

genesis enjoys global success with the 2-day diet

Following its publication in February, we are absolutely thrilled with the huge success of Dr Michelle Harvie and Professor Anthony Howell's The 2-Day Diet. The book topped the Amazon book chart and was second in overall UK bestsellers. It achieved widespread media coverage, including serialisation in The Daily Mail. To date over 70,000 copies have been sold.

The media coverage has been incredible and has included interviews on BBC Radio 4, Talk Radio Europe, two appearances on QVC and an interview on Sunrise, Australia's number one TV breakfast show. A South Korean film crew even flew over from Seoul to film Dr Harvie for a documentary on her research into intermittent dieting.

Those of you who are familiar with Genesis' work will know about Dr Harvie and Professor Howell's pioneering research into breast cancer prevention. As weight is a significant risk factor for breast cancer, they have spent years researching and developing the optimum diet.

The 2-Day Diet is the latest, most powerful version of their intermittent diet research. More effective and easier to follow than a standard daily diet, it shows how restricting carbohydrates for just two days a week and following a healthy, unrestricted diet for the rest of the week, can help you lose weight and get healthy, reducing body fat and levels of the hormone insulin, which is linked to breast cancer risk and other diseases.



Dr Michelle Harvie and Professor Anthony Howell

Published by Vermillion, part of the Random House Group, all author proceeds from The 2-Day Diet are donated to Genesis. The book includes an overview of the health benefits of energy restriction and a clear plan of how to follow the diet, complete with food lists, meal planners and over 50 recipes.

We are delighted to announce that The 2-Day Diet will soon be published in the following countries: France, Poland, Holland, Germany, Italy, Turkey, Romania, Portugal, Brazil, Taiwan, USA and South Korea.

The success of The 2-Day Diet clearly shows the international impact of the work carried out by our amazing research team and the book helps to promote a very important public health message to a much wider audience.

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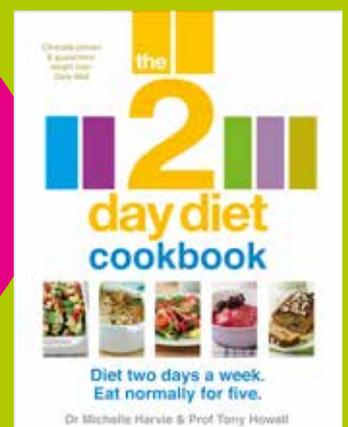
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stop
press!



the 2-day diet cookbook

Following serialisation in The Daily Mail, a new beautifully illustrated, full colour recipe book was published on 25th April, with all author proceeds going to Genesis. Both books are available from Amazon and most good bookshops. Buy your copy today!

crime to kind car parking

In the previous newsletter we told you about an exciting new initiative called Crime to Kind. Since then we have worked closely with Greater Manchester Police and G4S on the car parking scheme and taken on the responsibility of two car parks in Salford Quays, which were previously run illegally. The car parks operate during Manchester United match days and have been running since the start of the 2012-2013 football season.

Whilst it might seem an unlikely source of funds for Genesis, so far our car parks have raised over £34,000. The scheme has proved a real success for us and we thank G4S, Greater Manchester Police, Ask Developments and Transloyd for their continued support.

So if you are a United Fan or an away supporter and looking for a convenient and secure spot to park near to Old Trafford and for just £5 per car, head to one of our car parks and help raise money for Genesis at the same time. To find out where the car parks are located or if you are interested in a permit for parking next season, please contact the Genesis team.



Trustee Pam Glass and supporter Diana Harris pictured with Chief Superintendent Kevin Mulligan

the genesis skyball

The highlight of our Autumn calendar returns this September and is set to be bigger and better than ever! An exciting aviation and James Bond theme is planned for the event, reflecting the venue - The Concorde Hangar at Manchester Airport.

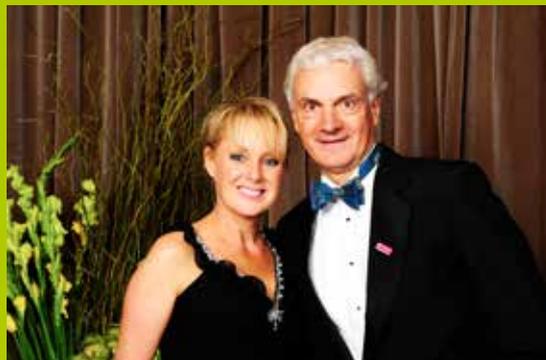
It's sure to be a spectacular evening of glamour, fun and laughter, including celebrities, delicious cuisine by Heathcotes and exciting prizes. The black tie event will be a night to remember, with entertainment including a star studded cabaret organised by Genesis patrons, Sally Dynevor and Morag Siller.



