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NORTHERN CALIFORNIA CANCER CENTER HOSTS 8TH ANNUAL "ALLISON
TAYLOR HOLBROOKS/BARBARA JO JOHNSON BREAST CANCER CONFERENCE"
MARCH 7 IN SAN FRANCISCO

FREMONT/SAN FRANCISCO, CA (February 3, 2009) – Receiving a diagnosis of breast cancer prompts an immediate need for answers to such questions as: "What is the best treatment for my cancer?" "How will my breast cancer affect my life and relationships?"

The Fremont-based Northern California Cancer Center (www.nccc.org) and the Allison Taylor Holbrooks Breast Cancer Research Fund will sponsor a conference providing practical and useful education for breast cancer survivors, their families, friends and medical professionals on March 7 in San Francisco. Co-sponsored by the Stanford Cancer Center, the **8th Annual "Allison Taylor Holbrooks/Barbara Jo Johnson Breast Cancer Conference - Updates and Insights"** is scheduled for 9 a.m. to 3:30 p.m. on Saturday March 7 at the Golden Gate Club in the Presidio, San Francisco. Breast cancer prevention is a major research focus of NCCC research scientists and this conference helps to bridge lay, medical and research communities to encourage a better understanding of breast cancer decisions, treatment choices and follow up care.

Topics range from treatment updates and side-effect management to hormonal issues, reconstructive surgery and quality of life issues. Walk-in registration begins at 8 a.m. on March 7. To pre-register, please visit acteva.com or send an email to education@nccc.org. The fee is \$25 and scholarships are available. For more information, call 1-(888) 315-5988.

"Our goal is to help people make informed decisions about their health and health care," said NCCC Community Education Director Pam Priest Naeve. "Breast cancer affects so many people. We'll look at many issues – medical, psychosocial, and emotional ones as well as communication, nutrition, intimacy and sexual function. We'll provide new, understandable and practical information for breast cancer patients, survivors, families and friends."

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The conference's keynote speaker is a pioneer music therapist who used to hit key notes herself as an aspiring opera singer at The Curtis Institute of Music in Philadelphia. A board-certified music therapist, Dr. Deforia Lane now dedicates her talent to helping hospital patients, including adult and pediatric cancer patients, at the Ireland Cancer Center in Cleveland, Ohio. A cancer survivor herself, Dr. Lane knows the emotional roller coaster of cancer and is familiar with the need for anxiety and stress relief, good communication and an understanding of patient-physician-family interactions. Dr. Lane has studied music's therapeutic effects on cancer patients and has been profiled on ABC World News, National Public Radio, the Wall Street Journal and other media outlets.

Another key speaker is Yolanda Mendoza, a patient with metastatic disease, who will talk about her commitment to advocacy for other cancer patients. Additional featured speakers include Jeanne L. Alexander, MD, Psychiatry, Women's Health Program, Kaiser; Erika Connor, RD, Stanford Cancer Center; Carolyn Givens, MD, California Pacific Medical Center; Karen Horton, MD, Reconstructive Surgery, Private Practice, San Francisco; Theresa Koettters, RN, OCN, UCSF and El Camino Hospital; Carol Kronenwetter, PhD, Psychotherapist, California Pacific Medical Center; Judy Luce, MD, Medical Oncologist, UCSF and Trustee, Northern California Cancer Center; Mark Rounsaville, MD, Radiation Oncologist, California Pacific Medical Center; William Stewart, MD, Health and Healing Institute at California Pacific Medical Center; Saskia Thiadens, RN, National Lymphedema Network; and Wei Wang, MD, California Pacific Medical Center.

The conference will provide the latest information for newly diagnosed women, women with metastatic disease, and those who are free of disease. Additional topics include young women's issues, new treatments, sexual side effects of treatment, psychosocial issues, decision-making and information resources.

About NCCC:

The Northern California Cancer Center (www.nccc.org) is a nationally recognized leader in researching the causes of cancer and improving the prevention and detection of cancer. Its community programs improve the quality of life for individuals living with cancer. As an independent 501 (c) (3) non-profit organization with a \$14 million operating budget, the Northern California Cancer Center researches who gets cancer and why and has been working with scientists, educators, patients, clinicians and community leaders since 1974.

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