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Sponsored by The Northern California Cancer Center with co-sponsors the Stanford Cancer Center and California Pacific Medical Center/St. Luke's Hospital

**March 1 is the 7th Annual Allison Taylor Holbrooks / Barbara Jo Johnson Breast Cancer Conference -- Finding Answers to Your Questions www.nccc.org
Providing new and practical information about living with a diagnosis of breast cancer**

FREMONT, CA - *January 31, 2008* – One has only to look around to see the toll.

The facts are seemingly overwhelming. Approximately 2 million women in the United States are living with breast cancer. In 2007, the American Cancer Society estimated that approx. 178,000 new breast cancers were diagnosed, in addition to an estimated 62,000 in situ breast cancers. Approximately 2000 men were also diagnosed with breast cancer.

The disease is the most frequently diagnosed non-skin cancer in women.*

Providing valuable insight into the cause – and treatment – of this disease and putting a human face to efforts to combat it is the Northern California Cancer Center (www.nccc.org), a leading, independent, population-based research organization. On March 1 from 8am 'til 3:30pm in San Francisco's Presidio (Golden Gate Club, 135 Fisher Loop) the Fremont-based NCCC will sponsor the 7th annual Allison Taylor Holbrooks / Barbara Jo Johnson Breast Cancer Conference for breast cancer survivors, family, friends, and medical professionals. This year's theme is Finding Answers to your Questions.

“This program is important and different from other conferences in several ways,” said Donald Nieslen, CEO/Executive Director of the Northern California Cancer Center. “It's

about real people and real issues. The primary audience for this conference is the community of breast cancer patients – no matter the state of their diagnosis – and their family members and significant others.”

The annual conference brings together fourteen faculty from seven Bay Area institutions and medical practices, a law practice as well as a mother-daughter presentation about living with breast cancer. The Resource Room includes approximately 20 agencies providing breast cancer information and services. The Conference will provide information about current and new treatments and treatment side effect management; pain management; lymphedema; psychosocial issues; reconstructive surgery; genetics; quality of life issues; decision-making; issues facing younger women; financial issues and information on care-giving.

“The conference provides a wonderful opportunity to talk informally with the faculty and to connect with others with the same diagnosis,” continues Nielsen. “Many individuals return each year for the clinical updates, to address new issues that have arisen since the last conference, and to learn from each other in a warm and inviting environment. In fact, Barbara Jo Johnson who started this conference seven years ago, and who subsequently succumbed to the disease at the age of 53, asked that the program be kept at the Presidio because it gives attendees a retreat-like environment in which to talk with each other and to learn from each other in a place of quiet and beauty.”

Conference topics / highlights will include:

- * Current and new treatments
- * Treatment side effect management, including pain management
- * Lymphedema
- * Sexual side effects of treatment
- * Hormonal changes, depression, urogenital changes
- * Psychosocial issues
- * Reconstructive surgery
- * Quality of life issues
- * Estate Planning
- * Decision-making
- * Caregiving/Caregiver issues
- * Information resources

- * Young Women's Issues
- * Panel: Ask the Experts (MD, RN, LCSW)

Other partners taking part in the Conference include the Association of Northern California Oncologists, Community Breast Health Project, East Bay Cancer Support Group, Palo Alto Medical Foundation, San Francisco Bay Area Oncology Nursing Society, The Health Library at Stanford University, The Marin Cancer Institute, and The Wellness Community -- San Francisco-East Bay.

The event is co-sponsored by the Stanford Cancer Center and California Medical Center / St. Luke's Hospital. Registration is \$25, with no one turned away for lack of funds. To register go online to www.nccc.org, email education@nccc.org or call 888-315-5988.

About the Northern California Cancer Center:

The Northern California Cancer Center (www.nccc.org) is a nationally recognized leader in understanding the causes and prevention of cancer and in improving the quality of life for individuals living with cancer. The organization has been working with scientists, educators, patients, clinicians, and community leaders since 1974. NCCC is a 501(c)(3) nonprofit with 170 employees and a \$15 million operating budget.

Barbara Jo Johnson bio:

Barbara Jo Johnson believed in the importance of making informed decisions about health and health care. At the top of her list was breast cancer. She started this conference seven years ago to help others – to understand breast cancer, treatment options, how to advocate for ourselves, and how to make things better for the next person. Barbara insisted that life was to be lived, that hope and inspiration could carry us through very difficult times, and that helping others was a responsibility for us all. Prior to her death from breast cancer on October 30, 2004, Barbara Johnson organized this conference with two friends. To the very end, she was committed to the value of education and of human life. Her commitment continues.

*(source: Breast Cancer Facts and Figures 21007-2008; ACS) ###