Last year the ball was featured exclusively in OK! magazine and enjoyed the support of a number of well known actors from the stage and TV and even England Football Manager, Roy Hodgson.

However most important of all, this annual event raises thousands of pounds for our vital research into the prediction and prevention of breast cancer.

So join us for an amazing night and help Genesis in our *flight* against breast cancer. Tickets are available now, starting at £100. But be quick as this event is sure to sell out. To reserve your tickets please complete the enclosed flyer, visit our website or contact the Genesis team.



OK! Magazine coverage

The Genesis SkyBall

Date: Saturday 21st September

Venue: Concorde Hangar, The Runway Visitor Park, Altrincham, WA15 8XQ

Arrival Time: 7.00pm

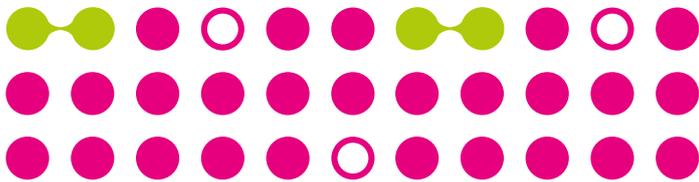
For more detailed information please read the enclosed event flyer.



genesis research update

stop
press!

The PROCAS Study – Predicting the Risk of Cancer at Screening - has now recruited over 50,563 women and taken 6,583 DNA samples. Genesis is funding the DNA aspect of this important study. We would like to congratulate The PROCAS Team for all their hard work. For more information about our research please visit our website.



Predicting and preventing breast cancer is not going to be easy, which is why we continue to fund ground-breaking research into genes, diet and lifestyle and environmental factors.

Our aims are:-

- To predict which women are most susceptible to breast cancer.
- To diagnose the disease through better and earlier detection methods.
- To research and develop preventative procedures for the disease.
- To increase the uptake of breast screening in minority ethnic groups.

Our objectives are:-

- To identify women as high, medium or low risk through gene, lifestyle and breast density testing.
- To undertake further research into high risk genes and gene fragments (SNPs).
- To offer diet and lifestyle interventions to those deemed high-risk.
- To increase the frequency of screening for high-risk women.
- To improve diagnosis and treatment of pre-cancer changes.
- To develop preventative drugs for appropriate patients.
- To introduce lifestyle change to prevent the disease.
- To provide more accurate breast screening tools.
- To raise awareness of the disease in minority ethnic communities.

the rna study

A major part of our research strategy is to support the work of Professor Gareth Evans and The Family History Clinic. This year, Genesis will be funding £102,561 for The RNA Study.

This two year study, led by Professor Evans, proposes a new strategy to identify high risk breast cancer genes, using tests on RNA instead of DNA to look for faults in the binders (introns) of the gene rather than the main reading area that makes the proteins (exons).

Breast cancer in around 4-5% of all cases is due to the inheritance of high risk gene faults, especially in the BRCA1 and BRCA2 genes. These genes account for the vast majority of cases where breast and ovarian cancer occur in the same family.

However, the ability of current laboratory screening tests to identify ALL underlying genetic mutations remains in doubt. Between 10-15% of families who are at a very high risk of either breast and ovarian cancer or male breast cancer, that would be predicted to almost definitely have a BRCA1 or BRCA2 mutation, do not have a genetic fault identified.

This leaves these families in a quandary about whether to take risk decisive action such as risk reducing surgery. A particular problem is that some families may have 'missed' mutations in BRCA1 or BRCA2 because current techniques do not identify the causative mutation. Families with cancers caused by faulty BRCA genes are uniquely sensitive to drugs called PARP inhibitors, which destroy cancer cells by damaging their DNA. Knowing if a family has a mutation in BRCA1 or BRCA2 gives us the opportunity to offer access to these drugs.

Genes are divided into sections called exons and introns. Current genetic tests look at exons. However, we know from other genes that 2-5% of genetic faults occur in the introns. It is not feasible to look at introns on most genes. However, there are tests that can identify the existence of a fault in the intron. DNA is contained in the nucleus or centre of the cell and RNA is produced to carry the genetic message from DNA out of the nucleus to communicate it to the rest of the cell. Tests that look at the RNA product from the DNA of a gene can identify when a fault deep in the binder (intron) exists.

We propose a new strategy to identify any missed mutations in BRCA1/2 using tests on RNA rather than DNA to look for deep mutations in the intron of the gene rather than in the exons and intron/exon boundaries.



Comprehensive analysis of RNA has never been carried out on BRCA1/2. Manchester has the largest recorded collection of families with BRCA1/2 mutations in the UK. This means we have access to RNA samples on 35 families with a very high risk of breast and ovarian or male breast cancer that should have a BRCA1/2 mutation but in whom none have been identified.

