

in the pink

Summer 2009



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

THE ART OF GENESIS

"The Art of Genesis aims to capture the soul of heroines, everyday women who have been affected by breast cancer, yet find strength in their serene femininity."

This October sees a unique project between The Genesis Appeal and Argentinean artist Rosana Ibarrola. The Art of Genesis will comprise paintings and sketches by Rosana, all featuring women who have been affected by breast cancer.

The exhibition will be launched in October for Breast Cancer Awareness Month and will be shown at the Genesis Ladies' Lunch on 15th October (details on page 2) followed by a tour across the country. In October 2010 the works will then be auctioned, with 50% of the proceeds donated to the charity.

Following an article in the Manchester Evening News requesting models for the project, we were absolutely delighted with the overwhelming response. The 15 models wanted to share their experiences in this unique way and the exhibition is a testament to their stories.

Rosana's work is entirely figurative as she is fascinated by the human form and its infinite variation. In her portraits she tries to capture the characters of the models, so that you can feel some of their inner spirit, as well as seeing their beautiful bodies.

For more information about where you can see the exhibition contact the Genesis Appeal on 0161 291 4400 or email: info@genesisk.org.



Carrington Rugby Team in their tutus, which they wear for all their Keep Fit & Pink fundraising.

MESSAGE FROM THE TRUSTEES

"At this time of year we focus on the work of our fundraisers as they get ready for October's Breast Cancer Awareness Month. Please take a moment to look through all the amazing events that are going on throughout the next few weeks – and please do try and help support some of them.

It's not too late to organise a fundraiser yourself.....on the back page you will see a list of fundraising ideas, or perhaps the photo of Carrington Rugby Club will inspire you? To get the ball rolling, contact the Genesis office and you'll get all the help you need.

We have also included some of our latest research findings in this newsletter – as you can see, our work is as busy as ever and we are involved in some of the most important and ground-breaking studies in the field of breast cancer prevention.

Many thanks for all your help and support.

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

THE ART OF GENESIS

LADIES' LUNCH

THE LOWRY HOTEL, MANCHESTER

THURSDAY 15TH OCTOBER

IN ASSOCIATION WITH MANOR DENTAL

AND OBAJI



Once again we are delighted to invite all our loyal lady supporters to join us for our flagship ladies' lunch event. This year is even more special as we are exhibiting *the Art of Genesis* paintings and sketches by Rosana Ibarrola. A selection of the artwork will be on display during the lunch and we are very excited because the models who posed for Rosana, who have all been affected by breast cancer, will also be starring in the John Lewis autumn/winter collection fashion show.

As you know tickets for this event sell out extremely quickly, last year we had a long waiting list, so make sure you don't miss out. To reserve your place, contact the Genesis office on 0161 291 4400 or email info@genesisk.org

We are grateful to Manor Dental and Obaji for sponsoring this year's lunch.

CHRISTMAS BALL

The 2009 Christmas Ball organised by Didsbury Magazine at the Radisson Edwardian Hotel in Manchester is again supporting Genesis. Contact Salim@didsburymagazine.com for details of this elegant and exciting event.

CALL TO ACTION

THE GENESIS 'KEEP FIT AND PINK' 10KM WALK

To all the 1,000 people who attended the walk this year we want to say a big thank you!

Coronation Street actress, Sally Whittaker said: "Hats off to The Genesis team for organising a phenomenal event. The weather was glorious and everybody was out to have a great day. It was awe-inspiring to see so many positive people who have been affected by breast cancer."

The event should raise £70,000 but only if the walkers continue to send in the money they pledged!!

As you know proceeds from the event will help fund our vital medical research (some research updates are on the opposite page) and this is one of our major fundraising efforts of the year. If you have pledged sponsorship money please don't let us down.



THE GENESIS GOURMET DINNER

WEDNESDAY 30TH SEPTEMBER

THE FAT LOAF RESTAURANT,

ALTRINCHAM

SPONSORED BY MYERS LISTER PRICE.

