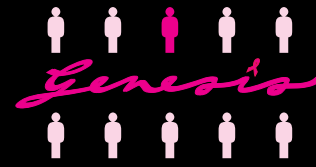


in the pink

spring 2008



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

MESSAGE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL



Dear Supporters,

Thanks to your hard work, the Genesis Prevention Centre is now open. But we still need your support to raise funds for the groundbreaking research projects taking place there (find out more on page 3).

Lester Barr



JERRY HALL BACKS GENESIS WITH HER PINK PINKIE

Supermodel Jerry Hall is showing her support for Manchester's second annual 'Pink Pinkie Week' in aid of Genesis. 'Pink Pinkie Week' kicks off on Monday April 28, when women – and men! – across the region will be demonstrating their support for Genesis by sporting one pink nail, representing our pledge to 'Make 1 in 10, none in 10'.

Jerry herself has experienced firsthand the dreadful effects of breast cancer, after her twin sister Terry was diagnosed in 1998. She says: "I'm 100% behind the work of Genesis, the groundbreaking and inspiring breast cancer prevention charity and its pink nail campaign. Those of us who will be sporting a pink nail will be showing our support and helping to raise awareness and funds for this vital work."

MANCHESTER'S SECOND TWILIGHT 10KM WALK



"Pink Pinkie Week" will culminate in The Genesis Twilight 10km Walk from 6pm on Sunday 4 May. An estimated 2,000 participants will make their way around Manchester city centre – beginning and completing the walk in Albert Square.

Last year over 500 walkers followed Genesis patron Ricky Hatton's lead in the walk, raising over £43,000. This year, Geraldine Wadsworth will be taking part in the walk from Germany! She and her colleagues will walk a 10km route at the same time around the army garrison where they're based.

Registration is now open for the Twilight Walk. Places cost £12 and we ask participants to sign up by 18 April. To register, please email twilight@genesisk.org or visit www.genesisk.org.

REQUEST FOR VOLUNTEERS

We're looking for volunteers for the Twilight Walk to work at the registration point or to act as flow marshals. The event starts at 4.30pm and finishes around midnight, though you can volunteer for part of the shift only. Refreshments are provided and walkers are welcome to volunteer too! Contact Lynda Ellis, Volunteer Co-ordinator, on 0161 291 4405 or email Lynda.ellis@genesisk.org

HELP US SAVE FUNDS

Sending this newsletter and other communications by email saves us the cost of printing and postage, meaning more of our funds can go towards preventing breast cancer. If you have an email address, please let us know by emailing info@genesisk.org



CHRIS HUSHES UP TO RAISE FUNDS FOR GENESIS

Chris Slater raised £3,000 for Genesis by taking part in a Sponsored Silence during Breast Cancer Awareness Month in October last year. Chris, who lost her daughter to breast cancer, organised the event at a popular café in Urmston and café owner Lillian (pictured above, to the right of Chris) was keen to support it. Chris managed to remain silent for an impressive six hours, though friends were on hand to cover her mouth when she was tempted to talk!

IT'S A FULL HOUSE FOR MICHELLE

Michelle Clayton from Whitefield raised £2,100 for Genesis by organising a Bingo Night. Michelle has a family history of breast cancer, and when a test found she also carried the gene, she decided to have a preventative double mastectomy. After visiting the new Genesis Prevention Centre, Michelle was keen to raise funds for the Appeal. Within a week, she had booked her local social club, printed tickets and sold 120! She even arranged for Dev from Coronation Street to attend the event, and spoke to her local paper about her experiences. Michelle is now busy planning a Male Auction Night for May this year.

FOR MORE INFORMATION ABOUT THE GENESIS APPEAL VISIT WWW.GENESISUK.ORG OR CALL 0161 291 4400

COMMUNITY FUNDRAISING

Many of our supporters have a personal connection with breast cancer and are passionate about helping to prevent it. Fundraising events can be a lot of fun - but where do you start? Here are a few ideas:

- Your hobbies could provide a focus or theme for your event.
- Allow yourself time to get organised and sell tickets, and avoid popular holidays.
- Advertise your event on noticeboards in your library, or in your local paper.
- Make sure your venue is large enough and easily accessible with adequate parking.