Through this study -

- We will develop and carry out RNA analysis on these 35 families.
- In those with no mutation we will carry out DNA testing of the entire genome to find other high risk genes thus far unidentified. The analysis of their genes will be by a new technique called exome sequencing which we have successfully used in our laboratory to identify new genes that are responsible for these cancers.
- Identifying a previously undiscovered BRCA1/2 mutation may make affected individuals eligible for new treatments with PARP inhibitors.

how it feels to be a breast cancer gene carrier: claire whittaker's story



In November 2010 I discovered that I was a carrier of the BRCA2 gene. I was told that there was around an 80% chance that I would develop breast cancer and a high probability that I would develop ovarian cancer. I had lost my father, grandmother, uncle and numerous cousins to cancer and I suppose it was no surprise to hear that there was something genetic in my family that was causing this terrible disease to keep striking.

I was determined not to sink and to make sure something positive came out of this information. So I set up a website called www.claireandthegenie.com. Before every scan, before and after every operation, I began to write in detail about my experience. I wanted there to be a personal account of someone who had discovered they had this gene but who felt empowered by having the information rather than paralysed in fear.

Following numerous hospital appointments and discussions I decided to have my ovaries removed and a preventative double mastectomy, using the fat from my tummy to reconstruct my breasts. I wrote about my fears and the relief and to my amazement I started to receive numerous emails from women all over the world who were having to investigate their own family history and face similar operations. Soon I was receiving hundreds of emails and was also approached by the media to tell people about my story.

Over 60,000 people have now visited my site. The response was truly incredible and it was lovely to feel that I may be able to comfort those who were embarking on a similar journey.

I am one of the lucky ones. I never did get cancer. I have had incredible surgery and I have removed all fear. BUT... I have two small children and every time I look at them I wonder whether I have passed this gene onto them. It is 50/50 whether or not they have it.

They are aged four and six years, so still very little, but I know that in a blink of an eye they will be in their twenties and having to consider genetic testing. I cannot just sit back and hope that someone somewhere will do some fundraising to help support research into the behaviour of this gene.

This is where Genesis comes in. I was thrilled to hear that there was a charity that dealt only in prediction and prevention of breast cancer. A charity that had the facilities to really focus on this gene and to help carry out research that may help protect our future generations. I made a vow to my family that every year I would try and raise some money for Genesis. Last year I organised a black tie Christmas Ball and was delighted to be able to send Professor Evans cheques amounting to nearly £10,000, which will support The RNA Study.

On 5th May 2013 I am helping to organise a "Bluebell Walk and Teddy Bear Hunt" (please see: www.fishersfarmbluebellwalk.org.uk for details) and I have already booked the same venue for my Christmas 2014 Ball.

When I wake at night and start to feel the familiar anxiety about my children's future, I can now at least feel that in a tiny way I am doing something to help support this important charity and feel proud that I haven't just left fundraising to "somebody else". If we want breast cancer to be a disease of the past, each of us must play our part.



international women's day event: the future of breast cancer prevention

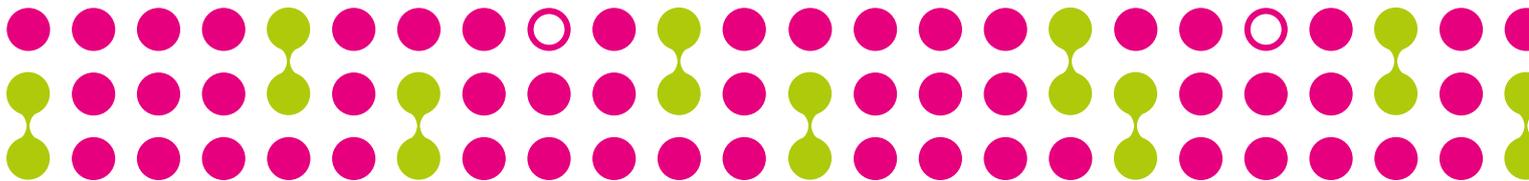
This March Genesis held a special event to celebrate International Women's Day, sponsored by Manchester City Council. Attended by 40 women from across Manchester, it was an opportunity to share some of our latest research and give participants a chance to quiz and feedback to our research team. Attendees were drawn from our Family History Clinic and the general public.

The evening started with light refreshments before our pioneering researchers, Professor Tony Howell, Dr Michelle Harvie and Professor Gareth Evans gave a half hour talk on the links between genetics, hormones, lifestyle and risk of breast cancer and how we can prevent it. This included discussion of current research into breast cancer prevention and ways to reduce risk.

After listening to the experts, the audience was invited to ask questions and an enlightening discussion followed.