Join us at The Fat Loaf, an award-winning, Michelin listed restaurant where after a champagne reception we will enjoy a 4 course candle-lit gourmet meal accompanied by live music. Take a table or simply book a few seats with friends – a fabulous evening is assured.

To book please call 0161 291 4400 or email info@genesisk.org



RESEARCH UPDATE

GENESIS SCIENTISTS MAKE AN IMPORTANT DISCOVERY ABOUT WEIGHT AND BREAST CANCER RISK

Ten women took an extreme 800 calorie-a-day diet to help the Genesis Appeal's scientists make an important discovery about the link between weight and breast cancer risk.

Professor Anthony Howell's team, including Dr Michelle Harvie, discovered that the women who had followed the diet had reduced expression of a gene called SCD within their breast tissue. This gene has been shown to be linked to cancer growth. This is the first time a change like this has been observed in the breast tissue. Their findings could provide a vital clue to how losing weight may help reduce breast cancer risk.

Professor Anthony Howell, the UK's first professor of preventative oncology based at The Genesis Prevention Centre and at the University of Manchester, said: "The women who took part in this study made a major commitment to help us carry out this vital research. They enabled us to look for the first time at changes that occur within the breast tissue that may make cancer growth less likely. These results will now need to be tested in larger groups of women over longer periods of time."

Dr Michelle Harvie, Genesis Research Dietitian, said "This is an extreme form of dieting, which we would not advocate in the long-term. However we are pleased that Genesis are funding a follow up study analysing whether strict dieting for 2 days will have the same effect."

SURVEY ON UPTAKE OF RISK - REDUCING SURGERY

A 15 year study undertaken by Professor Gareth Evans has just been completed. It looks at the factors that prompt women to undergo preventative mastectomies or ovary-removal. The study looked at a variety of factors including level of risk, age of the women and examined the decision-making process. The results will help to determine realistic options for women facing this difficult decision.

LOG ON TO
WWW.GENESISUK.ORG
FOR ALL OUR
FUNDRAISING
IDEAS

STOP PRESS - NEW STUDY BEING LAUNCHED

Genesis are proud to be involved in an important new study which will be unique in the UK. The study is called PROCAS – Predicting Risk of Cancer At Screening, and over 5 years it will encompass up to 60,000 women who undergo breast screening in the Greater Manchester area. The study will analyse the mammographic breast density and risk assessment questionnaires of all the women. 10,000 of the women will also provide DNA samples. More information to follow in next issue.

CALENDAR OF EVENTS DATES FOR YOUR DIARY!

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| September: | <ul style="list-style-type: none">• During the months of September and October, Ladies' Workout Express Swinton will be donating all one-month membership fees of £15 to the Genesis Appeal, so sign up now. |
| October: | <ul style="list-style-type: none">• Inner Glo invite you to enjoy fun & champagne at the Didsbury House Hotel on 14th October 7-10pm to raise funds for Genesis. Email maria@innerglo.co.uk• On the 15th October head to Sparkle Night at the Lynton Clinic in Cheadle to try new beauty treatments.• 15th October Fiumano Fine art & Fiat in London will raise funds for Genesis at a charity evening auction. |
| November: | <ul style="list-style-type: none">• Join in the glamour of a Pink Sparkle Ball at Cottons in Knutsford on the 7th October. Organised by Biba in Lymm and Carol Robinson, for details on 07711 820047.• Pink Military Fitness!!! Everybody!!! On November 1st join a wonderful fun keep fit session at Stockport Rugby Club. See www.genesisuk.org for details.• A special night out at the Radisson Edwardian Hotel in Manchester with entertainment from some of the cast of Coronation Street. On 15th November Matthew Kelly will host this evening of dinner and entertainment. |
| December: | <ul style="list-style-type: none">• Various bag packing sessions in local supermarkets - e.g. Altrincham Sainsburys - packers & singers required. |

These are just a selection of upcoming events, for more information on these and all other Genesis events please contact Judi Hibbert at the Genesis office on 0161 291 4400.

