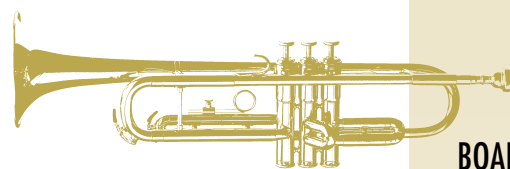


Tower of Power



Tower of Power rocked the crowd at EI's 3rd Annual Summer Concert on July 3rd. Over 1,500 enthusiastic fans brought their picnics and dancing shoes to River Run Lodge in Sun Valley, Idaho and raised over \$90,000 to support the 8th Annual Laura Evans Breast Cancer Symposium. Tower of Power, an Oakland California based band, features an up-front brass section that melds funk, jazz soul and rock into a high-energy show.

A million thanks to all who made this evening possible!

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UPD EXPEDITION INSPIRATION TE

Committed to raising awareness and funds to aid in the eradication of breast cancer

Wish List



Mac compatible
 scanner
 color printer
 digital camera

New Advisory Board Formed

Expedition Inspiration is excited to introduce its new Advisory Board. This group of talented, dedicated people is an excellent addition to our organization: **Karyn Blackmore-Hagy**, Westlake Village, CA; **B.J. Dockweiler**, Santa Monica, CA, **Marybeth Flower**, Ketchum, ID; **Kathy Jones**, Ketchum, ID; **Robert Kaplan**, Sun Valley, ID; **Courtney Kapp**, Philadelphia, PA; **Sarah Korda**, MD, Los Angeles, CA; **Lisa McElhinny**, Ketchum, ID; **Emily Roos**, Ketchum, ID; **Peter Whittaker**, Eatonville, WA and **Michele Zousmer**, Rancho Santa Fe, CA. **Welcome.**

Still making plans for your 2003 summer vacation?

Space Available On 2003 Climbs

Check your calendars...there is still time and space available for EI's 2003 Climbs. **Mt. Borah** August 15-17, and the **Adirondack Adventure** is September 14-20. These climbs are a guaranteed great experience for a good cause! Let us know if you need more information.

The Expedition Inspiration Fund for Breast Cancer Research is a registered 501(c)(3) public trust foundation committed to raising funds and awareness to aid in the eradication of breast cancer while promoting the health and well being of those affected by the disease. It is our mission to continue to bring imminent researchers and advocates together until we have found a cure for breast cancer. (#91-1646381)

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A Message from the Science Advisor



Marc Lippman

A remarkable revolution is rapidly transforming our entire clinical approach to breast cancer as well as other malignancies. This revolution is based on three new technologies—gene arrays, proteomics and information technologies—which together will have a profound effect on our management of breast cancer over the coming years.

Amongst the most important questions that patients and their families want answers to are:

1. What is the prognosis of my tumor?
2. What is the best management regimen for my particular tumor?

Generally the answers to these questions have been based on empiric clinical experience and analysis of a handful of factors, painstakingly gathered one at a time such as estrogen receptor status or the expression of the HER2/neuoncogene on the surface of the breast cancer.

With the completion of the human genome project the identity of virtually all of the expressed genes in human tissues has been accomplished. It is now possible to analyze a tumor simultaneously for all of the genes expressed by the tumor cells (gene products are messenger RNA molecules which are 'translated' into proteins.) Amazingly, ALL of the different RNA molecules that could theoretically be made by a human cell are 'spotted' at different locations on a single slide. Then a sample of the patient's tumor is used

to interrogate each of these separate spots and a quantified signal is produced for each of these 30,000 spots. These expression patterns can be analyzed NOT based on a single gene or two but rather on the PATTERN of expression of all the RNA molecules. These patterns have already been shown to be amazingly predictive for prognosis. In fact, these patterns are much better at predicting outcomes than any single analysis done in the past and are far more accurate than the 'gold standard' axillary: lymph node status.

