

BREATHING ROOM

AN UPDATE ON LUNG CANCER AND
JOAN'S LEGACY

A NEWSLETTER OF THE JOAN SCARANGELLO FOUNDATION TO CONQUER LUNG CANCER

A SKY FULL OF KITES AND HEARTS FILLED WITH HOPE

On Saturday, May 26th, Joan's Legacy held its first-ever "Kites for a Cure"™, a family kite fly on the beach for lung cancer research. Over 600 supporters came out to Coopers Beach in Southampton, NY, to kick off the summer with this Memorial Day Weekend event.

White kites were provided so participants could express themselves and send a message skyward. Kids of all ages were able to enjoy the great weather and have lots of fun while supporting lung cancer research.

Southampton's Mayor Mark Epley, who lost his father to lung cancer, and the Village of Southampton were driving forces behind the success of this event. And without the assistance of Maria Mondini, Virginia McGovern, Nick Dyno and the students of Southampton High School this event would never have "gotten off the ground." Community support made the event a huge success. A special thanks to all of our sponsors, volunteers and friends who helped us raise over \$50,000 and much needed awareness for lung cancer research.



Interested in hosting "Kites for a Cure" in your neighborhood?
Contact Maureen Constantino at mconstantino@joanslegacy.org
or 212.672.5500 for more information.



IN MEMORY OF LAUREN TERRAZZANO

Newsday staff writer
Lauren Terrazzano was
awarded the 2007 Joanie
Award for her series,
"Life with Cancer."

Beginning in October 2006, Ms. Terrazzano reflected on her own experiences as a lung cancer patient and on those of cancer patients overall, as well as the marketing and research environment around lung cancer. "Through

her efforts, the lung cancer community has been represented by a brilliant, honest voice, and the broader community has been educated on issues of relevance to us all," said Susan C. Mantel, Executive Director. Sadly, Ms. Terrazzano lost her battle with lung cancer on May 15, just a week after receiving the award.

The Joanie Award is presented for excellence in journalism related to lung cancer as a part of our awareness campaign, and was created to honor the memory and mission of its namesake, Joan Scarangelo. She was a producer and writer who appreciated quality reporting and believed that the public needed more information about lung cancer.

EXECUTIVE DIRECTOR'S MESSAGE



As I review the stories in this edition of "Breathing Room," I am inspired by the growing community that is developing to both increase funding for lung cancer research and make the voices of lung cancer heard.

The dedicated Joan's Legacy lung cancer researchers continue to amaze me. You will have the opportunity to meet the passionate

Dr. Ite Laird-Offringa and learn more about her exciting and promising work on early diagnosis.

You will also meet Lauren Terrazzano, the voice of lung cancer for multitudes. Lauren lost her battle in May, but will be richly remembered by the virtual community who called her Hero. I was honored to be able to present her the Joanie Award in person and can think of no journalist who has ever deserved it more.

You'll see that we were "flying high" in May when we hosted the pilot Kites for a Cure. By allowing creative participation by all generations, we emphasized that lung cancer affects the whole family. As the kites flew into the sky with their messages of love, support, and remembrance, the importance of both hope and breath were reinforced. Future Kites for a Cure events in other communities are being planned now. Meanwhile, Jessica Storm, Lan Nguyen and Marc Chouchani, and Charmaine McDonald and Orkeem Davis all found a way to raise awareness in their community, while contributing funds, as they marked exciting milestones of different kinds in their lives.

We're also proud to give you the very first look at a beautiful new partnership: lung cancer and Joan's Legacy will have a national presence later this month thanks to Laura Geller Makeup, which will shine a very high-profile spotlight on the importance of funding lung cancer research.

And there is so much more to come! Please keep an eye out for our next communication, when we will be announcing the 2007 grant awardees and our collaborative funding partners.

To all who support our mission to defeat this disease, thank you. Working together, we will conquer lung cancer!

JOAN'S LEGACY AWARD LEADS TO PROGRESS

Congratulations to Dr. Charles Powell, a 2005 Joan's Legacy Research Grant Award Winner!

Thanks to the seed money from Joan's Legacy, the Columbia University researcher was able to generate data that resulted in a five-year \$1.9 million grant from the National Cancer Institute. The Joan's Legacy-funded study showed the feasibility of his approach to studying how adenocarcinoma, the most common form of lung cancer, progresses. The next phase, using the NCI money, will be a multidisciplinary effort by investigators representing Pulmonary Medicine, Thoracic Surgery, Pathology and Bioinformatics from Columbia University and University of Pennsylvania. The goals of this next phase are to develop clinically available tests to predict how invasive individual tumors are and to test drugs that will reduce invasiveness in diagnosed patients or prevent the development of tumors in high-risk individuals.

