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For Immediate Release

Triple Negative Breast Cancer Foundation to Honor Leaders in the Breast Cancer Community at the 5th Annual “Peace, Love and a Cure” Cocktail Reception

Thursday, May 31, 2012

Norwood, NJ (May 24, 2012) – On May 31, 2012, Triple Negative Breast Cancer Foundation will host its 5th Annual “Peace, Love and a Cure” cocktail reception at a private home in Tenafly, NJ. The Foundation’s signature annual event raises funds to support its research efforts, aid patients currently undergoing treatment, and to raise awareness for this very rare, but aggressive sub-type of breast cancer. To date, this special evening has raised over \$1.25 million dollars to fund critical research initiatives and offer extensive resources to the triple negative community.

This year, the Triple Negative Breast Cancer Foundation will honor **Robin Roberts**, anchor of ABC’s Good Morning America and breast cancer survivor; **Lisa Newman, MD**, Professor of Surgery and Director, Breast Cancer Center, University of Michigan; and **Cristy Norwood**, wife, mother and breast cancer survivor. Corporate honoree, **GE healthymagination**, will also be recognized for its investments in cancer research and leadership in bridging gaps in minority access to healthcare.

The Master of Ceremonies for the evening will be **Chris Wragge**, anchor of WCBS 2 News at 6:00 PM. Prominent award presenters include **Soledad O’Brien**, anchor of CNN’s Starting Point; **Deborah Roberts**, anchor of ABC’s 20/20; and **Tonya Lewis Lee**, author, producer, and wife of famed filmmaker Spike Lee. The evening will include cocktails, live musical entertainment, and an exciting raffle and auction. The event underwriters include GE, GE Employees/GE Foundation, and Genentech, a member of the Roche group.

“Our fifth year is an exceptional one,” says Hayley Dinerman, Chairman of the Board. “We are celebrating five years of Peace, Love and a Cure, as well as half a decade fighting triple negative breast cancer, where we have made significant strides in medical research and supporting patients through myriad programs, while educating the world at large about triple negative disease.”

Triple Negative Breast Cancer (TNBC) is one of many subtypes of breast cancer. A diagnosis of TNBC means that the tumor is estrogen-receptor negative, progesterone-receptor negative and Her2-negative. TNBC tends to be more aggressive, more likely to recur, and more difficult to treat because there is no targeted treatment at this time. The disease also disproportionately affects African-American women and young women in the prime of their life.

(More)

The Triple Negative Breast Cancer Foundation has made great strides since its inception, growing from a local Bergen County initiative to a global network of support and inspiration. In addition to its website and worldwide forums, the Foundation has achieved many “firsts” for the triple negative community, including the mobilization of the scientific community for the first-ever symposium dedicated to TNBC and the first-ever toll-free helpline dedicated to the unique needs of triple negative patients. This year, the Foundation also passed an eventful milestone of \$1 million dollars of direct investment in research projects. Moving forward, the Foundation will dedicate itself to fully investigating and investing in the perplexing question of racial disparities in triple negative breast cancer. These efforts will lead the Foundation to understand why African-Americans are so prone to this disease and to educate and advocate on behalf of disproportionately affected populations.

“This is an important and timely step for the Foundation,” says Malaak Compton-Rock, a member of the Board of Trustees. “Research tells us that 5 African-American women in the US die needlessly from breast cancer each day. This is a travesty, due in part to the prevalence of triple negative breast cancer in this population. We are committed to doing our part to develop a multi-platform strategy of education, advocacy, and targeted research.”

About Triple Negative Breast Cancer Foundation

Triple Negative Breast Cancer Foundation was founded in 2006 in honor of Nancy Block-Zenna, who was diagnosed at the young age of 35 with triple negative breast cancer before succumbing to the disease in 2007. In response to Nancy’s diagnosis, her friends identified a dire need to create a central source of information for this dangerous and aggressive form of breast cancer, about which little was known just a short time ago. It is the Foundation’s mission to raise awareness of triple negative breast cancer and to support scientists and researchers in their effort to determine the disease’s definitive causes, so that effective detection, diagnosis, prevention and treatment can be pursued and achieved. For more information about TNBCF, visit www.tnbcfoundation.org.

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