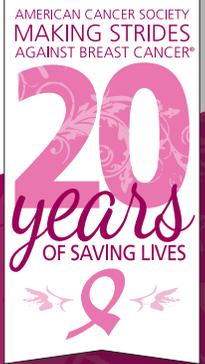




Please join us!



Making Strides Against Breast Cancer in Massachusetts

The American Cancer Society is the **leader in the fight to end breast cancer**. We are putting your dollars to work now – **doing the most to help** people with breast cancer today **in every community** and working tirelessly to find cures.

Walking for a lifetime of change

American Cancer Society Making Strides Against Breast Cancer is a walk that brings the community together to honor those with breast cancer, remember those we have lost, and create a world where no one has to face this disease. There is strength in numbers through the support we offer each other and the funds raised to help people stay well, get well, find cures, and fight back.

- **Making Strides Against Breast Cancer** walks were **first held in Boston** and New Hampshire **20 years ago**. Today, walkers across the nation unite with the common purpose of ending breast cancer.
- Since **1993**, nearly **8 million walkers** have raised more than **\$460 million** through Making Strides. Last year nearly 1 million walkers collected \$60 million to fight breast cancer across the country.

Helping women stay well and get well

1 in every 2 women newly diagnosed with breast cancer **reaches out to the American Cancer Society** for help and support. We are in every community, providing free information and services when and where people need them.

- Callers to **1.800.227.2345** are connected with a Cancer Information Specialist **24/7**, who can help:
 - locate a hospital
 - understand cancer and treatment options
 - address insurance concerns
 - find a local support group
 - access our free programs, including one-to-one breast cancer support, transportation to treatment, Look Good... Feel Better® workshops to help with the appearance-related side effects of treatment, and free lodging when treatment is far from home
 - find assistance in English, Spanish, and 170 languages total
- Information on every aspect of the breast cancer experience from prevention to survivorship is also available on **cancer.org**.

Finding breast cancer's causes and cures

The American Cancer Society **invests more in research** to find, prevent, treat, and cure cancer **than any other nongovernmental organization**. We've played a role in nearly every major breast cancer research breakthrough in recent history, including establishing mammography as the screening standard, discovering lifesaving treatments, and better understanding factors that can reduce our risk of getting breast cancer.

- The American Cancer Society currently funds **232 breast cancer research projects**, totaling more than **\$120 million**. There are 705 grants for general cancer research and other cancer sites in effect that may directly impact breast cancer in the future because discoveries in one area can often help find answers in another.
- **33 breast cancer research grants** are in effect in **Massachusetts**, totaling more than **\$12 million**. Grants are active at Beth Israel Deaconess Medical Center, Boston University, Brigham and Women's Hospital, Dana-Farber Cancer Institute, Harvard Medical School, Harvard University, Harvard Pilgrim Health Care, Massachusetts General Hospital, Tufts University, University of Massachusetts Medical School, and the Whitehead Institute for Biomedical Research.

Cancer information and support 24/7

"I called the American Cancer Society with all sorts of questions," recalls Claudia, a breast cancer survivor. "They ranged from using sunscreen on chemo-sensitive skin to getting well. The Society's postsurgery exercise booklet helped me heal. To know that the American Cancer Society takes care of the little things is reassuring...and they do this with so much respect," says Claudia.

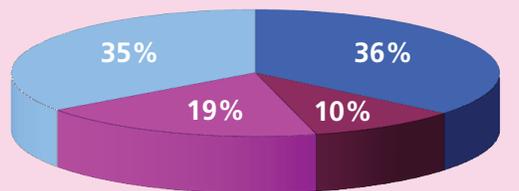
1.800.227.2345 | cancer.org/stridesonline

Fighting for all women

Finding breast cancer early, when it is easiest to treat, can mean the difference between life and death. We provide screening guidelines, educate the public and health care professionals, and help ensure access to mammograms for women who need them.

- The American Cancer Society Cancer Action Network (ACS CAN) is our nonprofit, nonpartisan advocacy affiliate that **fight every day to make cancer a top priority** for our nation's lawmakers. ACS CAN works hard to protect and expand funding for cancer research that could lead to improved breast cancer screenings, treatments, and patient-centered care. Learn more about fighting back at acsan.org/makingstrides.
- Society advocates in Massachusetts **restored \$3.4 million** for health promotion programs, including **mammograms for low-income women**.
- Society advocates also ensured that women currently undergoing **treatment for breast cancer can continue** their current treatment even if their insurance changes mid-treatment and their provider is no longer in their network.

Making Strides net dollars at work



■ Research ■ Prevention
■ Detection ■ Patient Services

Prevention and Detection include Advocacy.

Funding research that matters

"The American Cancer Society provides funds in a time when government funding is decreasing and funding opportunities are becoming more difficult to obtain. This level of funding is critical for developing a new generation of cancer researchers that can use all of the cutting-edge technologies being developed to make new breakthroughs." – Peter Rahl, PhD



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

The facts on breast cancer

- In 2012, more than **229,000** people in the United States will be **diagnosed with breast cancer** and nearly 40,000 people are expected to die from the disease.
- There are **2.6 million breast cancer survivors** living in the United States.
- Breast cancer is the **most frequently diagnosed cancer** in women and the second-leading cause of cancer death in women after lung cancer.
- The five-year relative **survival rate** for breast cancer has improved from 63% in the early 1960s to **90% today**. If it has not spread to the lymph nodes or other locations, the five-year relative survival rate is 99%. This is attributed to early detection and better treatment. **60%** of breast cancer is **found at this early stage**.
- The American Cancer Society recommends that all **women 40 and older** should have a **yearly mammogram** and clinical breast examination.
- More information about breast cancer can be found at cancer.org/breastcancerfacts.

Sources: American Cancer Society publications including *Cancer Facts & Figures 2012*; *Cancer Prevention & Early Detection Facts & Figures 2011*; and *Breast Cancer Facts and Figures 2011-2012*.

Join us this
October to celebrate
our 20th year of
**Making Strides
Against Breast Cancer
in Massachusetts!**

- Boston
- Cape Cod
- Lee/The Berkshires
- Nantucket
- Worcester

Event details at
cancer.org/stridesonline