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For more information, please contact:

Joan's Legacy

Tel: (212) 627-5500

Fax: (212) 627-7594

Email: mail@joanslegacy.org

www.joanslegacy.org

Joan's Legacy is named for Joan Scarangelo McNeive, a gifted journalist, life-long New Yorker and nonsmoker, who died at age 47 in 2001 after a valiant nine-month fight with lung cancer. Started by her family and friends, Joan's Legacy is now a leading resource in the search for more effective diagnostic tools and treatments and, ultimately, a cure for lung cancer.

SURVIVOR PROFILE

Five years ago Nancy Rackear was a cancer caregiver who received her own cancer diagnosis. Now after her own battle, Nancy is fighting once again—this time as an advocate and a fundraiser.



Survivor Nancy Rackear pictured with her sister Debra Rackear

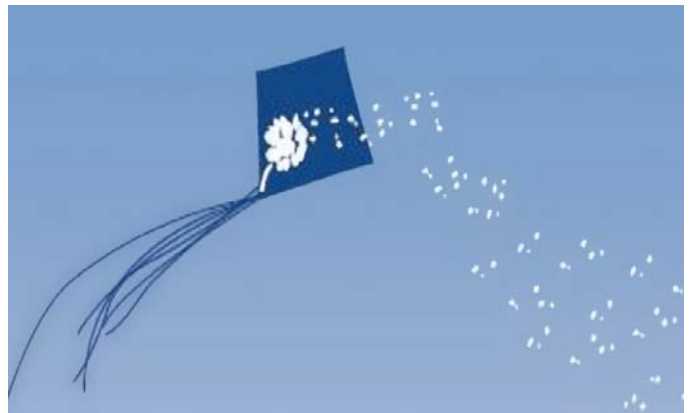
After being the primary caregiver for her mother who passed away in 2001 from cancer, Florida resident Nancy threw herself into her work. Exhausted and worn, Nancy finally took some time for herself and scheduled a routine check-up she had been postponing. Following her sister's suggestion, she requested a battery of tests and a chest x-ray. Her doctor was hesitant to prescribe the test, because it was not typically covered by insurance. In addition, she felt that as a non-smoker, Nancy was "not at risk." However, only a few minutes after she had the x-ray taken, her doctor called to tell her what the x-ray revealed.

Nancy heard the urgency in her doctor's voice. Immediately she made follow up appointments and underwent a series of tests. The initial reading of the PET scan indicated that the disease had spread to her lymph nodes. Unconvinced that it was cancer, because of a previous history of thyroid problems, Nancy sought a second opinion. The decision was made to operate. A five centimeter tumor was removed and all other scans came back clear, indicating the disease had not metastasized.

Unfortunately for Nancy, the company she worked for was closing its doors and her insurance coverage was to end 30 days after the surgery. Nancy spent much of her post-op time seeking continuing insurance coverage. Therefore, she was unable to pursue additional treatment options, attend support groups, or really cope with the diagnosis. After her insurance situation was resolved, she was able to follow up, and happily the tests revealed no disease progression. Nancy and her doctors decided to simply monitor her situation. This September will mark five years since Nancy's surgery.

Getting through the shock and challenges she faced took her a long time. As she began to conduct research on the internet, Nancy found that there are many non-smokers who share her diagnosis. Knowing that she has peers has helped her cope with the disease and its impact on her everyday life. Now, emotionally and physically able, Nancy wants to speak out as a representative for those who can't speak for themselves. "I celebrate every day that I wake up feeling good," says Nancy. To that end, Nancy has partnered with Joan's Legacy to raise local awareness and money in Florida so that those who are impacted by a lung cancer diagnosis will not feel as alone as she once did.

On January 26, 2008, Nancy and friends will host "Kites for a Cure" on the Pompano Beach Fishing Pier, in Pompano Beach, Florida. Join us in celebrating life and help spread the word. For more information or to participate, volunteer or donate please call Nancy at 954-463-2442 or write to her at FLKites@joanslegacy.org.



