

REASONS TO SPONSOR

THE MARILYN B. GULA MOUNTAINS OF HOPE FOUNDATION

October was Breast Cancer Awareness, dedicated to prevention and increasing awareness of the importance of early detection. But this is an ongoing challenge; take a moment and consider that 80,000 women this year that will be diagnosed with **advanced breast cancer**, and half will die from this deadly disease! These women often feel invisible, and this feeling is intensified when surrounded by hoards of survivors in pink ribbons. Their 5 year survival rate is just 23%. BUT, detect it early and they'll have a 98% chance of a 5 year survival. In 2010, there were 2.5 million breast cancer survivors in the U.S.

Please consider helping the Mountains of Hope Foundation raise research funds that allow earlier diagnoses and better treatment for the estimated 200,000 patients who face ongoing challenges of living with advanced breast cancer that has metastasized (spread) to distant organs.

FAST FACTS:

- Breast cancer accounts for more than 1 in 4 cancers in U.S. women, and is the second leading cause of cancer deaths in women (after lung cancer).
- About 1 in 8 women in the United States (12%) will develop invasive breast cancer over the course of her lifetime. A risk that was one out of 14 in 1960.
- The greatest risk factor for developing breast cancer is gender (female) and the second is age. Between 2000-2004, 95 percent of new cases and 97 percent of breast cancer deaths occurred in women aged 40 and older.
- Every year, over 200,000 new cases of invasive breast cancer are diagnosed in women in the U.S., along with 54,000 new cases of non-invasive (in situ) breast cancer.
- A woman's risk of breast cancer approximately doubles if she has a first-degree relative (mother, sister, daughter) who has been diagnosed with breast cancer. About 20-30% of women diagnosed with breast cancer have a family history of breast cancer.
- An estimated 40,610 breast cancer deaths are anticipated this year (40,170 women, 440 men).

Information from [Cancer Facts & Figures 2007-2009](#), American Cancer Society and [Breastcancer.org](#)).

About TGen

The Translational Genomics Research Institute (TGen) is a Phoenix, Arizona based non-profit organization dedicated to conducting groundbreaking research with life changing results. TGen is on the cutting edge of translational research where investigators are able to unravel the genetic components of common and complex diseases.



Mountains of Hope Foundation:

“Our sole mission is to enable research that allows for earlier diagnosis and better treatment for patients with advanced breast cancer”.

Since the Marilyn B. Gula Mountains of Hope inception in 2003, we've invested more than \$1 million for advanced breast cancer research.

We believe all women with advanced breast cancer deserve a fighting chance.

Women with advanced breast cancer struggle daily to beat the odds and survive this deadly disease. Women with advanced breast cancer are left to fight an incurable and nearly drug resistant cancer with highly toxic and aggressive treatments. At the Mountains of Hope Foundation we share a passion with and write checks to highly regarded researchers who study advanced stages of breast cancer, with the hope of making inroads to improve the detection, treatment and management of this deadly disease.

Objectives

- Donate every dollar directly to funding research and treatment
- Funding focused research on advanced stages of breast cancer
- Improve early diagnostic tools to decrease the occurrence/recurrence of malignant tumors
- Support opportunities for women in need of treatment (doctor identifies those in need)
- Increase information sharing among doctors, researchers and care providers

History

Marilyn B. Gula founded the Mountains of Hope Foundation eight years ago as a means to raise funds for advanced stage breast cancer, providing hope for women and their families who receive the dismal diagnosis. She lost her 10-year battle to breast cancer on July 26, 2006.

Marilyn's husband, co-founder and CEO of Mountains of Hope, Allen J. Gula, Jr. carried on his wife's legacy by renaming the organization in her honor and continuing her vision to “give every woman with Advanced Breast Cancer a fighting chance.”

This year alone, we've invested \$75,000 at Phoenix-based TGen and \$60,000 at the University Hospitals Seidman Cancer Center in Ohio. The funds were raised at the fourth annual Golf for a Cure event at the Shaker Heights Country Club in Ohio and Cookin' for a Cure at Eddie's House in Scottsdale, respectively.

The Marilyn B. Gula Mountains of Hope Foundation is a 501(c)(3) charity - Federal ID 26-1294797. All expenses associated with the administration of the Foundation are paid by the Allen J Gula, Jr. and Marilyn B. Gula Trust. Every dollar donated is applied directly to fulfill our mission - to give women with advanced breast cancer a fighting chance.