest of 1 lemon  
100g red glace cherries, finely chopped

Preheat oven 180°C. Place coconut, condensed milk and zest in a bowl and mix well. Add cherries and stir until the pink of the cherries runs through the mixture. Using a teaspoon, roll the mixture into balls and place on two paper lined baking trays. Bake for 10 to 12 minutes, swapping trays half way through, or until the beautiful little bombs are lightly toasted. Remove and cool before serving.

**AVAILABLE** exclusively from Big W in-store and online from 1 September 2014. Visit [facebook.com/4ingredients](http://facebook.com/4ingredients) page for more information, or call 07 5341 8282

Reducing the number of chemicals in your life is easy.

## THE NATURAL CHOICE



These days we're all exposed to lots of different chemicals in our day-to-day lives. "Going Natural" to reduce chemical exposure is an increasingly popular choice that's great for the planet and may have health benefits for you too<sup>1</sup>. Here are a few easy ways you can "go natural":

First up, swap your chemical-heavy cleaners for more natural alternatives. You can check out the various organic cleaners available in stores, or try simple pantry items like vinegar and baking soda

(see recipes below) as inexpensive and highly effective alternatives.

Your skin is the body's largest organ, and it deserves good care, so choose your personal care and hygiene products wisely. Read labels closely and select natural and organic products where possible. For instance, organic liquid castile soap is an inexpensive, natural alternative to bath and shower gels. When choosing shampoos, conditioners and hand washes, look for quality botanical ingredients. Try organic argan

oil shampoos, chamomile conditioners or hand-wash scented with essential oils for an everyday treat.

There's nothing more important than eating well for good health. Organic food is grown without synthetic chemicals and is not genetically modified, so it's a healthy option, as well as an environmentally responsible choice. Eating unprocessed and whole foods, like fruits, vegetables and legumes, helps to reduce the number of additives and preservatives that occur in your diet, plus they give you the fresh food hit you need each day.

Simple changes can go a long way towards minimising the amount of chemical exposure you have in your life – so go ahead, go natural!

Reference:  
1. Although there is no scientific evidence that it will reduce your risk of developing breast cancer.

## YOU MIGHT LIKE TO TRY...



### WILD PINK BY HERB VALLEY

Wild Pink is a range of personal care products including aluminium & paraben free antiperspirants & deodorants. With a choice of roll-on or pump and a selection of fragrances, they are available online at [wildpink.com.au](http://wildpink.com.au).

### VITALITY 4 LIFE

Pop a handful of fruit and vegies into the *Vitality 4 Life* juicer and moments later you'll be enjoying a 'living juice' with vitamins, nutrients and enzymes extracted correctly and readily bioavailable – and without the additives that come in many store-bought juices. *Vitality 4 Life* has just released a limited edition range of pink cold press juicers. Check [Vitality4Life.com.au](http://Vitality4Life.com.au) for stockists.



### ALL NATURAL CLEANERS:

- \* Make a solution of half water and half vinegar for sparkling, streak-free windows.
- \* Mix together a small amount of baking soda and castile soap to create a gentle scrubbing cleanser for tubs and sinks.
- \* Mix 1 cup olive oil with 1/2 cup lemon juice for an unbeatable furniture polish.
- \* Add a cup of vinegar to the laundry for brighter whites or to remove odours.



# WE COULDN'T DO IT WITHOUT YOU



**V**olunteers are crucial to every part of NBCF's daily work. An incredible 6,609 hours have been donated by volunteers in the past year alone. NBCF simply couldn't achieve as much as we do without our wonderful volunteers. So today, we'd like to celebrate one of our longest serving volunteers, Sandra.

Sandra has been volunteering at NBCF HQ in Sydney for over ten years – a truly extraordinary commitment. Like all of our volunteers, she's brought her unique skills to NBCF, and has given tirelessly of her time year after year – always with a smile.

So to Sandra – and all of our wonderful volunteers across the country – we'd like to say thank you.

We couldn't do it without you.

#### **Tell us a little bit about yourself...**

I have been volunteering for NBCF for 10 years. I am now retired, but have a background in administration. When I'm not looking after my two beautiful grandchildren, I enjoy travelling, sewing, bush walking, reading, going to the movies, and cooking. I am also a breast cancer survivor.

#### **How did you become involved with NBCF?**

Well it was the luck of the draw really! I was working part-time when I began looking for a volunteer job, I contacted a number of cancer charities who didn't have capacity. But when I rang NBCF, I was invited to start straight away. On my first day I was a little bit nervous, and I had to travel into the city which wasn't ideal, so I wasn't sure I would like it. But I was made to feel so welcome and everyone was so friendly. I left on a high and when I got home I announced to my husband, Jeff, "I've found my volunteer job" and – as they say – the rest is history.

#### **What do you find rewarding about volunteering?**

People say that you may be retired from work, but you're not retired from life!

I think volunteering keeps me feeling younger and I find it very worthwhile. As a breast cancer survivor, volunteering is my way of giving back. Every week I go into the office, everyone is happy to see me and they're so grateful for my time.

#### **What would you say to anyone who might be thinking about volunteering?**

Give it a go! It's worthwhile trying because it's very different to a normal work environment. There are lots of different ways to volunteer, and you might find one you like.

#### **WE ALWAYS NEED**

**VOLUNTEERS!** If you would like more information about volunteer opportunities with NBCF, please call Pearl Bailey, Volunteer Coordinator 02 8098 4860 or visit our website.

**FOR ALL THE WAYS YOU GIVE YOUR SUPPORT WE GIVE OUR THANKS**



NATIONAL BREAST CANCER FOUNDATION  
FUNDING RESEARCH FOR PREVENTION AND CURE

