

Registration now open for BRIGHT Run 2018



BRIGHTRUN

Funding breast cancer research

Register today at

BRIGHTRUN.CA

BRIGHT Run 2018 - September 8, 2018.

April 6, 2018

Spring has Sprung and so will BRIGHT – in Only Six Months!

Aaah, spring. The sun. The warmth. The buds on the trees. April is great!

April also means there are only six months left before BRIGHT 2018. That might seem like a long time, but it will fly by.

This month, we invite you to get to know BRIGHT Run team captain Mimma Musitano, a breast cancer survivor whose diagnosis was a shock in a family in which heart issues are prevalent.

Mark Levine, our doc with the pink tights, is back this month with his thoughts on progress in the treatment of breast cancer, which is what BRIGHT is all about.

Take a look at Did You Know? Find out whether it might be time for some updated genetic testing.

We've got a couple of BRIGHT teams gearing up their fundraising this month, as well as some tips on how to organize the best and BRIGHTest fundraising yard sale.

Happy spring. Make sure to stop and smell the flowers!

[Register Now](#)



Mimma's BRIGHT Story

Breast cancer was not on Mimma Musitano's radar. Not at all.

So when she was diagnosed with Stage 4 Invasive Ductal Carcinoma three years ago, she was

devastated.

“We have heart disease in our family and that’s what I always worried about,” she said, noting both her parents died of heart-related issues. “There was no way I could have cancer. Just no way.”

On Sept. 21, 2015, the diagnosis was confirmed. And Mimma, youngest of eight children, aunt to numerous nieces, nephews, great-nieces and great-nephews, became part of our breast cancer community.

“I worked through chemo,” she said. “I had never missed a day of work. I just kept going.”

Mimma lives alone in the downtown Hamilton house in which she grew up and where she took care of her parents until they died.



[Read more of Mimma's BRIGHT Story](#)



Mark Levine, The Doc with Pink Tights

Progress in the Fight against Cancer

By Dr. Mark Levine

I am frequently asked the questions “Doc, is there any progress being made in the fight against breast cancer?” and “when will it be cured?” Wow! These are difficult questions to answer. I usually choose my words carefully and respond:

Cancer is many diseases and what you hear on the radio about a particular cancer or read about it in the newspaper may not apply to your own cancer.

I often use an analogy from baseball to explain progress in cancer research, which then leads to changes in clinical practice. There are very few home runs but the goal is to hit singles and doubles and move the players around the bases. For those of you who are not into baseball, this means slow steady progress which is incremental.

Finally, I explain that 35 years ago when I started practicing as a medical oncologist, I had very few options to offer my patients with breast cancer that had metastasized. Over the years, many new agents have become available to fight and control the cancer.



These days there is much hype about “precision medicine.” It is a hot area for research. It means that drugs can be targeted specifically to a genetic or molecular abnormality in a cancer and the drugs will work against that cancer. In other words, the drug is being tailored to a patient’s cancer and a patient can be spared side effects if it is known that the drug will not work ahead of time.

It is interesting that in the treatment of breast cancer, we have been using precision medicine for many years. It is standard to test breast cancer tissue for estrogen receptor (ER) and Her2. Hormone therapy, such as tamoxifen or an aromatase inhibitor, is only given if the cancer is ER positive. Similarly, Herceptin is only given if the cancer tests positive for Her2.

However, there are many situations in breast cancer treatment where we use broad coverage treatment because we cannot predict whether the treatment will work. Hence, we treat many patients to benefit a few.

You may have heard about sequencing the breast cancer. This means examining all the genes in a breast cancer and identifying those that are changed (the medical word is mutated). Unfortunately, at this juncture, there are too many mutations that differ between each patient, and we do not have drugs to target most mutations.