The second half of the evening was all about hearing from our attendees, focusing on the best ways to support women entering our research studies. The research team obtained some very helpful views – the groups told us we should consider implementing additional support for women involved in future research, both face to face and online. They also discussed the need for greater personalisation and choice in research.

The event was a successful one and we are very grateful to everyone who gave up their time to attend.



just because you don't have breasts... men and breast cancer: annie mcnamara's story

It started with the discovery of a small lump and ended with a double mastectomy and a five year course of Tamoxifen. The treatment has ended now, the patient is back to leading a normal life and the family and friends are greatly relieved. Unfortunately this probably sounds a familiar story...

Actually, it's not as familiar a story as you might expect. The patient wasn't my mum or one of my sisters; nor was it an auntie. The patient was my dad. He inherited a mutation on the BRCA1 gene from his mother and there can be no doubt that without the remarkable treatment he received from the NHS he would not be alive today. When men get a lump in their chest they probably won't do anything about it; they think that because they don't have breasts,...well, I think you know where this is going!

Hold on though, I wonder if you really do see where this is going. My dad inherited a great deal from his mum, virtually all good. But as he inherited, so has he passed on. My sisters and I have all inherited his good looks and his sense of humour (he says!), but the nature of genetics is such that he may have also passed on the same mutation that so nearly killed him. And what about my uncles and their children; what about my nephews, nieces and cousins; what about the children as yet unborn? Have they inherited the same gene mutation?

My dad kept strong through his illness; my mum wouldn't have let him weaken anyway. It was through her that we

came to know Genesis. Here is a group of people who just know that one day breast cancer will become preventable. Those of you who have received this newsletter in the past may remember my mum and dad walking across Ireland to raise money and to create awareness of Genesis.

I work for an insurance company in the city of London. I applied to our charity committee to make Genesis their charity of the year. Genesis made it through to the last three and on a company-wide vote, just missed out on winning. However, all was very far from lost. Firstly the committee was so impressed with the nature of the work that Genesis undertakes that they made a £2500 donation to facilitate progress in the PROCAS study. This investigated the feasibility of accurately assessing a woman's personal breast cancer risk at routine breast screenings.

And there was also quite an unexpected effect. In a mainly male-oriented office environment I found myself explaining to more and more men that, yes, they can get breast cancer and that early intervention and sensible life-choices can save lives. Genesis has raised money and they have raised awareness.

One final thing. I suspect that most people reading this newsletter will be female. Show it to your husbands, your boyfriends and your male friends. Tell them about my dad and, who knows, maybe you will save a life. Try to make them believe that just because they don't have breasts...

genesis million miles challenge update

The Million Miles Challenge is all about getting active, having fun and helping Genesis in its pioneering research to predict and prevent breast cancer.

Anyone can get involved - just set up your own exercise based activity or register for an existing sporting event, then ask your family, friends and colleagues to sponsor you! So far, our supporters have raised almost £200, 000 for the charity via the Million Miles Challenge and the support keeps on coming.

So if you fancy introducing a bit more exercise into your life, getting fit or setting a personal challenge, then why not take part? Listed below are just some of the events you could get involved in this year, but remember you can also organise your own challenge.

➔ upcoming million miles events

- 26th May** **BUPA Manchester Run**
 We still have limited places available at the nation's favourite 10k running event. Entry costs £37 plus you will need to raise a minimum of £150 sponsorship to take part.
- 13th June** **The Genesis Golf Day at Dunham Forest Golf and Country Club, Altrincham.**
 Could your team be among the winners at the Genesis Golf Day? Competitions, lunch, dinner and prize giving will make for a fun and memorable day of golf. A big thank-you to Andy & Liz Crewe plus Southbeach Swimwear for their generous support.
- 20th July** **Morecambe Bay Walk**
 An exciting walk across the stunning bay with a royally appointed official guide. A wonderful day out, families are welcome.
- 5th October** **Tough Mudder**
 Join our team of fire fighter supporters from Stretford Fire Station at this fantastic event: a hardcore 12 mile-long obstacle course designed to test strength, stamina, mental grit, and teamwork.
- 12-20th April 2014** **Great Wall of China Trekking Challenge**
 This will truly be a once in a lifetime trekking experience, with the magnificent Great Wall as a backdrop.



If you are interested in any of the above events, visit our website or contact the team.

➔ a cycling challenge for team genesis2c

Look out for 12 lycra wearing, bike riding pink ladies this May, who will be cycling coast-to-coast, all the way from St Bees in Cumbria to Tynemouth in Northumberland – a jaw dropping 150 miles across a coastal route. The second day of the challenge will feature a tough uphill climb, which even more pink ladies will join the group for. This inspiring cycling challenge is being undertaken by Genesis supporter Diana Harris and friends.