Several very large studies are already underway to validate this approach and it is not unreasonable to expect these methods to be in common clinical usage in the next three years. Similarly, the ability to directly analyze the majority of proteins expressed by a tumor (as compared with a single analysis of a single protein such as estrogen receptor) is rapidly progressing and this conceptually very similar approach will also be ready for clinical use shortly.

Finally, both of these methodologies are being evaluated for their positive predictive value in ascertaining best therapies. It is virtually certain that most of the responsivity of human breast cancers to a variety of drugs is dependent upon the properties of the tumor itself and by analysis of all of these properties simultaneously (e.g. the proteins or expressed genes) it is highly likely that far more accurate use of systemic therapy will be possible.

New Science Advisor

Marc Lippman, MD has been appointed as the new Science Advisor for Expedition Inspiration. Julie Gralow, MD, Chair, EI Medical Advisory Board, made the announcement in March of this year. Dr. Lippman is currently the John G. Searle Professor and Chair, Department of Internal Medicine, University of Michigan Health System in Ann Arbor. Lippman will be taking over the duties as Science Advisor from Samuel Hellman, MD, who has led the Medical Symposium since its inception in 1995. Thank you Dr. Hellman.

Karyn Blackmore-Hagy, EI Advisory Board, holds bra designed by Jeanne Tripplehorn



Celebrity Bra Auction

Frederick's of Hollywood kicked off Fashion Week in Los Angeles with a Celebrity Bra Auction. **Tea Leoni**, Honorary Chair, contacted over 50 of her friends to decorate bras to benefit EI Take-A-Hike, USC/Norris and UCLA Jonsson Cancer Centers in Los Angeles.

Frederick's hosted a fabulous evening at **Smash Box** in Culver City—bras designed by **William H. Macy, Sharon Stone, Ed Harris, Julianne Moore, Jeanne Tripplehorn, Ben Stiller** and **Kevin Nealon** were included in the live auction that raised over \$30,000! Sothebys.Com and Entertainment Rarities.Com featured additional bras on-line. Bette Midler, Goldie Hawn, Susan Sarandon and Eva Amurri's bras were among a few of those sold on-line to raise a total of \$75,000!



Trudy Adler Taub, LA Take-A-Hike Steering Committee holds bra designed by both Mr. and Mrs. Ben Stiller

Keep your eyes on our website for another Celebrity Bra Auction in Boston this Fall!

Seattle Weathers the Storm to Take-A-Hike

Many thanks to the several hundred faithful participants who persevered in spite of cold, dark, rainy weather to make our 6th Annual Take-A-Hike such a successful fundraiser. Event directors, **Janet Parker** and **Kathleen Morgan**, worked their magic to organize a fun-filled hike, bike and roll at the **Redhook Brewery** in Woodinville, Washington on behalf of the **University of Washington Medical Center Fund for Breast Cancer**. Thank you to the many volunteers from **Team Survivor Northwest**, the **UW Medical Center Service League** and the **Seattle Cancer Care Alliance**, who made this event possible. Special thanks to EI Board member **Laurie Barrera** for speaking on our behalf and to EI Medical Board Chair, **Dr. Julie Gralow** for leading a poignant prayer flag ceremony in honor of breast cancer survivors everywhere. Thank you to our master of ceremonies, **Stephen Gall**, and to local sponsors, **Gregg's Greenlake Cycle** and **Rollerblade** for sending mechanics, **Jones Soda**, **Krispy Kreme**, **Athena Water**, the **Woodinville Fire Department** and to **Mikron, Genetech** and **Philips Sonicare**. Thank you to our national sponsors, **Leki USA**, **JanSport** and **Smartwool Socks**.

Delta Junction, Alaska

A special thank you to our "off-site" participants in Delta Junction, Alaska. This group held their own Take-A-Hike on the same day—but hiked in Delta Junction, Alaska! We appreciate their thoughtfulness, creativity and dedication to raising funds for breast cancer research. Good work Delta Junction Alaska!