[Read more from Dr. Mark](#)



Five BRIGHT Questions For: Carmela Oliverio

Carmela Oliverio is a Certified Clinical Research Professional. She works at the Juravinski Cancer Centre clinical trials department as a clinical research associate. She was born in Italy and moved to Canada when she was seven and a half years old and had to adapt to a new way of life. She has been married for 25 years and has two boys, aged 24 and 20. She is involved in many little projects, most recently in youth mental health, along with the BRIGHT Run.

When, how and why did you get involved in the BRIGHT Run?

I was a volunteer with the CIBC Run for the Cure. When the opportunity presented itself to fund trials in Hamilton, I wanted to be part of it as this is my community. I was one of the original planning committee members the first year the run was planned. I was working in the Breast Disease Site and coordinating a breast trial. I felt this was an important cause and lent a hand with the fundraising to make the run a success.





Did You Know?



Updated Genetic Testing is a Good Idea

If you had genetic testing prior to June 2016 and the results were negative/normal, you should consider requesting a referral back to your genetic counsellor. Your family physician or specialist can fax in a new referral for updated testing to the Cancer Risk Assessment Clinic at the Juravinski Cancer Centre at 905-575-6316.

Updated genetic testing is beneficial because there are newly identified genes that can cause hereditary breast cancer beyond BRCA1 and BRCA2. Updated testing can help clarify the risk of breast cancer in family members and/or risk for other cancers.

For women over age 30 in families with negative/normal genetic testing may benefit from intensified screening through the Ontario Breast Screening Program's high-risk screening program. Your family doctor can refer you for high-risk screening.

It's always important to update your family history with your genetic counsellor, as it may change recommendations about cancer genetic testing and cancer screening.



BRIGHT Run Needs YOU!

As you know, the BRIGHT Run depends entirely on volunteers to get everything done – from staffing raffle tables, to promoting BRIGHT in the community, to preparing the site for event day and helping participants enjoy that day.

As we head toward BRIGHT Run 2018, we have some specific volunteer positions we want to fill.

That's where you come in.



Take a look at our needs and tell us where you can help. Contact Nancy McMillan at nancy@brightrun.ca for more information about these opportunities and to let us know you're interested.

Volunteer vacancies:

- 1) Event day planning team
- 2) Fundraising team members to oversee fundraising projects operated by the BRIGHT Run organizing committee.

Come out and help us make BRIGHT Run 2018 the best BRIGHT ever!

Email Nancy



Calling all Captains

Welcome to Calling All Captains, a place for BRIGHT Run team captains to share successes, talk about fundraising ideas and take a look and what and how other teams are doing.

Rock for Knockers on April 21

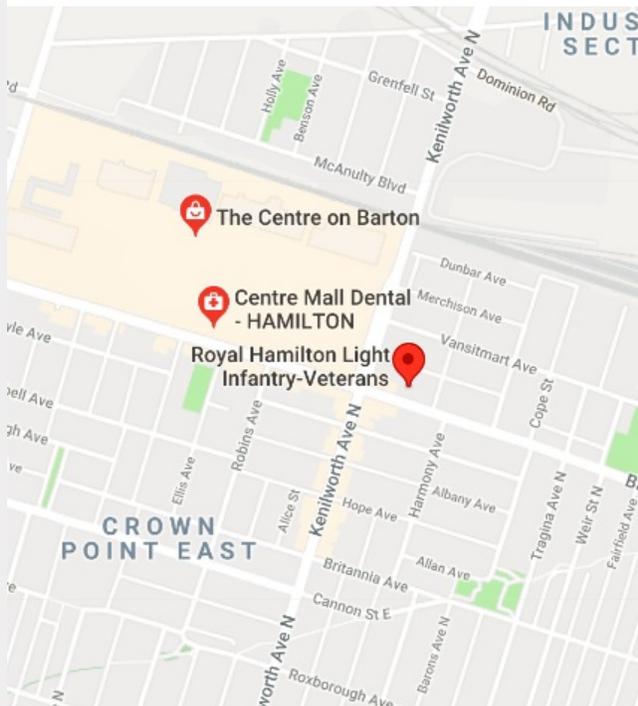
Get ready to rock on and raise money for breast cancer research.