"We all know someone who has had breast cancer and I was diagnosed with the disease in October 2010, so we're riding to raise funds for Genesis." said Diana.

We are so proud of Team GenesisC2C and wish them the best of luck with their exciting challenge. If you would like to pledge your support to the team with their fundraising, please visit: www.justgiving.com/genesis2c



Diana Harris

good luck louise

On 12th October, Louise Donnelly is running the Baltimore Half Marathon in the US to raise funds for Genesis. Louise, who is a research fellow based at The Nightingale Centre & Genesis Prevention Centre, works on the Tam-Prev study and diet and lifestyle studies.

the genesis tea party challenge

TOP TIP
Why not serve a couple of the healthy dessert recipes included in The 2-Day Diet at your tea party?

We understand that our Million Miles Challenge will not appeal to everyone and for those of you who do not enjoy exercise, yet still wish to raise funds; we are launching a new fundraising initiative. If you fancy holding a fundraising event for Genesis but aren't too sure what might work best, we suggest you join The Genesis Tea Party Challenge! This "delicious" new campaign aims to raise £100,000.



BAKE, EAT, HAVE FUN AND HELP PREVENT BREAST CANCER

Choose a theme, tell your friends, colleagues and family and have some fun. Your party's theme could be Mad Hatters, Tea & Tiaras, Pink or Vintage, to name just a few. As for entertainment, the event could involve quizzes, raffles, nail painting, tutus, competitions, cake sales, live music – it's entirely up to you.

Call the Genesis office now to discuss your ideas.

In honour of our new campaign, we will be organising an October Tea Party, during Breast Cancer Awareness Month at The Midland Hotel, Manchester. For more information contact the team.



→ tea and cakes for genesis

While Diana Harris is gearing up for her cycling challenge with TeamGenesisC2C (you can read more about this on Page 6), her daughter Madeleine has been busy herself with friends at Bowdon Church School. Year 6 pupils had the great idea to create a pop up tea room called The Tea Cosy, generating over £350.

Not content with that, pupils also held a cake sale to raise even more money. A huge well done to everyone involved for their hard work, we hope you enjoyed it!

→ stockport college comes on board

Thank you to Stockport College, who nominated Genesis as their chosen charity for the year from September 2013.

We're looking forward to working with all the staff and students in raising awareness of breast cancer and organising plenty of fundraising events for the charity.

update on the genesis student challenge



Cheadle & Marple Sixth form College

As many of you know, The Genesis Student Challenge provides opportunities for students to gain work experience, develop skills and increase confidence by organising a fundraising event, with the support of the Genesis team.

An ever increasing number of educational institutions are now taking part in the Challenge, bringing valuable benefits to their students while raising all important funds for Genesis.

Students at Cheadle and Marple Sixth Form College made full use of our gorgeous pink tutus as well as baking

some tasty looking pink cakes as part of their 'Wear it Pink Day'. Over £360 was raised.

We received a cheque for a huge £720 thanks to students at the Manchester Enterprise Academy, who organised a festive 'Pink

Christmas Day'. This featured a pink cake sale, a raffle and students wearing at least one item of pink.

Burnage Media Arts College brought Year Seven students along to the Genesis Student Conference last September and later organised a 'Guess the penguin's name' competition to raise funds for the charity. We can't tell you the penguin's name, but this competition is an official first for Genesis!

A 'Fun Day' organised by Wilmslow High School 6th Form, raised an impressive £400. Well done to all the students who put this successful event together.

Are you a student or do you work with students? Please get in touch if your school, college or university would like to get involved in The Genesis Student Challenge.



Burnage Media Arts College



Wilmslow High School

working with genesis

There are so many ways in which you can work with Genesis to raise awareness and funds.

Below you can read about several companies we are currently working with and how they are supporting the charity in very different ways.

genesis: bcl's story

When BCL Office Moving moved Genesis Breast Cancer Prevention and the Nightingale Centre from Withington Hospital to Wythenshawe Hospital in 2007, BCL Managing Director Rod Seeland and stepson Mike Bellis were both hands-on with the move. They had no way of knowing how important Genesis would become to their family.

In 2010, Rod's sister-in-law Tracy Thornley was diagnosed with breast cancer. It was in remission until December 2012, when the devastating news arrived that it had spread to her spine, pelvis and femur.

Rod and his wife Ange felt moved to do something, and decided to run the 2013 Bupa Great Manchester Run to raise money for Genesis. At the same time, BCL's parent company, John Bradshaw & Son, were looking for a charity they could support and assist. With their personal and professional ties to the charity, it was an easy choice to select Genesis as the chosen charity for the company.

John Bradshaw & Son have two businesses: BCL Office Moving and Britannia Bradshaw International Removals & Storage. BCL Office Moving is a commercial removals and archive storage company with offices in Manchester, Birmingham and London. Britannia Bradshaw International Removals & Storage is a household removals company with offices in Manchester and Birmingham.

