

FUNDRAISING HEROES

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

UPCOMING EVENTS FOR YOUR DIARY

16/17 April - Ambitions Dance School Show Parr Hall Warrington. For details contact the Genesis Appeals Office on 08700 62 3000

17 April - Ashton on Mersey Show Band, the Forum Theatre Wythenshawe - for details contact 0161 962 6651

22 May - The Great Manchester 10k Run. If you would like to take part please contact the Genesis Appeal office on 08700 62 3000 for sponsorship forms and your t-shirt

23 - 31 May - 'One for the Girls', National Spinning Event. For further details please contact the Genesis Appeals office on 08700 62 3000

27 June - Andrew Murray Charity Pro-Am at Portals Golf Club. If you would like a team to play in this very prestigious event please contact the Genesis Appeals Office on 08700 62 3000

20 July - The launch of the Genesis Rose at the RHS day at the Flower Show in Tatton Park Cheshire. For details contact the Genesis Appeals Office on 08700 62 3000

21 -23 July - The Nannerch Players are staging Romeo and Juliet in support of the Genesis Appeal at Nannerch village in Flintshire. For details contact the Genesis Appeals Office on 08700 62 3000

4 August - The Urmston Lions Golf Day, Davyhulme Park Golf Club. For details contact 0161 748 7849

14 October - Gala Dinner Dance at Mere Golf & Country Club. For details, contact the Genesis Appeals Office on 08700 62 3000.

3 December - Pink Diamond Ball Mere Golf and Country Club. This prestigious event is being run by South Manchester Friends of Genesis and will be a wonderful evening. Tables of 10 at £1000.00. For further details contact the Genesis Appeals Office on 08700 62 3000

Please note: we are currently updating our database. If you do not want to be approached directly by Genesis in the future, please telephone us: 08700 62 3000.

TWO EASY ONLINE WAYS TO SUPPORT GENESIS

www.Justgiving.com allows you to donate direct to The Genesis Appeal. Alternatively, you can register your fundraising event and your supporters can then give online - that means no hassle for chasing up money after an event!

www.UshopUgive.com. For a period of one week from 1st May, UshopUgive.com will be donating 50p to The Genesis Appeal, up to a limit of £250, for every user who registers on the UshopUgive site and indicates that they are doing so on behalf of The Genesis Appeal. Simply visit www.UshopUgive.com and register to trigger this donation.

You can generate funds at no cost to yourself on an ongoing basis for The Genesis Appeal by starting your online shopping at UshopUgive. By doing so, you will trigger a donation from the retailers (on average a generous 2% of your total spend) to The Genesis Appeal. This doesn't cost you a penny...you pay the same price as you would if you had walked into the retailer's store or bought from their website.



GENESIS ROSE OFFERS BLOOM BOOM

Green-fingered Genesis supporters will soon be able to buy the Genesis Rose - a flower bred by The Genesis Appeal not only to be a wonderful addition to herbaceous borders but to raise money as well.

The salmon pink bloom has been developed with Fryer's Rose Nursery at Knutsford and is due to be unveiled for the first time at the Tatton Flower Show on Wednesday 20 July 2005.

Genesis volunteer David Bentley said the rose was a welcome and delicately-fragranced addition to the Appeal's fundraising operation. "The chance to come up with the charity's own flower was, if you pardon the pun, 'heaven scent'. This is a great way for people to help a good cause and get something wonderful in return."

The Genesis Rose will make the perfect gift. It flowers from June until September and is suitable both for patios and garden borders. The plant produces small blooms and grows to a height of 18" and has a similar spread of foliage.

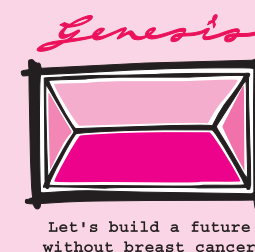
An initial 4,000 plants will be available later this year for sprouting in Summer 2006. Green-fingered supporters can buy the plants (which have the Latin name Rosa Genesis) by mail order direct from the charity.

Please complete the form below and return your details to the Genesis Appeals Office at PO Box 320 Manchester M20 2HT.