FUNDING RESEARCH

SANDY PHILLIPS BRITT



In 2001, Sandra Phillips Britt accepted her physician's opinion that nothing was wrong, even with an abnormal chest X-ray and a brother and father who died of lung cancer, because as a nonsmoker and woman, she "did not fit the profile." She was told that as a woman, her concern should be breast cancer. By the time her lung cancer was finally diagnosed, several years later, it had progressed to Stage IV. When a review of the earlier X-ray showed a Stage I cancer, Sandy was furious. That earlier diagnosis could have saved her life.

This knowledge fueled Sandy's determination to speak out on behalf of all lung cancer patients for better detection and more effective treatments. During her two-and-a-half year battle with the disease, Sandy became the face of lung cancer in California. As the focus of news coverage or through working with lung cancer organizations, she did all she could to raise awareness and increase research funds. Sandy used this time not only to educate others, but to live life fully, continuing to be an ardent traveler and to enjoy time with family and friends. Although Sandy lost her battle with lung cancer on February 11, 2007, she left a lasting mark in the hearts of all who knew her, and in support of the research for which she was such a feisty advocate.

Joan's Legacy is proud to be included in Sandy's estate plans and we are dedicated to continuing the work to which Sandy committed herself in the last years of her life. Through the Sandra Phillips Britt Research Fund, we hope to carry out "Sandy's Legacy" and put an end to lung cancer.

PLANNED GIVING

Joan's Legacy has been fortunate to have benefited from the generosity of individuals, like Sandy, who have chosen to remember the foundation in their estate plans. Regardless of size, all planned gifts are crucial to the sustained growth of our innovative research into diagnosis and treatment of lung cancer.

If you have not yet included Joan's Legacy in your estate plan and would like to explore making a gift by bequest, a retained income gift, a gift of retirement plan benefit, life insurance, appreciated stock or the best options for you and your family, please feel free to

contact us at any time. We would be glad to discuss your particular situation and options on a confidential basis and without any obligation.

If you have already included Joan's Legacy in your estate plan, please notify us of your gift so that we may properly acknowledge your generosity.

IN MEMORY...

Joan's Legacy is honored to be the beneficiary of donations made in memory of loved ones. We remember the following individuals whose families and friends selected Joan's Legacy as the charity to honor their memory since January 1, 2007:

Margaret Blau	Kenneth M. Lochner
Lynn Braun	Susan Lochner
Sandy Phillips Britt	Joseph S. Marino
Evelyn Brown	John McDonald
Jill Brown	Vincent R. Melloni
Jean Capus	John Mercanti
Charles Benjamin Chilton	Mary Jo Morrison
Sandy "Uncle Bud" Cole	Lenny Myerson
Dolores Courshon	Myle Nguyen
Susan G. Crozier	Barbara Parisi
Marie de Marchi	James Ray
Tom Derham	Ann Rega
Isabella DiBenedetto	Celia Rocks
Janice Dungan	Mary Rodgers
Shelia Anne Fogelberg	Lee Rogers
Frances Frey	Joan Scarangelo
Charles E. Garrity, Sr.	Jeanne Z. Scardino
Wendy Grew	Michael J. Scully
Jerome Harris	Kimberly Seibert
Patricia E. Hutchison	Pana Stanislawa
Maureen Infusino	Zuk-Rybickiego
Randall B. Jones	Diane Studley
Carin Kofron	Lauren Terrazzano
Joseph LaForgia	Carol Van Dyk
Miriam Lang	George Waterman
Irwin Levinson	Shirley Wolf

Memorial gifts are a meaningful way to honor the life of a friend or relative.

Honorarium gifts provide the opportunity to make a donation to celebrate a loved one's survivorship or a special occasion—a birthday, anniversary or a wedding, or to recognize a friend or relative who is fighting lung cancer.

For more information, please call (212) 627-5500 or visit www.joanslegacy.org.

RESEARCHER PROFILE—DEDICATED TO FINDING LUNG CANCER EARLY



Joan's Legacy recently caught up with Dr. Ite Laird-Offringa, a researcher at the University of Southern California's Norris Cancer Center, whose work is being funded, in part, by a grant through Joan's Legacy from the Thomas G. Labrecque Foundation. Dr. Laird's work focuses on early detection of lung cancer, zeroing in on a way to use information from a person's DNA to find lung cancer as early, accurately and painlessly as possible. When she is not in the lab, Dr. Laird is with her family (her husband, two daughters — ages 12 and 15, and two dogs) and is training to run in the NYC Marathon with her 75-year-old father this November.