As removal companies, there are BCL and Britannia Bradshaw trucks on the road every day in towns and cities throughout the UK, as well as in Europe. So it was fantastic news to hear that they would be painting a van from each brand in Genesis pink! These trucks have the Genesis logo, website and JustGiving information on them, along with the corporate branding, helping to raise awareness of



the charity up and down the UK, and beyond.

Mike Andrews, Managing Director of John Bradshaw & Son explained why the company chose such a public and long-term commitment to Genesis: "It is

easy to say we support a charity and simply donate money from time to time. We've always raised money for various charities, but we wanted our staff to feel they're a part of something important and that we're doing more than simply looking at profits. With 1 in 10 women affected by breast cancer, everyone will be touched by it at some point in their lives. We're hoping our partnership with Genesis will help make a difference in reducing that number."

Rod Seeland, Managing Director of BCL says about the partnership: "It is an honour to be able to assist Genesis by getting their name out in front of the public and raise awareness for the great work being done."

So please look out for the two large Pink Genesis Removal trucks, which will soon be driving around the country.

wreck my dress partners genesis

Everyone at Genesis is very excited to announce a new partnership with The Wreck My Dress Experience, a brand new North West based company specialising in tailor-made luxury experience days. These include high art photographic and video shoots, with pampering in exclusive spa facilities.

As a huge thanks for all her fantastic fundraising efforts following her diagnosis and treatment of breast cancer last year, we sent supporter, Emma Neville, her mum Dot, and sister Holly, to check out the experience. The ladies had an absolute ball! Emma told us, "It's hard to choose which was the best part of the day. I loved getting my hair and makeup done professionally and the photo shoot was just so much fun. Creative Director Giles Toller made it exciting instead of nerve wracking and after the shoot, we relaxed in the jacuzzi with

a glass of bubbly and took a dip in the pool before previewing how the final images would look."

"I had the most amazing day ever courtesy of Genesis and the generosity of the team at The Wreck My Dress Experience. My mum, sister and I were made to feel very special and there were so many surprises throughout the day, from having our makeup done by the Cassie Lomas Makeup Team – more used to styling celebrities – to some amazing close-hand magic performed for us during lunch. Thank you to Genesis for nominating us for this opportunity. We enjoyed a fantastic day and received such beautiful pictures that perfectly capture what I had in mind." The day was topped off when all three ladies were presented with a membership pass to Worsley Park Marriott Hotel and Country Club.

roberts bakery raise thousands for genesis



Lindsay Ocleston tells us how Roberts have been supporting the charity since 2010

Roberts Bakery is a family business based in the heart of Cheshire since 1887. While we're kept busy making delicious bread, rolls and bakery treats for the people of Cheshire and beyond, the staff are also committed to supporting good causes. In 2010, almost by accident, we happened to be introduced to Genesis and several of us said what a fantastic charity it would be to support. And from there a partnership was born!

Our first fundraising event was our inaugural charity ball in September 2011. The ball attracted 250 guests, with live entertainment and dancing into the small hours. We were delighted that this first attempt raised £23,000 for Genesis. It meant that Roberts Bakery was able to fund the first of a three year study into genetic variants and breast density, both of which are believed to be factors that can cause breast cancer.

So as 2012 loomed, the staff thought what shall we try this year?! This time we decided to participate in the Genesis Million Miles Challenge and get active to

support the charity. After much deliberating, a group of us thought it would be a great idea to cycle from the bakery in Northwich to the base of Snowdon, then walk up the mountain to the summit (and the highest peak in England and Wales!) the following day.

With the cycle and walk taking place in midsummer, the staff hoped the sun would be shining and the weather would be warm as we took on our challenge. How wrong we were! A team of 25 or so cyclists battled our way through harsh winds and constant rain to reach Snowdon and the following day, we were joined by another 20 hardy participants to walk 3500 feet into mist and driving rain.

Despite the weather, it was a weekend none of us will forget. We were absolutely over the moon to raise £15,000 for Genesis and privileged to see this money go towards the PROCAS Study.

This year our Charity Challenge on behalf of Genesis has taken on various forms. Our adventurous cyclists have by no means been put off by the challenges of the previous year and in June we plan to cycle a large part of the Cheshire Ring circular canal route, starting and ending the event at our headquarters in Northwich. Everyone is welcome to join us and participate in the ride, it should cater for most abilities as there will be a 20 mile, 50 mile and 100 mile trip. The cost is just £10 to enter with a minimum of £25 sponsorship.

As well as the bike ride, some staff members are planning a sky dive in late summer and another group are getting together to hold a Roberts Family Fun Day, all to raise money for Genesis.