I would like to support the Genesis Appeal and receive details of the Genesis Rose:

Name: _____ Address: _____

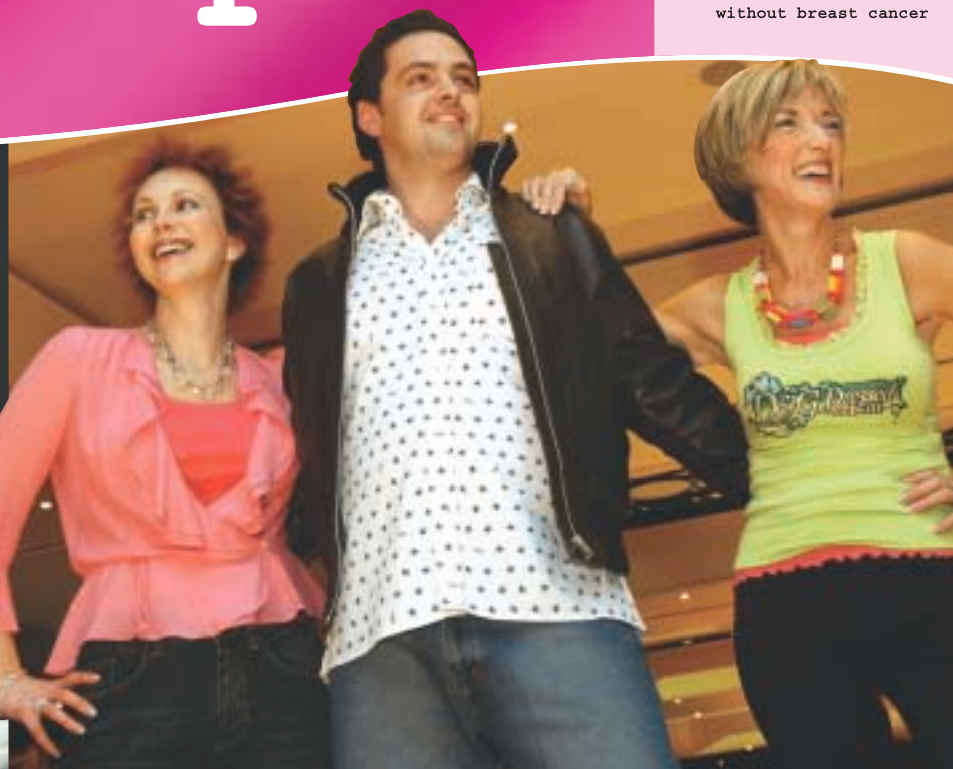
Post Code: _____ Tel No: _____



In the pink

Spring/Summer 2005

GLORIA HUNNIFORD SIGNS ON AS GENESIS PATRON



CATWALK CLASS NETS GENESIS £20,000

One of Britain's best-loved broadcasters, Gloria Hunniford, has joined Genesis' battle to prevent breast cancer - just months after losing her daughter to the disease - by becoming a patron. Her daughter, television presenter Caron Keating, succumbed to breast cancer in April 2004, aged only 41.

She said Genesis' work was "vital" and was glad to be able to play a part. "If I can help the Appeal to achieve its goal, I will be truly delighted. The prevention of breast cancer is an incredibly worthy cause and one which deserves the support of us all."

Genesis is £20,000 closer to its target after a spectacular fashion show which featured 14 lady models who have had, or are recovering, from breast cancer.

These remarkable women - some of whom had never modelled professionally before - appeared in the sell-out show at the Mere Golf and Country Club in front of an audience of 400 people. They were accompanied by four professional male models.

Joy Stewart, one of the event organisers, said: "It was quite an emotional day for everyone involved but the models, in particular, were the stars of the day. The audience

support, both for those on the catwalk and those behind the scenes, was tremendous. We're delighted with the amount we managed to raise."

The amazing effects and atmosphere at the event were enhanced by the lively, innovative music and choreography of Cheryl Montrose. Clothes for the show, which was sponsored by jewellers Beaverbrooks, came from the Manchester department store Kendals. The models were professionally made up by Christian Dior at Kendals while their hair was done by Hair Cuttery.

The show was attended by a host of Genesis' supporters, including the 'Coronation Street' actress Sally Whittaker.

GENESIS' £180,000 BACKING FROM VERY FRIENDLY SOCIETY



The Oddfellows - one of the country's biggest friendly societies - has donated £180,000 to Genesis. The Manchester-based society has agreed to sponsor the Centre's lecture theatre. The donation is the single biggest amount ever pledged to charity by the Oddfellows, which provides social care and support to 100,000 members nationwide.

