

UNIVERSITY OF MICHIGAN COMPREHENSIVE
CANCER CENTER

MICHIGAN DATA KICKS CANCER

Thanks to industry-raised funds, one university is building rich databases to support more breast cancer studies.

While the Fashion Footwear Association of New York is well known for setting the pace in the shoe industry, this group has stepped up to passionately support the University of Michigan Comprehensive Cancer Center, whose Breast Oncology Program has received more than \$5.5 million from FFANY since 2000.

“We are tremendously grateful for FFANY, which has been our loyal and enthusiastic partner for the last 16 years,” said Daniel Hayes, M.D., co-director of the U-M Breast Oncology Program. “FFANY’s grant program nurtures unexplored, yet potentially breakthrough, research ideas. Its seed funding is an essential step in moving us toward a cure.”

Hayes’ team studied why some patients respond to certain therapies while others do not. “It’s surprising that only about half of patients with forms of breast cancer characterized as ‘estrogen receptive’ benefit from anti-estrogen therapies,” Hayes said. “The question is further complicated by the fact that, between different patients and even within an individual patient, there can be multiple factors collaborating to help the cancer resist the therapy. We’re working hard to understand how this happens so we

can personalize treatment based on each patient’s unique cancer profile.”

Thanks entirely to QVC Presents ‘FFANY Shoes on Sale,’ U-M recently completed a database of tissue samples from biopsies and detailed clinical data from breast cancer patients. Containing 1,000 patient histories, the database is one of the most complete privately-funded resources of its kind. Researchers can use this resource to support further breast cancer studies. “Projects like databases might not seem exciting at first blush,” said Hayes, “until they start to pay off. That’s what’s happening now, thanks to FFANY.”

For breast cancer patients, every breakthrough is exciting. Renee Janovsky, vice president and general manager of Neiman Marcus in the Somerset Collection at Troy, Mich., was diagnosed in 2006 with a rare form of breast cancer requiring aggressive treatment. “Every patient experiences breast cancer and its treatment differently,” she said. “My treatment was really challenging, but as of today, I’m cancer free! Hopefully the work being done at Michigan will make it possible for future breast cancer patients to receive more precisely targeted treatments with fewer side effects.”

“...the dollars they raise are being put to work at the institution (UMCCC) that saved my life.”

—Renee Janovsky, vice president and general manager of Neiman Marcus, Troy, Michigan

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Nathan Forbes, managing partner of the Forbes Company, a Michigan shopping destination developer, shares that enthusiasm. “It is great to see two of our passions – cancer research and fashion – come together through U-M’s partnership with FFANY,” Forbes said.



An on-site pathologist performs a microscopic exam of breast tissue sample while the patient is still under anesthesia in the operating room. After consulting with the pathologist, the surgeon can decide if it’s necessary to remove more tissue—potentially allowing a patient to avoid a second procedure.

QVC PRESENTS
“FFANY SHOES ON SALE”

• TUNE IN •

Thursday, October 20th
6-9PM ET on QVC

• GALA AT •

Waldorf Astoria New York
Tuesday, October 25th

FFANY

FASHION FOOTWEAR ASSOCIATION OF NEW YORK

— Salutes —

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COMPREHENSIVE
CANCER CENTER

UNIVERSITY OF MICHIGAN
HEALTH SYSTEM

BENEFICIARY SINCE 2000,
RECIPIENT OF OVER \$5.5 MILLION
IN RESEARCH FUNDING

FFANY extends special appreciation to



for its longstanding commitment to expanding outreach through QVC Presents “FFANY Shoes on Sale” and help to generate over \$50 million for first-step research to find a cure for breast cancer.