

ATTENTION ALL UNITS, IT'S A FIVE-ALARM FIRE! AS THE NIGHT HEATS UP, LOCAL FIREFIGHTERS WILL BE ON SITE, NOT TO FIGHT THE FIRE, BUT TO FAN THE FLAMES! THAT'S RIGHT, OUR FIREFIGHTERS WILL HEAT THINGS UP AS THEY MODEL EACH CREATIVELY DECORATED BRA IN A RUNWAY-STYLE FASHION SHOW TO RAISE MONEY FOR THIS CHARITABLE EVENT.

BRAS FOR A CAUSE



A few months ago we learned of the news that Angelina Jolie made the brave decision to have a double mastectomy based on the knowledge that she was a carrier of a "faulty" BRCA1 gene. Her situation has put into the spotlight an important conversation and difficult decision many women must make in their lifetime.

The gene's full name is breast cancer 1, early onset. In a *New York Times* op-ed titled *My Medical Choice*, Jolie explained that she underwent the procedure, also known as a bilateral mastectomy, to reduce her risk of developing breast cancer. The actress said her mother died from cancer at 56 after battling the disease for a decade.

According to the National Cancer Institute, women with mutations in the genes BRCA1 or BRCA2 are five times more likely to be diagnosed with breast cancer. That means that 60 percent of women with a BRCA mutation will develop breast cancer in her lifetime, compared to 12 percent of women in the general population. In 2009, two ladies touched by cancer differently in each of their lives, committed themselves to do something about it. DeDe Galindo is the Co-Founder and Vice President of Promises of Tomorrow, which hosts the annual Bras for a Cause event. As Zig Ziglar's granddaughter, she brings tremendous inspiration and leadership to the organization.



Co-Founder and President of Promises of Tomorrow, Emily Weathers, has a long and intimate relationship with breast cancer. "When I

Promises of Tomorrow hosts its 5th annual Bras for a Cause event on October 1, 2013 from 6-10pm

The event will be at the Glass Cactus at 1501 Gaylord Trail in Grapevine. The decorated bras will be premiered in a runway show, modeled by local firefighters and auctioned off to raise money. In addition, there will be music, food, entertainment and a silent auction. It's going to be a sizzling hot night!

(note: All participants must be at least 21).

For more information or to order tickets for the event, go to brasforacause.com or call 682-231-BRAS (2727).

2013 BRAS FOR A CAUSE CALENDAR LAUNCH AND UT SOUTHWESTERN MOBILE MAMMOGRAPHY SCREENING

Promises of Tomorrow will launch its Photo Calendar/Mammogram Screening Event Sponsored by Patrizio's Osteria:

September 19, 2013

Screenings: 10am-6pm

Please schedule your appointment, there is a minimum number required

Calendar Launch: 5pm-8pm
Located at Patrizio's Osteria
1281 W State Hwy 114
Southlake, TX 76092

DETAILS: Firefighters featured in the calendar will be onsite for autograph signing of our 2013 Bras for a Cause Calendar. Anyone who participates in the mammography screening and purchases their ticket to the Bras for a Cause Event at the calendar launch will receive a \$10 discount per ticket. In addition, the Moncrief Cancer Institute and UT Southwestern Center for Breast Care's Mobile Mammography unit will be doing screenings in the parking lot. They will either file directly with your insurance or there are sponsored mammograms available for the uninsured. To schedule a mammogram, call 214-645-2560. Screening is recommended for women age 35 and older. The mobile unit is designed for routine screening only. Reservations are required.

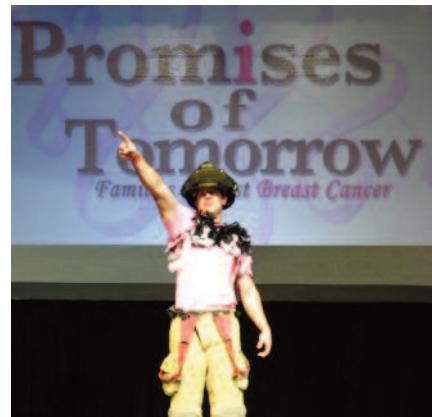
was seven years old, both my mother and grandmother were diagnosed with breast cancer the very same year," said Weathers. "One of our primary goals is to help provide genetic testing for those at risk who cannot pay for it themselves. Many insurance providers won't cover the costs unless you are already considered high risk."

One of five children, Weathers said she remembers it almost like it was yesterday. "Back in those days it was considered almost shameful to have such a disease. No one spoke about it. There was very little support, if any for the patients, let alone the families of the patients. Weathers said she remembers her mom becoming almost very clinical about the whole thing, adding chemo and treatment as another "to do" on her already long list of things as a mother of five. "Having no one to talk to and trying to pretend to be strong at home, I finally broke down one day to my second grade teacher. I spent a lot of years worrying about my own risks until my mother had the genetic testing done and we learned that the gene is not hereditary in my family," she said.

According to the American Cancer Society, breast cancer is the second leading cause of cancer death in women, exceeded only by lung cancer. The chance that breast cancer will be responsible for a woman's death is about 1 in 36 (about 3%). Death rates from breast cancer have been declining since about 1989, with larger decreases in women younger than 50. These decreases are believed to be the result of earlier detection through screening and increased awareness, as well as improved treatment.

Promises of Tomorrow is focused on the children of those affected. Weathers said she has never forgotten how scared she was and how she felt she had nowhere to turn. While the past years of the program have been focused on donating money raised to cancer organizations, the next few years will be focused on a more hands-on approach to helping the children of affected families. This new program is still under development and more details will be available in the near future.

Promises of Tomorrow is committed to making a difference in the community and has only one part time paid administrative person on staff. The rest of the staff is strictly volunteers. In past events, folks from all walks of life from college students, to lawyers and doctors, councilmen and women, socialites, business women, survivors and fighters of cancer and their loved ones all come to share in this event.



The firefighters make this event extra special. With heart and compassion, they turn out in numbers to support this event. "Over the years I have seen friends and family affected by breast cancer. Staying involved with Promises of Tomorrow and the Bras for a Cause event gives me the opportunity to raise awareness and make a little difference," said Kenny Vernon, firefighter and licensed paramedic. "We have gone from just over a dozen fire fighters to more than one hundred that come out to help support the foundation. Hopefully this number continues to grow as do the lives and families we are able to touch throughout the year."

As with any great event, nothing would be possible without wonderful sponsors. Promises of Tomorrow would like to formally thank BioTE Medical, its title sponsor, as well as other sponsors: The Center for Cancer and Blood Disorders, Hormonal Health Wellness and Skin Center, Texas Breast Specialists, B Street Home and artist, Mikki Mallow.

If all that isn't hot enough reason to come out and join the festivities, back by popular demand this year is our hometown band, Walton Stout. Make plans to attend this special event and make a difference for those who are fighting the battle of their lifetime.