

FUNDRAISING HEROES

Please log on to our website at www.genesisuk.org to see a list of all our fantastic fundraising heroes.

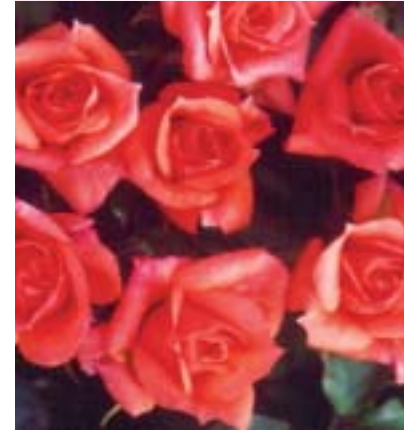
PEAK FITNESS

Congratulations to Mark Doyle, who completed the High Peaks Challenge (running or walking 40 miles through the Peak District) in an impressive 10 hours 34 minutes. Mark, who works for adidas, raised £2,043 for Genesis. He says: "This was my 'marathon', given that I have problems with my knees and can't run long distances. Regular texts from my family were a real encouragement, especially over the last 10 miles."



KILIMANJARO AT LAST!

Three cheers for Rob Puttick and Dave Holloway who scaled the heights of Mount Kilimanjaro in Tanzania, raising £5,943 for Genesis. Rob and Dave report that the climb was tougher than they'd anticipated and they were unimpressed by the toilet facilities! Dave says: "My body was at its absolute limit but I was determined not to give up. I would not recommend this trip to anyone!"



ROSES ARE PINK ...

Give your love a gift with a real heart this Valentine's day! Genesis is launching a limited edition salmon-pink rose (Latin name Rosa Genesis). The rose costs £6.95, with £2.60 of the sale of every rose going directly to Genesis. Genesis patron Cherie Booth QC says: "I hope it finds favour with the thousands of green-fingered enthusiasts around the country not just as a wonderful addition to their gardens but as a means of reminding them of the need to overcome this terrible condition."

We only have 4,000 of the roses, so to avoid disappointment, order now on our website: www.genesisuk.org.



STOP PRESS

- Volunteering is a great way to meet new people and gain experience that could benefit your career, while helping a worthwhile cause! We need volunteers to work in the new Nightingale Centre and Genesis Prevention Centre at Wythenshawe Hospital and in the Appeals Office at Withington Hospital. Roles will range from administration and customer service to assisting with exercise programmes and fundraising.
- We want to sponsor a Manchester taxi for one year to promote Genesis and our '1 in 10' Campaign. The driver will be informed about Genesis and able to answer passengers' basic queries. Could you or your company help us meet the cost of sponsorship?

For details, please call the Genesis Appeals Office on 08700 623000.

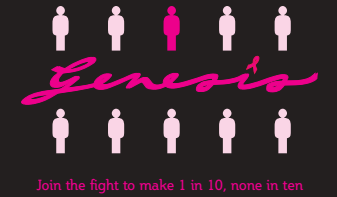
GENESIS CONTACT DETAILS

The Genesis Appeal, PO Box 320, Manchester, M20 2HT
 T: 08700 62 3000 E: info@genesisuk.org www.genesisuk.org

Registered Charity Number: 1109839

In the pink

Winter 2007



UPDATE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL



Dear Supporters,

It's an exciting time for us here at Genesis. Work is progressing on the new Nightingale Centre and Genesis Prevention Centre, and in October we were delighted to receive a visit from Genesis honorary patron Cherie Booth QC. Cherie took a tour of the construction site where diagnosis, education, and research work into the prevention and treatment of breast cancer will take place, and met with Genesis representatives (pictured above).

Without the support of our volunteers, we would not have managed to achieve what we have done so far. But to continue our research into breast cancer prevention, it's vital that volunteers keep on backing the campaign. When the new Centre opens in 2007, we'll be counting on you to help us again. You can find out more about volunteer opportunities on page 4.

Thank you for all your wonderful support – we really couldn't do this without you.

Lester Barr

GENESIS NAILS ITS SUPPORT FOR BREAST CANCER AWARENESS



Genesis called on women and men across the region to show their support in Breast Cancer Awareness Month by painting just one of their fingernails pink and making a donation to Genesis. The painted fingernail represents the 1 in 10 women who are affected by breast cancer every year.

The initiative was launched by champion boxer and Genesis patron Ricky Hatton, who took time out from his pre-fight training schedule to swap boxing gloves for a bottle of pink nail varnish! Chairman Lester Barr said: "We're challenging women and men to paint just one of their fingernails pink to raise awareness and funds for our fight to prevent breast cancer. Our aim is to make 1 in 10, none in 10."

FASHIONABLE FUNDRAISING BY THE FRIENDS OF GENESIS

Breast cancer survivors took to the catwalk to model the latest fashions and raise funds for Genesis. Tickets for the October event quickly sold out and 420 ladies attended the Luncheon and Fashion Show, hosted by the South Manchester Friends of Genesis, at Mere Golf and Country Club.

The women were joined on the catwalk by a hunky group of professional male models

in a show specially arranged by expert choreographer Cheryl Montrose, and guests were entertained by the soulful sounds of Manchester-born swing singer Cole Page. Policemen, paramedics and firemen lent a helping hand on the day, assisting with raffle ticket sales. Special thanks go to John Lewis, who chose Genesis as their Charity of the Year, for their sponsorship of the event.



LIONS' SHARE OF SUPPORT FOR THE GENESIS APPEAL



Genesis and its patron Gordon Burns are roaring their approval for the Lions Clubs International, which has raised more than £45,000 for Genesis over the last two years. The Lions' cheque was presented to Genesis patron Gordon Burns outside Siemens' offices in Nell Lane. Siemens chose Genesis as its Charity of the Year and has demonstrated its support by illuminating the building with pink floodlights throughout October.