The Spa Walk Team—Lisa Burke, Katuska Carlo, Elaine Fenard, MaryAnne McNulty, Human Resources Coordinator; Jennifer Cunningham, Human Resources Coordinator and Christina Mogan.

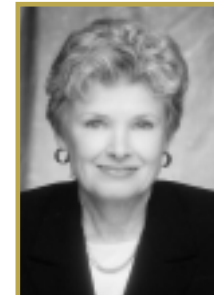
Starwood Hotels & Resorts Worldwide, Inc Hosts Fundraiser!

Spa Week at the **Starwood Hotel** in White Plains, NY raised \$1,400 for Expedition Inspiration. Elaine Fenard, VP of Spa Operations, Mariangela Battista, Director, Organizational Capability and Christina Morgan, Manager, Spa Operations—put together a unique way to raise money for breast cancer research and get beautiful at the same time! Associates of Starwood Hotels received spa treatments and in lieu of payment, funds were donated to Expedition Inspiration. **Thank you!**

Board of Directors

To quote Margaret Mead...

Never doubt that a small group of thoughtful committed citizens can change the world; indeed it's the only thing that ever has.



Mari Clack

Expedition Inspiration has added three new members to the Board of Directors.

Mari Clack, a resident of Spokane and Sun Valley brings a multitude of talents to the Board. She is the co-founder and past president of Women Helping Women Fund, was the past President of the University of Washington Board of Regents and served as Special Assistant to former Washington Governor Booth Gardner. Mari's commitment to breast cancer research makes her a strong addition to our Board.

Russ Merrill, a CPA with Deloitte & Touche is from Boise, ID. We are pleased to have his financial expertise and extensive knowledge of non-profit organizations. He is an enthusiastic climber and will join our Mt. Borah Team this summer.



Russ Merrill

Another new Board member, **Eve Ruff**, has experience as a Technical Information Specialist as well as internet and digital libraries. She was the director of the Arnold Digital Libraries at the Fred Hutchinson Cancer Center. Eve, from Seattle, is also a climber and is climbing with EI's Mt. Rainier Team again this year.



Seventh Annual Laura Evans Memorial Breast Cancer Symposium

Seventh Annual Laura Evans Memorial Breast Cancer Symposium

Our Seventh Annual Symposium, entitled, "Breast Cancer Metastases: Formation, Detection, Treatment," was held in Sun Valley, ID in February 2003. The international panel of doctors, scientists, and researchers presented and discussed their new and innovative studies as they applied to breast cancer metastases. EI also hosted an Open Forum, which was a huge success, with very informative presentations given by several of the Symposium participants. The Open Forum concluded with a Q & A session from the general public to the panel of researchers. The 2004 Symposium is again scheduled for February in Sun Valley. It is entitled, "Breast Cancer—The Development and Validation of New Therapeutics." **Check out our website for Open Forum information. www.expeditioninspiration.org**

SAVE THE DATE

Saturday,
October 11, 2003
8TH ANNUAL
L.A. TAKE-A-HIKE
Paramount
Ranch, Malibu
Santa Monica
Mountains
Recreation Area

Sign Me Up to Take-A-Hike!

I'm Saving Saturday, October 11, 2003

Funds raised will benefit USC Norris Cancer Center and The Expedition Inspiration Fund



Name _____

Address _____

City, State, Zip _____

Phone _____ Email Address _____

I am a breast cancer survivor.

Enclosed is my \$25 registration fee or register on line: www.expeditioninspiration.org

I cannot attend, but would like to make a donation for \$ _____

Make check payable to E.I. TAKE-A-HIKE and mail this form to:

E.I. Take-A-Hike • 1158 26th Street, #444 • Santa Monica, CA 90403

Credit Card: (Circle one) VISA MC AMEX Signature _____

Credit Card # _____ Exp. Date _____

Please call 213-486-4558, if you have any questions. We look forward to seeing you!