BRIGHT Run team Rockers 4 Knockers will host its sixth annual night of music, fun and prizes at the The Corktown Tavern on Young Street in Hamilton on Saturday April 21.

Rockers 4 Knockers, co-captained by Martin Butcher and Carm Oliverio, started out as a Juravinski Cancer Centre clinical trials team original called the Trial Blazers. The team name was changed to Rockers for Knockers to tie in with its annual fundraising night of live entertainment.

The fun starts at 9 p.m. and features musical performances by Shifty Dickens and Blacklist Manifesto.

To purchase tickets, which are \$10 each, contact Martin at butcher@hhsc.ca or Carm at coliveri@hhsc.ca



Dance for BRIGHT

Mark your calendars and get your dancing shoes ready for an April 21 dance to raise funds for the BRIGHT Run.

The fun starts at 8 p.m. at the RHLI Veterans Association at 1353 Barton Street East, near Centre Mall.

The dance, featuring music by JR Disc Jockey, is being organized by BRIGHT team Beckley's Family and Friends, led by captain Diana Beckley.

This event follows the team's recent successful craft sale at the Juravinski Cancer Centre.

Tickets to the dance are \$15 and will be available at the door. Look forward to fun, food, games, raffle prizes, door prizes and special grand prizes. Rock on, Beckley's Family and Friends!

May 5 is Pink Ribbon Ride

Amber and Crystal Ripa and their team Pink Ribbon Ride present "Through the Judge's Eye" with Don Barnes on Saturday, May 5 starting at 10 a.m. at Center Line Equestrian located at 1749

Centre Road, RR 2, Hamilton.

The team's 12th annual Pink Ribbon Ride event will raise funds for the BRIGHT Run. Last year's Pink Ribbon Clinic raised more than \$5,000.

[Read more](#)



Tip of the Month

We're on the cusp of yard sale season and April is a great month to start planning your team's spring clean-out.

The adage "One man's junk is another man's treasure" is particularly true in the spring. It's amazing what people will realize they must have at a yard sale!

Yard sales aren't difficult but they do take planning and organization. Try to display your items to their best advantage and clearly mark everything with prices. Make sure you have change on hand for those who come bearing large bills. And consider making a little extra money by offering baked goods and/or drinks for sale.

Promote your sale through signage that includes some pink ribbons. Some people are less likely to bargain on prices if they know the proceeds are going to a worthy cause.

Yard sales carry several benefits. You, your team members, family and friends have a great opportunity to clear out some junk...oops, treasure. You can talk to people about the BRIGHT Run and encourage them to participate. And you can add to your team's fundraising total to an extent that may surprise you.

Welcome aboard, new teams that have registered:

Princess Pam's Tribe, captain Pamela Jean
Marion's Motivators, captain Marion Dowds

And welcome back, returning teams that have registered:

Sisterhood of the Travelling Breast, captain Jennifer Berube

[Visit Captains Corner](#)

We want to hear from you

Each month from now until September, we'll offer tips we hope will boost both your team's fundraising and fun.

we'd love to share your stories and tips with our BRIGHT Run eNewsletter readers. Please contact teams committee chair Carmela Oliverio at coliveri@hhsc.ca or eNewsletter content coordinator Lee Prokaska at lprokaska@outlook.com



Make a **BRIGHT** contribution!

JOIN OUR TEAM OF VOLUNTEERS

It's not too early to register to be a volunteer this year. If you have volunteered in the past, please email Aryn at volunteer@brightrun.ca to express your interest in volunteering again this year.

[Click here to pick your volunteer slot for Concession Street Festival \(Saturday, June 9\)](#)



A Word About Our Sponsors

The BRIGHT Run doesn't magically appear. It takes a lot of work by our team of volunteers and we depend on our wonderful sponsors to pay the freight. That's why all the money you raise goes directly to breast cancer research. We couldn't do it without our sponsors.

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