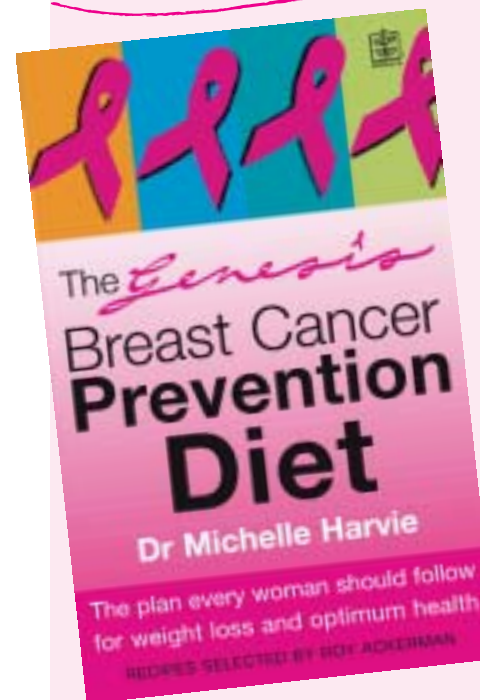
In recognition of The Lions' support, the library at the new Genesis Prevention Centre will be dedicated to The International Association of Lions Clubs Multiple Districts British Isles and Ireland. Lynn Devall of Genesis said: "It's fantastic to see how these two great Manchester organisations - the Lions and Siemens - are united in their support of The Genesis Appeal.



TOP BUSINESS MAN DONATES HALF A MILLION TO GENESIS

Isle of Man resident and businessman Albert Gubay has made an extremely generous gift of £500,000 to Genesis. The charity has been close to Mr Gubay's heart since a good friend of his was diagnosed with breast cancer and treated by surgeon and Genesis chairman, Lester Barr. The donation will sponsor an 'Isle of Man Research Fellowship', funding a research scientist to work in the new Nightingale Centre and Genesis Prevention Centre. The Research Fellow will build links between the Centre and the Isle of Man, visiting the island to run seminars on breast cancer screening and prevention.

RESEARCH UPDATE



THE GENESIS BREAST CANCER PREVENTION DIET

This ground-breaking new book by research dietician Dr. Michelle Harvie shows how you can make lifestyle changes to improve your chances of avoiding cancer. We know that 10% of breast cancers are inherited, however, research shows that lifestyle impacts on most breast cancers, including hereditary cases. This is positive news, because it means that women can influence their level of risk.

The first part of the book explains the factors that can lead to the development of breast cancer, and why maintaining a healthy weight or losing weight can reduce the risk of breast cancer by up to 40%. The second section features foods to include and food to avoid, diet plans and a wealth of recipes by restaurant guru Roy Ackermann and television chef Silvena Rowe.

Genesis supporter Gloria Hunniford says: "This book will be incredibly helpful, enabling women to progress the fight against breast cancer in their own homes. It's not only suitable for those people who feel they may be at risk from developing this horrible condition but others who take an interest in staying healthy by eating healthily."

All royalties from sales of the book will benefit Genesis. To order your copy, contact the publisher Pan Macmillan at Brunel Road, Houndmills, Basingstoke, Hants RG21 6XS, tel 01256 302699, fax 01256 812558 or email direct@macmillan.co.uk.

ORDER YOUR COPY NOW!

BANK STAFF CELEBRATE CYCLING CHALLENGE

We're very grateful to the 12 staff from Alliance and Leicester's Corporate Banking team Manchester, who cycled more than 200 miles from Newcastle to Edinburgh to raise a fantastic £7,000 for Genesis, which will pay for a treatment room at the new Centre. "Alliance & Leicester is committed to supporting the communities in which we operate," says Bob Towers, Director of Credit and Risk. "Our staff feel very passionate about this cause and they have worked hard to raise the £25,000 we pledged last year."

WANTED: WOMEN TO TAKE PART IN BREAST CANCER RESEARCH

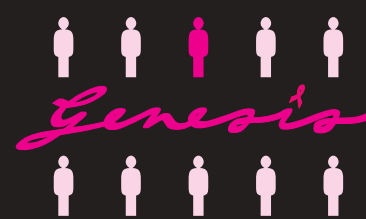
Researchers at Manchester's Breast Cancer Family History Clinic are still seeking volunteers in the North West to take part in two studies investigating the role of diet in preventing the disease. The studies compare the effects of two types of diets - a low calorie diet every day for one month, and a low calorie diet for only two days per week, over six months. The researchers are looking for women aged 30 - 45 who are either overweight or have gained weight during their adult life.

The studies will take place at the clinic at Withington Hospital, part of South Manchester University Hospitals Trust. You can obtain more information by contacting the studies' Research Dietician, Mary Chapman, in the Family History Clinic on 0161 611 3958, emailing mary.chapman@smtr.nhs.uk or visiting the Genesis website www.genesisuk.org.

CAN YOU HELP?

Genesis supporter Wendy Watson is looking for ladies who have had reconstructive surgery to be photographed. The photos will be used on the Genesis backed, national hereditary breast cancer website www.breastcancer genetics.co.uk and by breast care nurses to show to patients. Photographs will be anonymous and will not feature faces unless the volunteer requests otherwise.

The photos could really help women who have been diagnosed with or are at risk from breast cancer, so please contact Nikki Hoffman on 08700 623000 extension 2 or email nikki.hoffman@genesisuk.org if you can take part. The first session is in March.



Join the fight to make 1 in 10, none in ten