Q: TELL US ABOUT YOUR RESEARCH.

A: We are trying to identify molecular markers that will help us detect lung cancer in its earliest stages, and in an easy way — through a test of blood or sputum. Depending on the success of our work, such a test might complement existing methods such as the CT Scan, helping to make it more effective and accurate, or it might serve as a stand-alone test some day.

Q: HOW MIGHT THIS TEST COMPLEMENT A CT SCAN?

A: If we identify a molecular marker that can only be found in a person who has cancer — and especially, specifically lung cancer — a doctor can test for these markers when a scan has shown some kind of lesion on the lung. An accurate, non-invasive test that showed the presence — or the absence — of the specific molecular marker would help people avoid unnecessary surgery. A mammogram is a great test, but it still requires a biopsy to confirm the cancer. In lung cancer, the appearance of a lesion also requires a biopsy — but a biopsy of lung tissue is a much more invasive and dangerous surgery.

Q: WHAT KIND OF MARKERS ARE YOU HOPING TO IDENTIFY?

A: We are looking for specific DNA methylation, which can be thought of as a decoration of the DNA that makes it difficult for cells to access information from their genes. Methylation of DNA works like a post-it note telling the cell to skip specific pages of instructions in its genetic growth manual. The missing information causes cells to lose control of their growth, and this contributes to cancer development.


Q: HOW DID YOU BECOME INTERESTED IN LUNG CANCER RESEARCH?

A: Lung cancer related to some of the basic science expertise I had in other areas, so 11 years ago I sat in on the weekly clinical thoracic oncology conference about lung cancer to see what was going on — and it was awful! The doctors would talk about their patients, struggling, almost groping in the dark for some kind of treatment that might be effective. Now, thankfully, there are some targeted drugs that are showing some success. But at that time, and even now, what really hit home for me was that these patients were all being diagnosed way too late, making treatment much more challenging. In principle, if you can find and remove a tiny lesion, you are cured. But by the time you are symptomatic with lung cancer, your cancer is usually very advanced. If you think of your body like a house, it is much easier to fix a leaky faucet than to repair all the plumbing and the house itself when the pipes burst and water is pouring out. I am passionate about working on early detection — it is one form of finding a “cure.”

Q: WHAT IS THE RESEARCH FUNDING ENVIRONMENT LIKE RIGHT NOW?

A: The funding climate is horrific. No matter how great the ideas are, more than half will not even be reviewed. And innovative projects are even more difficult to fund, because funders want to be 100% sure they will get a solid return for their investment. It is incredibly difficult to find funding for an idea that is extremely innovative and never done before.

The Joan's Legacy and Labrecque Foundation funding is terrific. It is allowing us to do research that nobody in the world has ever done before, and will hopefully have a huge impact on the prognosis for lung cancer patients in the future and lead to new detection and treatment tools, leading to increased patient survival in the future.



"ARCH ANGEL" LAURA GELLER

Cosmetic Entrepreneur Creates a Product for Hope



Three years ago, while applying makeup to a friend who'd lost all her hair during chemotherapy, makeup artist and entrepreneur Laura Geller became determined to create a product that would fill out and define eyebrows naturally, without the smudging or melting of traditional brow pencils.

Since then, she has been working with European art tool manufacturer Faber-Castell, to create a long-lasting, easy-to-apply brow "marker" that will allow women with sparse or undefined brows to easily create a balanced, proportionate and polished look.

The resulting Brow Marker will make its exclusive debut on QVC this October, before expanding to Sephora stores next year. Available in two shades, taupe and brown, this revolutionary formula and applicator will make it easier for women to shape and define their brows. Although perfect for all women, the long-lasting color and natural-looking results make this product ideal for patients who may have experienced hair loss due to cancer treatments—making the partnership between Laura Geller and Joan's Legacy a natural fit. Since the inspiration for the product came from a cancer patient, Laura Geller announced that a portion of the proceeds of the Brow Marker will be donated to Joan's Legacy: The Joan Scarangelo Foundation to Conquer Lung Cancer.

"When I learned that lung cancer kills more women than any other cancer, yet its research is terribly underfunded, I felt I should join Joan's Legacy in its work to find new treatments and a cure for this deadly disease," Ms. Geller said. "I am delighted that our newest product – something that every woman will value and use – will make a difference in the fight against lung cancer."