Everyone at Roberts Bakery is very proud to have such strong links with Genesis and to have raised over £38,000 for an amazing cause. We all look forward to the day when breast cancer is consigned to history and knowing that we have played our part in helping make 1 in 10, none in 10.

We spoke to the creative team who made all this happen and they commented that it had been a complete pleasure to work with Emma, Holly and Dot and a fabulous, laughter-filled day. As a result, Emma now has exciting plans to work with The Wreck My Dress Experience using their state-of-the-art photographic and filming location to not only raise awareness about breast cancer, but also much needed funds for Genesis.

A lavish Wreck My Dress Experience package will be auctioned at The Genesis SkyBall on 21st September 2013 (see page 2 for more details). Additionally, a donation will be made to Genesis for every Wreck My Dress package booked online, whether to celebrate a special occasion, a wedding or a fun alternative hen party or even a corporate team-building event! For further details please visit www.wreckmydress.co.uk



Jon Richard

2013 Jewellery Collection



Visit www.jonrichard.com to find your nearest Jon Richard concession or to shop online

alternative ways to support genesis

We appreciate that many of our supporters do not have the time to organise fundraising events for Genesis, however there are many other ways in which you can show your support and make a difference,

think about remembering genesis in your will

We know the first priority when writing a will is providing for your loved ones, but many people find they have a little left over to give to a cause that is close to their hearts.

When a person is kind enough to let us know they have left Genesis a legacy in their will, it helps us to plan our future studies with more confidence. While it is not legally binding and you can of course change your mind at any time, it does help the charity to plan ahead.

Leaving a gift in your will today for Genesis could make a huge difference. It costs nothing for you in your lifetime but will have a strong impact on the disease we wish to prevent in the future.

Together we can create a breast cancer free future for the next generation.

For example:

£200 can help us give 20 women their personal breast cancer risk.

£2,000 will pay for a research dietitian to have a consultation with ten women at high risk of breast cancer.

£20,000 will contribute to the running of a research project.

If you do not have a will and wish to make one, you can make a difference immediately. We are delighted to be working with Gorvins Solicitors in Stockport and Pannone LLP in Manchester who are both donating 10% of their fees to Genesis to anyone using their services to make a will and quoting GEN1.

If you are interested contact

Gorvins Solicitors in Stockport

Christine Thornley
0161 930 5221
christine.thornley@gorvins.com

Pannone LLP in Manchester

Liz Braude
0161 909 4666
liz.braude@pannone.co.uk

You can find out more about how you can continue to help Genesis save lives in the future by visiting www.genesisuk.org. To request more information contact the Genesis team.

'Prevention is so much better than healing for it saves the labour of being sick' - Thomas Adams, 17th Century Physician.



discounted holiday accommodation for genesis supporters

We are pleased to announce an exciting new partnership, the charity is working with iknow-UK, one of the leading accommodation websites. With their support, Genesis will shortly be launching a membership accommodation site via our own website. The Genesis membership scheme will offer discounts to supporters on over 50,000 places to stay whilst at the same time a donation is made to the charity.

Whether you're looking for a family run hotel, B&B or cottage, you will have the choice of the best rates available and a fabulous selection of accommodation and locations. Just in time for the summer!

So keep an eye on our website for details: www.genesisuk.org.

If in the interim you would like to look at what will be available, please visit: www.iknow-uk.com

raise money for genesis while you shop!

You can now shop at over 2000 high street and online stores and raise money for Genesis at the same time. Our new scheme with Easy Fundraising works in a similar way to many loyalty shopping sites, with one crucial difference - instead of earning points, the store will donate up to 15% of what you spend to Genesis.

For example, John Lewis will donate 1% to the charity, Amazon 1.5%, The Body Shop 6%, some insurance retailers will donate up to £30 simply for taking out a policy with them!

Visit: <http://www.easyfundraising.org.uk/causes/genesisbreastcancerprevention> to get started, then get shopping!

easyfundraising
.org.uk

volunteering for genesis

You can volunteer for Genesis in so many different ways:-

- From working in our coffee shop or on our welcome desk
- Helping out at bucket collections and bag packing events
- Running merchandise and Christmas Card stalls
- Supporting the fundraising and marketing team

Below Helen Robinson explains why she volunteers



Finding something positive to say about cancer is a hard task. But volunteering for Genesis has shown me that when it comes to the fight against breast cancer, positive examples are everywhere. Take this newsletter for example, it's absolutely jam packed with things people have done to raise funds for the charity: all impressive, many moving and some pretty off the wall! My volunteering has involved helping to create the newsletter and I've enjoyed every minute of it.

