



August 19, 2008

To whom it may concern,

A woman's lifetime risk of breast cancer is now 1 in 8, and breast cancer rates are rising at an alarming pace. When all known risk factors are added together, including family history and genetics, more than 50 percent of all breast cancer cases remain unexplained. Powerful evidence suggests that environmental exposures, including cosmetics, pesticides, cleaning products, fuels and plastics, may trigger the development of breast cancer. It was this evidence that compelled Janell Rock to be an avid supporter of the Breast Cancer Fund.

Founded in 1992 in response to the public health crisis of breast cancer, the Breast Cancer Fund's mission is to identify and to advocate for the elimination of the environmental and other preventable causes of the disease.

Thanks to the long-standing support of our sponsors and funders across the country, the Breast Cancer Fund has built tremendous momentum in our efforts to challenge the growing epidemic of breast cancer. Our events for breast cancer survivors and supporters are life-changing experiences, and participants develop a deep and long-term connection to the events. Likewise, our constituents understand the commitment our sponsors and grantees have undertaken in supporting our events and, thus, our programs as a whole. I invite you to learn more about the Breast Cancer Fund and its program work at [www.breastcancerfund.org](http://www.breastcancerfund.org).

Janell Rock wanted her music to live on and be used to support the Breast Cancer Fund's efforts in eliminating the environmental causes of the disease. Her hope was by supporting this important cause it would help prevent other women and future generations from having to go through what she did with breast cancer.

We hope that you will join us in this important effort – breast cancer prevention. If you have any questions or would like further information, please don't hesitate to contact me at [jhoman@breastcancerfund.org](mailto:jhoman@breastcancerfund.org) or call 415-346-8223, x.15.

All the best,

Julie Homan  
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Breast Cancer Fund