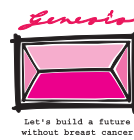


# In the pink

Autumn/Winter 2005



## AN UPDATE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL

Dear supporters, I'm delighted to report to you all that - now we've raised more than the £1.5 million needed to secure building of the new Breast Cancer Prevention Centre - the architects are hard at work on the Centre's design. Several members of The Genesis Appeal and patients from the Nightingale Centre have also been involved in putting the finishing touches to the plans. This is a hugely exciting milestone for us. Nevertheless, there'll be no resting on our laurels. We need to continue our fundraising campaign to help the Centre actually function, and to fund crucial pioneering research and education projects. Well done to you all for this remarkable achievement. Watch this space for more news on the build!

Lester Barr.



## CHERIE BOOTH PRAISES GENESIS BLOOM



Cherie Booth QC, one of the patrons of The Genesis Appeal, has described its campaign to grow support for Europe's first, purpose-built Breast Cancer Prevention Centre as "heaven sent". Ms Booth was speaking as she was offered a special preview of a limited edition Genesis rose, which was officially unveiled in July at the RHS Tatton Flower Show.

She said: "This is a simple and very beautiful way to help The Genesis Appeal in the fight

against breast cancer. 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."

The salmon pink bloom has been developed with Fryer's Rose Nursery at Knutsford. You can buy your very own rose (which has the Latin name Rosa Genesis) using the enclosed form, or via our website. But hurry - we only have 4,000 and they're selling like hot cakes!

## GENESIS' NEW PATRON IS JUST A KNOCKOUT!

The Genesis Appeal has recruited another patron to ensure that its fight against breast cancer has even more punch! Manchester boxer Ricky Hatton has signed on as one of the charity's high profile supporters at a crucial time for both. In June, Ricky won the IBF Light Welterweight title after beating defending champion Kostya Tszuyu.



## JO'S POLAR CHALLENGE RAISES OVER 13K FOR GENESIS



A mother-of-two from Cheshire has returned from the Magnetic North Pole where she took part in the Scott Dunn Polar Challenge to raise money for The Genesis Appeal. Jo Molyneux succeeded in raising an astounding £13,000.

During the expedition, Jo had to pull a sled-full of supplies weighing 120lb across 210 miles of frozen terrain in northern Canada, with temperatures plunging as low as -70 degrees Celsius. It was a complete change of scenery for the 44-year-old, who works as an IT manager for the pharmaceutical company AstraZeneca in Wilmslow.

She said: "One of my friends died of breast cancer at the age of 40 in 2003, while a couple of other friends and colleagues have been diagnosed with the disease. I decided to do what I could to help Genesis."

Reflecting on her challenge, Jo said: "Nothing will ever be quite the same again. I challenged my fears (I dislike the cold and lost much sleep worrying about Polar Bears!), lived an 18-month dream and experienced the most incredible journey through an awesome and changeable wilderness. By undertaking the Polar Challenge I hope to have raised awareness of the wonderful work that The Genesis Appeal is undertaking to create a future where women are free of breast cancer."

To find out more about the Polar Challenge, log onto [www.polar-challenge.com](http://www.polar-challenge.com).

## GENESIS SUPPORTERS GO GREAT GUNS AT GREAT MANCHESTER RUN



The BUPA Great Manchester Run proved to be an outstanding success yet again this year, with Genesis supporters of all ages donning their trainers to raise money for the Appeal.

Around 70 runners took part on behalf of Genesis. Among them were the Stanley family who raised £610, with no less than three generations running, including: grandma Margaret and granddaughter Izzy (4 years) in the mini 1.5k run; grandson Adam (9 years) and granddaughter Becky (11 years) in the Junior 3k Run; and daughter Katherine and grandfather Maurice in the 10k run.

Nineteen members of staff from the Oddfellows main office in Manchester (pictured) took part, raising over £3000 for Genesis. They said: "After much blood, sweat, blisters and tears, we are expecting a call from the Olympic Committee any time now! We'd like to thank everyone who sponsored us."

A special congratulations also goes to 60-year-old Bill Scott from Bowdon, Cheshire, who achieved an outstanding time of 45 minutes and raised £800 for Genesis.

## ALLIANCE & LEICESTER GO FOR BROKE WITH CYCLE RIDE



Three cheers for staff from Alliance & Leicester who took part in a sponsored cycle ride from Whitehaven in Cumbria to Sunderland. Unfortunately, two riders had accidents during the ride: one broke his ribs - and the other broke his collar bone! Despite the setbacks, the team succeeded in raising a magnificent £10,000.