'KEEP FIT & PINK' IDEAS

The Genesis 'Keep Fit & Pink' Campaign is a super fundraising idea which relates directly to the research being carried out at the Genesis Prevention Centre.

A healthy diet and good fitness level will reduce the risk of breast cancer, and so to emphasise these facts and to highlight how we are working towards a future without breast cancer, we have produced this Keep Fit & Pink ideas grid. You can use these ideas in your fitness club, sport centre, gym, school or social group to create great ways to help improve fitness and fundraise at the same time.

Bobbie-Joe is our own "personal pink tutu fitness trainer" and he helps us with our Keep Fit & Pink events. Pink tutus add to the fun and are available from the Genesis office for just £4.50. 'Keep Fit & Pink' t-shirts are also available.

If you would like to organise (or join in) any of these events just give us a call.....we're here to help you "Keep Fit & Pink"!

January New Year Fitness

What a great way to start the year, organise an event at your gym.

London Marathon or Great Manchester Run?

Lots of our supporters gain sponsorship for Genesis by taking part in these national sporting events.....we've got a list of them all – just ask us for help!

Late Summer Golf Tournament

Can we help with your golf tournament? Or ask us about the Genesis Golf Tournament.

How about a bike ride?

A tandem 'coast to coast' or a local cycle trail – the choice is yours.

Sponsored Pink Swim

Any distance will do!

June 'Keep Fit & Pink' Walk – next year it's going to be bigger & better than ever. Watch this space!!

2010 will see the 4th Genesis Walk – a brilliant occasion.

Holiday Kids 'Keep Fit & Pink'

This is a fun idea, all dressed in pink. A sponsored toddle for the little ones!

THANK YOU TO THE FOLLOWING FUNDRAISERS

Brian Mason £2053, Carol Robinson £413, Carrington Rugby Club £330, Sedgley Rugby Club £1200, Romiley Marple Lions Club £1000, Joan Bowhay £960, Bernadette Currah £320, Ladies Workout Express Swinton £202, Andrew Murray Golf £656, Connie Williams £73, Pauline McKay £470, Wilmslow Ladies Golf £150, Eileen & John Haworth £250, Irene O'Keefe £181, Ann Hackett £400, Rebecca Rhind £925, Ruth Fazakerley £85, Marjorie Di Rosso £150, Frankie Barker £271, Pete Booth £135, Phil Rogers at Barclays £2321, Northenden Campus £167, Joanne Feldman £20, Barkway Stores £51, David Bentley £9000, Coach & Horses Pub £1000, Withington Girls School £567, Simon Bramall £1200, The Vulcan Pub £500, The Park Pub £3000.

Thank you to all our recent Genesis fundraisers, you are all stars! If any fundraiser names are not featured, please accept our apologies and sincerest thanks. We could not do it without all your hard work!

BELLAGIO WATCHES

EXTREME
£149



BRAVA
£99

Proceeds from the sales of two exclusive Bellagio Time watches will help raise funds for the Genesis Appeal. The Extreme is a beautiful pastel pink statement watch, set with 204 sparkling stones and featuring matching soft leather cuff straps. It is priced at £149. There's also the Brava, a stylish baby pink watch at £99. Both feature the distinctive Genesis logo in eye catching silver. To order a watch call 0161 291 4400 or visit www.delanizzi.com/genesis or email info@genesisuk.org

SUCCESS AT THE ALTRINCHAM FESTIVAL



On Saturday 4th July The Genesis Appeal entered a float in Altrincham's festival parade which was covered in more than 500 bras of all colours, shapes & sizes. The bras were all donated in response to our appeal and the volunteers and staff donned pink tutus and bras to "woman" the float. We won the prize for best Voluntary Sector float – thanks to everyone who donated and helped on the day.

CHRISTMAS CARDS

Don't forget our fabulous range of Christmas cards which can be purchased plain or personalised for your company – they are available now.

For more information visit www.genesisuk.org or call the office on 0161 291 4400