We also have a fundraising pack full of suggestions, which you can request from the office or download from www.genesisuk.org.

GENESIS' '10 COMMANDMENTS' FOR A REDUCED BREAST CANCER RISK

Recent research findings suggest that controlling weight and making wise diet and exercise decisions can reduce your risk of breast cancer by as much as 40%. At Genesis we've outlined ten commandments to help people change their lifestyle for the better.

- WATCH YOUR WEIGHT, AND CALORIE INTAKE.** Gaining more than three stone in weight from the age of 20 can double your chances of developing breast cancer after the menopause.
- DO MORE EXERCISE.** Aim to include 3-4 hours of exercise each week (i.e. five 35 - 45 minute sessions each week). A quarter of all breast cancer cases worldwide are due to excess weight, obesity and a sedentary lifestyle.
- LIMIT YOUR ALCOHOL INTAKE.** Each drink you have on a daily basis can increase your risk by 7% - therefore someone who has five drinks every day can increase their risk by up to 35%!
- REDUCE YOUR INTAKE OF SATURATED (ANIMAL) AND TRANS FATS** by cutting down on fatty meats, high fat dairy foods, cakes, biscuits, pastry, crisps and many margarines. Not all fat is bad for us - the fats found in oily fish, avocado, and rapeseed, walnut and olive oils are part of a healthy anti-cancer diet.
- EAT MORE WHOLEGRAIN AND LESS REFINED (WHITE) STARCHY FOODS.** Wholegrains help to control levels of cancer-promoting hormones in the body and boost your intake of cancer-beating nutrients like selenium and vitamin E.
- INCLUDE PLENTY OF DIFFERENT COLOURED FRUIT AND VEGETABLES.** These are a great way to fill you up and control your calorie intake; aim for at least five portions a day.
- INCLUDE LOW FAT DAIRY PRODUCTS SUCH AS YOGHURT, LOW FAT MILK, AND COTTAGE CHEESE** - rich in calcium and often vitamin D - which help protect us from cancer.
- BE AWARE OF TAKING HRT** in the long term as it contains oestrogen and progesterone and can increase the risk of breast cancer. The increased risk does disappear within five to ten years of stopping the combined HRT.
- BE BREAST AWARE.** There is good advice on breast awareness from www.nhsdirect.nhs.uk.
- ATTEND BREAST SCREENING, IF ELIGIBLE.** Women aged between 50 and 70 receive an invitation for breast mammography every three years. If you are over 70, you can still attend by contacting your GP when the screening unit is in your area. If you are under 50, you may be eligible for a mammogram if a close relative has had breast cancer at a young age (under 50).

RESEARCH UPDATE

BREAST CANCER AND GENES

Last year we were part of the international group who reported five new genes for breast cancer in the journal Nature. We're now assessing how our new genes add to the tests we already perform for the BRCA1 and BRCA2 genes, and how they fit in with other risk factors such as family history and the density "whiteness" of the mammograms.

BREAST CANCER AND DRUGS

The 10-year results of our study to assess how protective the drug Tamoxifen is in preventing breast cancer were published last year in the Journal of the National Cancer Institute. Not only was Tamoxifen protective during the time of treatment, but this protection continues (and even increases!) after the 5-year follow up period. We now plan to assess how many women may wish to use Tamoxifen for prevention.

Our trial of the new drug anastrozole in postmenopausal women (IBIS II) continues after our studies published in the Lancet in January indicate that anastrozole may prevent two-thirds to three-quarters of cases.

BREAST CANCER AND DIET

Research dietician Dr. Michelle Harvie has demonstrated that a 5% weight loss is likely to reduce breast cancer risk among heavier women by approximately one-third. We're running two research projects to find out which weight-reducing diet is most effective in reducing the risk of breast cancer:

The first study looks at whether strict calorie restriction for just two days a week has a better effect on weight loss and blood levels of cancer-related hormones and is easier to follow than a moderate calorie restriction over each day of the week. We used 108 pre-menopausal women to compare the two diets and 7 out of 10 women lost significant amounts of weight. We're now looking at the effects of the two diets on blood markers of cancer risk and hope to publish the results soon.