## RESEARCH UPDATE

# GENESIS SPONSORED STUDY ON WEIGHT GAIN RISK SCOOPS PRIZE

A study by Genesis nutritionist Dr Michelle Harvie, which established the dangers of weight gain among women breast cancer patients, has won a prestigious research prize - the Rose Simmonds Memorial Award. The award is given by the British Dietetic Association for "advancing the science and practice of dietetics".

Her paper showed how women undergoing chemotherapy as part of their treatment put on more than a stone in weight on average and added at least two inches to their waistlines.

Dr Harvie said: "Women put on weight because, both during and after treatment, they were less active and because their metabolic rates - the rates at which their bodies process food - had dropped. However, they weren't eating any less."

"There is a clear need for patients to watch their weight for more than just the sake of how they look. There is evidence that women who gain more than five per cent of their body weight have a 60 per cent greater risk of a relapse."

Dr. Harvie is currently writing a book detailing how women can not only improve their chances of recovery from breast cancer by altering their diet but how they can reduce the risk of developing the condition in the first place by controlling what and how they eat.

## JULIA TO FLY THE GENESIS FLAG AT MARATHON OF BRITAIN

Julia Stansfield, who works at the Cardiac Theatre in Wythenshawe Hospital, is gearing up to participate in the Marathon of Britain on 4-9 September. She'll be running a staggering 175 miles over a 6-day period, starting in Great Malvern and ending at Nottingham Castle. Julia was inspired to run for The Genesis Appeal after three colleagues and one close relative were diagnosed with breast cancer in 2004. If you would like to sponsor her, you can do so at, [www.justgiving.com/sobmadness](http://www.justgiving.com/sobmadness)

Best of luck, Julia!



## SISTERS ARE KNITTING IT FOR THEMSELVES!



A big thank you to sisters Phyllis Neil and Gladys Ladley for bringing in toys and baby clothes knitted by elderly friends on behalf of Genesis.

## FUNDRAISING HEROES

Please log on to our website at [www.genesisuk.org](http://www.genesisuk.org) to see a list of all our fantastic fundraising heroes.

## UPCOMING EVENTS FOR YOUR DIARY

### September

3 September Altrincham Market - A stall with home-made preserves and cakes is being run by Thelma Gott

4 - 9 September Julia Stansfield - 175 mile Marathon of Britain

18 September Julie Jones - Great North Run

### October

10 October 'Tea for Genesis Pop!' local schools will be taking part in the special fund raising day.

10 October 'Manchester' Day in conjunction with Manchester City Council. A special event to be held in Albert Square, Manchester.

22 October 'Japanese Oriental Ball': Duerr's Jan 2005 Annual Charity Ball at Mere Golf and Country Club

23 October Royal Northern College of Music - Pianoforte Recital

### November

18 November Gala Dinner Dance - Mere Golf and Country Club

### December

3 December South Manchester Friends of Genesis 'Pink Diamond Ball' - Mere Golf and Country Club

Details on any of these events can be obtained from the Appeals Office by telephoning 08700 62300 ext 4. You can also help by sponsoring those taking part in the Marathon of Britain and the Great North Run.

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 on 08700 62 3000.

## DYNAMIC DUO TO HIT THE IVORIES IN AID OF GENESIS

A special piano duet recital is taking place in October to raise money for Genesis. Barbara Silverstone and Marilyn Blank have been duo partners for the past 25 years; this concert will be the final in a series of silver anniversary celebrations. The exciting programme will include 'Rhapsody in Blue' by George Gershwin, 'The Warsaw Concerto' by Richard Adinsell and works by Chopin, Irving Berlin and Wolf-Ferrari.

The event will take place at the Haden Freeman Concert Hall at the Royal Northern College of Music, Oxford Road, Manchester on October 23rd. Tickets are priced £8 (concessions £7) and are available from the Box Office on 0161 907 5555.



## LOOKING FOR A MEANINGFUL CHRISTMAS GIFT?

If you struggle to buy original Christmas gifts for the person who has everything, why not consider buying them something uniquely meaningful and lasting: a Genesis brick? You can buy a friend, relative or colleague a single or various bricks for Europe's first, purpose-built Breast Cancer Prevention Centre at £10 each. And don't forget to order your Genesis Christmas cards early by using the enclosed order form.

## 2006 GENESIS CALENDAR - ON SALE NOW!

Highly respected, award-winning photographer, Janice Hardman, has produced a beautiful calendar, featuring digital images of Lynn, in aid of Genesis. Jan has twice been awarded with the title of Digital Photographer of the Year by the British Professional Photographer Association in recognition of her spectacular work. All proceeds from the calendar, which is priced at £5, will be forwarded to Genesis. They are available from the Genesis Office on 08700 62 3000.