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**NEW INITIATIVES AND NEW LEADER TO HELP WOMEN WITH  
AGGRESSIVE FORM OF BREAST CANCER  
Triple Negative Breast Cancer Foundation Hires Lori Jasperse Redmer as  
New Executive Director**

**Norwood, NJ — February 27, 2012** — The Triple Negative Breast Cancer Foundation, the only organization focused exclusively on this aggressive type of breast cancer, announced today that Lori Jasperse Redmer, an experienced marketing and non-profit executive, is joining the organization to lead strategic initiatives focused on finding better treatments for women with triple negative breast cancer, and ensuring that patients who are diagnosed have information about and access to those treatments. Triple negative breast cancer is an aggressive form of breast cancer that can be difficult to treat and is more prevalent in younger women, African American women and Latinas. The Foundation recruited Jasperse Redmer to further its work to increase awareness of triple negative breast cancer and direct resources to research initiatives. Since its founding in 2006, TNBC Foundation has raised over \$3 million to aid in the fight against triple negative breast cancer, convening experts from around the world to collaborate on ways to identify more effective treatments for women with triple negative breast cancer, funding



research on a potential new targeted drug currently in clinical trials, and providing educational resources and patient support to thousands of women with the disease.

“When we founded TNBC Foundation in 2006 for our friend Nancy Block-Zenna, there were no websites or hotlines specific to triple negative breast cancer and she didn’t have access to targeted treatments that were available for other types of breast cancer,” said Hayley Dinerman, Chair of TNBC Foundation’s Board of Trustees. “Our Board conducted an extensive search to identify our next leader. Lori has the vision and commitment to lead us as we take the organization to the next level -- from ensuring that we help to accelerate treatments from labs to patients, to launching an outreach initiative for African-American women, who tend to be disproportionately impacted by this disease.”

Jasperse Redmer’s global marketing and management experience includes Fortune 200 companies including Target Corporation and Xerox, and the leading global NGO Save the Children. As a leader she is adept at developing strategy, and aligning people, resources and ideas to achieve maximum impact. She is known for an equal balance of creative and analytic thinking leading to innovative, effective approaches.

She brings strong results orientation and particularly deep experience in the intersection of causes and commerce. Together with her teams she has raised millions by imagining and implementing creative partnerships benefiting mission-critical programs around the world.

Jasperse Redmer holds business degrees from RPI’s School of Management and Technology and the University of Michigan, where she graduated with high distinction. She considers herself a lifelong learner and is passionate about traveling the world, mountain hiking,



and distance running. Jasperse Redmer envisions a world for her three daughters where triple negative breast cancer is curable.

“Having worked for some of the biggest, broadest organizations in the world on both the for-profit and not-for-profit side, I found myself drawn to a more entrepreneurial kind of leadership opportunity. TNBC Foundation has used tremendous creativity and innovative thinking to create significant impact to date, which impressed me. I see exceptional future potential and I am thrilled to lead it to its next phase of growth” said Jasperse Redmer.

The Triple Negative Breast Cancer Foundation was founded in 2006 in honor of Nancy Block-Zenna, a young woman who was diagnosed at age 35 with triple negative breast cancer. Nancy passed away in 2007 after a two and a half year battle with the disease. In response to Nancy's diagnosis, her close friends launched TNBC Foundation to raise awareness and support research in the area of triple negative breast cancer. Further information on the Foundation can be found at [www.tnbcfoundation.org](http://www.tnbcfoundation.org).

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