Tune into QVC in October or visit www.qvc.com to purchase this innovative beauty solution and help a great cause.



RAISING AWARENESS AND FUNDS THROUGH EVENTS

RUNNING IN TRIBUTE



Jessica Storm finished first in the women's division of the Potomac River Run Marathon in Alexandria, VA, on May 6, 2007. She ran the race in memory of Mary Jo Morrison, who lost her battle with lung cancer in 2006. "It was thrilling to run a race in memory of Mary Jo," said Storm. Through an extensive letter/email writing campaign, with the help of Mary Jo's friends and family, including her daughter Deb Loffredo, Storm was able to raise over \$8,000 for Joan's Legacy. More importantly, they were able to raise much needed awareness of lung cancer and the work that Joan's Legacy is doing across the country. Congratulations, Jessica and Deb!

WORKING TO GIVE

Office fundraisers are a great way to raise awareness and funds for lung cancer research. Corporate employees across the country are calling upon their employers and colleagues to help support their favorite causes by organizing Jeans Days, "Change for Change" jars, coffee and donut sales, corporate sponsorships, matching gifts, dollars for doers grants, parking spot auctions, and payday deductions. For more information about how to organize a corporate fundraiser, please call (212) 627-5500.

SHOP FOR A CURE



Shopping on giveline.com

Support Joan's Legacy by shopping on giveline.com and purchasing any item from their books, movies, music, video games, electronics, home & kitchen,

travel, or gifts & wine stores. Through our partnership with giveline.com, between 7 and 33 percent of all proceeds will be used to support lung cancer research. Giveline has over a million bestselling products, and every purchase generates a significant donation. Order at <http://www.giveline.com/default.asp?v=V028375953>.

Remember to select Joan's Legacy as your charitable cause.

A CHARITABLE GIFT ON THE BIG DAY



Traditional wedding favors, usually small trinkets to commemorate the big day, are sometimes left behind and often unused. Many couples today are looking for alternatives to the old stand-by tokens that were used as favors in the past.

A thoughtful way to acknowledge your guests, remember a loved one, share your joy and make a difference is to make a donation to your favorite organization in place of traditional wedding favors. The figure is up to you. Donate a certain amount per guest or give a lump sum. Whether big or small, each donation makes a great impact on both guests and the community.

Planning a wedding is a very personal and often challenging experience. Couples have hundreds of details to arrange in order to make their wedding the event they have always dreamed of. A charitable wedding favor is an elegant way to honor a loved one and celebrate a gift of real meaning. Consider making a donation to Joan's Legacy in lieu of favors to honor your guests or memorialize a loved one at your wedding.



Lan Nguyen and Marc Chouchani honored Lan's mother, Myle Nguyen, with a gift to Joan's Legacy in lieu of a traditional favor.



Charmaine McDonald and her husband Orkeem Davis remembered her father John Morris McDonald on their wedding day.

STROLLING SUPPER BENEFIT GALA

Supper, Wine, Spirits, Entertainment and Silent Auction



Anchors Tom Brokaw, Barbara Walters and Brian Williams will host the Strolling Supper with Blues and News as Honorary Chairmen, and introduce the "news" about lung cancer. The party is the centerpiece for National Lung Cancer Awareness Month in New

York City, raising desperately needed funds for lung cancer research. Join us for a special performance by Grammy Award-Winning blues artist Delbert McClinton and friends, great food and lots of fun.

A highlight of the 2007 Strolling Supper will be the Silent Auction, offering the opportunity to win luxury goods, fantastic vacations and "once-in-a-lifetime" experiences. Lots include impossible-to-get table reservations at Rao's in New York; a tour of "The Office" with Steve Carell; tickets to the Super Bowl; Patricia Cornwell's 2007 Ducati 1098s Superbike; a coffee date with Tom Brokaw; and much more.

To preview the Silent Auction and make bids prior to the event please visit www.joanslegacy.org.

Save the Date

**November 8, 2007 6:30 – 9:30 PM
Frederick P. Rose Hall,
Home of Jazz at Lincoln Center,
Broadway at 60th Street, NYC**

Tickets/sponsorship packages start at \$250.
For more information
contact Maureen Constantino at
mconstantino@joanslegacy.org or 212.627.5500.

If you are interested in organizing an event on behalf of Joan's Legacy and would like some ideas and support, please contact Maureen Constantino at 212-627-5500 x 204 or events@joanslegacy.org.

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