The Oddfellows' Chairman, Andrew Porter, said: **"It is an ambitious project on our part but one that truly reflects the ethos of our organisation. The Breast Cancer Prevention Centre will be a valued and lasting gift to the community in the fight against this dreadful disease - and one we're delighted to commit to, as part of our bicentennial celebrations."**



STAR ATHLETE JO SIGNS UP TO KEEP GENESIS ON TRACK FOR SUCCESS

One of Britain's top female athletes has also thrown her support behind our campaign to raise money for Europe's first, purpose-built Breast Cancer Prevention Centre. Middle-distance runner Jo Fenn announced her support for Genesis as she stepped up preparations for the 2005 athletics' season.

Jo becomes the latest big track and field name to support the Genesis cause. Former 800 metres Commonwealth champion, Diane Modahl, is already one of the charity's patrons.

ALEX AT PEAK FITNESS TO HELP GENESIS CLIMB TOWARDS TARGET



Genesis is £15,032.35 closer to scaling its fundraising mountain thanks to a Cheshire schoolgirl's ascent of one of the world's highest peaks.

Alex Barrie, who's 14 and from Wilmslow, has raised the sum by climbing Mount Kilimanjaro in Tanzania. She decided to support Genesis after her mother, Ghislaine, was diagnosed with breast cancer in December 2002.

The expedition to tackle the 19,340-foot African mountain was organised by her teachers at Alderley Edge School for Girls.

Even though Alex has returned to her lessons, her father, Stuart, says she hasn't lost her head for heights. He said: **"The school's talking of a possible trip to the Himalayas. Alex loves a challenge!"**

RESEARCH UPDATE

NEW I.T. 'EYES' BOOST BATTLE AGAINST BREAST CANCER

Dr. Mary Wilson - one of The Genesis Appeal's specialists - has claimed that new hi-tech 'eyes' could help save countless women's lives by detecting breast cancer far earlier than at present. A trial of the machine - conducted in conjunction with The Genesis Appeal - suggests it is more effective than conventional methods in picking up cancers in their very early stages.

The Computer-Aided Detection (CAD) system could also save time and money because it requires only one person to check breast X-rays, or mammograms, for evidence of tumours instead of the current two.

According to Dr. Wilson, the CAD machine represents a potential boost to those fighting breast cancer. **"It could mean we're able not just to ensure correct diagnosis but to deal with cancers much earlier. And that, of course, could save many lives."**

The seven-month trial involved researchers at both Manchester and Aberdeen universities who analysed 10,000 mammograms dating from 1996. They already knew how many of the women featured in the scans had developed breast cancer.

But preliminary results of the trial have revealed that, as well as finding those cancers which were already present, the

machine was able to detect subtle abnormalities which were only diagnosed as cancer years later.

Dr. Wilson said: **"The CAD system involves one person reading X-rays and having their interpretation checked by computer instead of using two people. If it was to be fully implemented, it would free up radiologists to increase the speed with which we could analyse results and inform patients."**

The trial cost £100,000 to run and was part-funded by the NHS Breast Cancer Screening Programme. Those behind the programme hope to have additional money in place within six months to mount a second, prospective trial, involving women who are yet to have breast X-rays taken.

A complete CAD system - including both the reader and a machine capable of taking digital mammograms - costs in the region of £350,000. Nevertheless, it is hoped that, if the results of the first trial are confirmed, money may well be made available to purchase one for Europe's first, purpose-built Breast Cancer Prevention Centre.

CHINESE NEW YEAR BASH RAISES OVER £52,000

Wing's Restaurant in Manchester's Lincoln Square joined forces with the Chinese Arts Centre to celebrate Chinese New Year (the year of the Rooster) and raise money for Genesis. The evening raised over £52,000 for the charity.

The event featured a champagne reception with dragon dance and firecrackers, followed by an Emperor's Banquet and Auction. Local football teams and businesses donated a selection of amazing gifts for auction, including a pair of football boots donated by Manchester City Footballer, Shaun Wright Phillips, which raised a staggering £2,000. A further £3,000 was bid for Kim Fortune, wife of Manchester United Footballer Quinton Fortune, to sing two songs.