The second study compares the benefits of three weight control programmes during treatment for early breast cancer: a supervised group programme, advice given by mail and telephone, and standard written advice. We'll assess the benefits of each by measuring the changes in weight, body fat, quality of life and fitness of 45 newly diagnosed women during their treatment. We've begun recruiting for the study and will keep you informed of our progress.

DR MICHELLE HARVIE WINS MANCHESTER WOMEN'S AWARD

Dr Michelle Harvie was awarded a prestigious accolade at the Manchester Awards for Women 2007. She won the 'Women and Health' award, which was presented in a civic ceremony at Manchester Town Hall. The awards celebrate the achievements of the city's remarkable women, community groups or organisations working hard to improve the lives of women in Manchester. Dr Harvie is the only dietician in the country examining the link between diet/lifestyle and breast cancer risk and last year published her groundbreaking diet book, The Genesis Breast Cancer Prevention Diet.



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DATES FOR YOUR DIARY 2008

16TH FEBRUARY - 16TH MARCH

Textile designer Sue Warburton is holding an exhibition at the Saddleworth Galleries to raise funds for Genesis

26TH APRIL

Oaklands Spring Ball at the Radisson Edwardian Hotel to benefit Genesis

18TH MAY

Great Manchester Run. Genesis runners: please send your photos to the office and wear pink!

A musical dinner entitled **"A NIGHT AT THE MOVIES"** will take place at Bolton School Arts Centre to raise funds for Genesis. Call Chris Hayes on 07791 081657 for details.



STOP PRESS

- Lloydspharmacy have just confirmed they've raised a total of £87,160 through the Paint it Pink campaign, a record fundraise for their company. Thanks to Lloydspharmacy for their fabulous fundraising efforts and for their generous donation of over 2,000 bottles of pink nail varnish for participants in this year's Twilight Walk.
- Congratulations to Genesis patron Dr Chris Steele, who was awarded an MBE in 2008's New Year Honours List.
- Congratulations also to Genesis patron Diane Modahl on the birth of her third daughter, Georgia Valentina, on 16th December 2007.
- Officials have confirmed Genesis has set a new Guinness world record for the longest ever ribbon cutting (pictured above) in July 2007 at the opening of the Nightingale Centre and Genesis Prevention Centre. 5,000 metres of pink ribbon were wrapped 27 times around the building.
- The Nightingale and Genesis Prevention Centre is hosting a six-week course of dance classes for staff and patients. The hour-long, weekly classes will be run by Ruth Jones, a professional dancer and choreographer. Participants can then sign up for a further 8-week course to create a dance piece, which will be performed to celebrate the one-year anniversary of the building in August 2008. All ages are welcome, and no dance experience or level of fitness is required. Contact Dr Michelle Harvie on 0161 291 4410.

FUNDRAISING HEROES



Thank you to Brenda Tetlow, and her husband Jim, who raised £500. In his role as Worshipable Master of the Audenshaw Masonic Lodge, Jim Tetlow chose us as the Lodge's Charity of the Year for 2007 and the couple (pictured above) organised a series of fundraising events. We are very grateful for their support.

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



HOLLYOAKS STARS 'PAINT IT PINK'

The glamorous cast of North-West soap Hollyoaks is showing its support for Genesis Appeal by 'Painting it Pink'. Posing outside the soap's infamous 'Dog In The Pond' pub, cast members Emma Rigby, Hannah Tointon, Sinead Moynihan, and Claire Cooper, were happy to get involved and raise awareness. Salford born Sinead Moynihan, who plays Hollyoaks Village newcomer Beth Clement, says: "We're proud to join people like Jerry Hall and Kasper Schmeichel who have both 'Painted it Pink' for Genesis!"



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

The Genesis editorial team makes every effort to ensure the details and spellings in this newsletter are correct before going to print; however, occasional errors may still occur. We would like to apologise for any such errors and for any inconvenience or upset they may cause.