



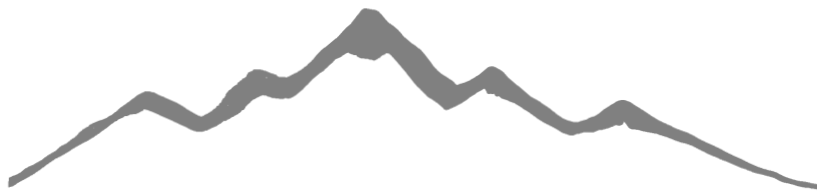
The Sixth Annual  
Expedition Inspiration

# TAKE-A-HIKE

October 11, 2009

Mt. Major

Alton Bay, New Hampshire



*A Special  
Event to Benefit Breast Cancer Research*

The Norris Cotton Cancer Center  
In affiliation with  
The Dartmouth-Hitchcock Medical Center  
And  
The Expedition Inspiration Fund for Breast Cancer Research



## Purpose

**B**reast cancer affects one in every eight American women, a mother, daughter, sister, friend. It is the leading cause of death of women ages thirty-five to fifty-four. Eighty percent of women with breast cancer have no known risk factors for the disease. There are 1.8 million women in this country who have been diagnosed with breast cancer and 1 million more have the disease and don't know it.

If detected at its earliest stage, through a combination of self-examination, regular check-ups and screening mammograms, breast cancer can be treated, but there is a critical need for funding breast cancer research. The common goal of finding a cure for this devastating disease transcends individual efforts.

The purpose of the Expedition Inspiration Fund for Breast Cancer Research is to raise awareness, hope and funds to find a cure for breast cancer.

Please join forces with us. We need your help!

## Background

The Expedition Inspiration Fund for Breast Cancer Research was conceived as a tribute to the courage and determination of breast cancer survivors and to the memories of the thousands of women and men whose lives were cut short by the disease. Breast cancer survivor Laura Evans and premier international mountain guide, Peter Whittaker, founded the organization.

In 1995 Evans and Whittaker lead a team of seventeen breast cancer survivors to Mt. Aconcagua that, at 22,841, is the highest peak in the Western Hemisphere. They raised awareness of the disease and research funds of over \$2 million. Most of all, they raised hope for a cure for breast cancer.

Laura Evans died on October 17, 2000 of a brain tumor unrelated to her breast cancer. "Climbing in many respects is not unlike facing a life-threatening illness," Evans once said. "You take every step alone, digging deep, focused on the goal and your own inner strength."

Expedition Inspiration is continuing Evans' work with the same degree of purpose displayed every day of her courageous struggle against the disease.



# Research in Progress

The Norris Cotton Cancer Center, in affiliation with the Dartmouth-Hitchcock Medical Center, provides the services of the Comprehensive Breast Oncology Program and conducts research through the Molecular Therapeutics Research Program. Funds raised at EI's Fifth Annual New Hampshire Take-A-Hike will continue to be used for pilot work which led to a CALGB study, identifying a new way of assessing HER-2 over-expression that could increase the number of women who could benefit from HER-2 targeted therapy, seed funds to support development of alternative Breast Cancer Imaging Modalities, and advancing DHMC's agenda to improve decision support for women facing complex decisions about breast cancer treatment. Additionally, funds will help develop ways to increase patient access to clinical trials. All research is under the direction of **Dr. Peter A. Kaufman**, Associate Professor of Medicine at Dartmouth Hitchcock Medical Center.

## Annual Medical Symposium

The **Expedition Inspiration Fund for Breast Cancer Research** sponsors the **Annual Laura Evans Memorial Breast Cancer Symposium**.

Under the guidance of **Marc Lippman, MD** and **Angela DeMichele, MD, MSCE**, EIFBCR conducts the Annual Laura Evans Memorial Breast Cancer Symposium. The purpose of this important undertaking is to involve eminent researchers from around the world in the free exchange of ideas to identify "break through" projects and to accelerate the development of new, effective treatments for breast cancer. Since its inception in 1997, the Breast Cancer Symposia have been successful in the sharing of unpublished information and provoking innovative ideas among the distinguished scientists who attend. As a result of the conference, researchers continue to pool information throughout the year developing new cross-country clinical trials. Each year, a different timely and significant topic is selected for discussion. Specialists in that specific area of breast cancer research are identified and invited to attend. To address the full spectrum of knowledge needed to tackle breast cancer, invited guests for each conference include basic scientists, clinical investigators and practicing clinicians. Collaboration is encouraged among the participants. Once again, Expedition Inspiration was pleased to have its two 2008 Young Investigator Award grant recipients participate in the Symposium.

During the Symposium, Expedition Inspiration convenes an Open Forum so that the general public has the opportunity to question these distinguished cancer specialists on the latest developments in targeted treatments, clinical trials, alternate therapies, estrogen replacement, and preventative measures.

In February 2009, Expedition Inspiration concluded the Thirteenth Annual Medical Symposium titled "Using Bioinformatics to Transform Breast Cancer."

The Fourteenth Annual Laura Evans Memorial Breast Cancer Symposium will take place in early 2010, in Sun Valley, Idaho.



## Sponsorship Opportunities

With your support, you will help us find a cure.  
Remember, every eleven minutes, breast cancer claims a life!

• **LAURA'S TEAM - \$10,000** •

Up to 25 individuals may participate in the event as a Corporate Team.  
Company Logo printed on T-shirts, Brochures, Posters and included in P.R.

• **PINNACLE TEAM - \$5,000** •

Up to 10 individuals may participate in the event as a Corporate Team.  
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• **SUMMIT TEAM - \$2,500** •

Up to 6 individuals may participate in the event as a Corporate Team.  
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• **BASE CAMP - \$1,000** •

Up to 4 individuals may participate in the event as a Corporate Team  
Company Logo printed on T-shirts and Brochures

• **CLIMBER - \$500** •

2 individuals may participate in the event as a Corporate Team  
Company Logo printed on T-shirts

*We wish to thank our 2008 sponsors!*

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SPONSORSHIPS MUST BE RECEIVED **BY JUNE 30, 2009**  
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For further information please call **866-319-6456**

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Take-A-Hike Sponsor Contact: Stacy Lobdell, 603-866-1280 or Email: [stacy@nhtakeahike.org](mailto:stacy@nhtakeahike.org)  
Take-A-Hike Chair: Melissa Waterhouse 603-973-9255 or Email: [melissa@nhtakeahike.org](mailto:melissa@nhtakeahike.org)

The Expedition Inspiration Fund for Breast Cancer Research is a tax-exempt 501(c)(3) public trust foundation. Charitable Registration #91-1646381

*All contributions are appreciated and accepted with our heartfelt appreciation. Thank you.*



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