I decided to become a volunteer for Genesis after losing my mum, Trish Wilkinson to breast cancer last October. I wanted to do something positive in memory of mum and so far volunteering for this amazing charity more than fits the bill. After all the worry, pain and grief that cancer can bring to a family, I was keen to search out something positive and I was inspired by my mum's example.

Together with my dad, she was a prolific volunteer and made a real difference to her community. The cards and flowers we received when she died filled the house and were a reminder of how many lives she touched. My parents' volunteering over the years involved everything from surveying the local hare population to hosting kids born in the shadow of Chernobyl, who would never otherwise get to see the UK, or even travel abroad. Over the years they either started or were involved with pretty much every local voluntary group in the area and mum loved it. My volunteering record was less impressive, (OK it was nonexistent!) and I felt that needed to change.

Breast cancer struck my my mum twice, she fought it bravely, but the second time we were told it wasn't curable. For a normally anxious person, my mum handled this devastating diagnosis with amazing

courage and positivity. And she was still her caring, funny self right up to the very end. The week she died, she and I took on my dad and brother at Scrabble and won! Mum never complained about her illness and her focus was always on other people, even when she was in real pain.

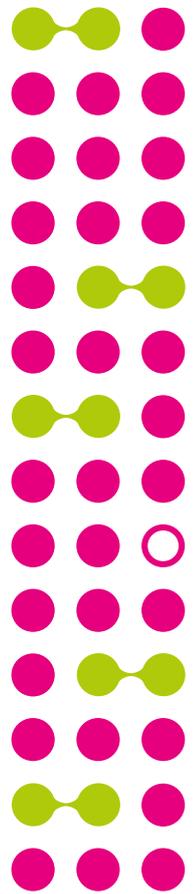
If I was going to volunteer in mum's memory, it made sense to volunteer for a charity that fought against the dreadful disease that had taken her from us. Genesis was recommended to me as the only charity in the UK dedicated to breast cancer prediction and prevention, so I was really eager to get involved. As a marketing manager, I was pleased to hear that marketing was an area I could help with. And after meeting the lovely, warm and friendly people who work at Genesis and hearing about their pioneering work, I was raring to go!

Volunteering for Genesis is new to me but my experience so far has been great and it's something I would heartily recommend. Despite their huge impact, they're a small, extremely hard working team who welcome all helping hands. Through volunteering I've heard about the remarkable work of the charity and their supporters, developed my skills and experience, made full use of my creative skills, met some lovely people and I have the satisfaction of knowing I'm spending at least some of my spare time in a more fulfilling, productive way. I feel proud to be playing my part, however small, in helping Genesis do their fantastic work, working towards a future where breast cancer can be prevented. It makes me feel close to my mum and I hope that she would feel proud too.

The Genesis team would like to thank Helen for all her hard work on this edition of the newsletter.

→ dates for your diary 2013

- 5th May** Bluebell Walk and Teddy Bear Hunt at Fishers Farm, near Hungerford. Enjoy an afternoon walk in the country in bluebell season, with an exciting teddy bear hunt for kids. More details at: www.fishersfarmbluebellwalk.org.uk
- 20th June** What Lies Beneath Lingerie and Swimwear Show at Deanwater Hotel. A chance to view the beautiful new collection from What Lies Beneath while supporting a worthy cause. Tickets are £20 and also include a drink on arrival and light supper.
- 6th July** Bucket collection at Manchester Airport. We urgently need volunteers to help us collect, so why not get your friends and family involved? By donating just three hours of your time, you can really make a difference. Please contact the Genesis team for more information.
- 21st September** The Genesis SkyBall 2013, Manchester Airport. A spectacular evening of glamour, fun, laughter, celebrities, delicious cuisine and exciting prizes. Tickets are available now, so don't miss out! See page 2 for more information.
- 10th October** A trip to the Cinema at the Plaza Cinema, Stockport. Enjoy tea and a 1930s Hollywood film in style! Following the film, the Plaza Tearooms will serve afternoon tea. There will be two showings, give the Plaza a ring on 0161 477 7779 for ticket details.
- 17th October** Genesis October Tea Party, The Midland Hotel, Manchester. The famous Midland Hotel is a magnificent place to take afternoon tea. Enjoy an afternoon at this impressive, exclusive Manchester landmark.
- 25th October** Line Dancing Halloween Special, Lowton Civic Hall, Warrington. A Halloween line dance sounds pretty good fun to us! Dress up in your scariest outfit and get ready to throw some shapes!



stop
press!

sing for genesis

Calling all choir members! Could your choir sing for Genesis?
Call us now to discuss Christmas fundraising with a difference!



Made in the North

Photographer Paul Wolfgang Webster is a very special supporter. For fifteen years Paul has been photographing prominent Northern people for his Made in the North portrait exhibition. Some of these portraits can be seen in the National Portrait Gallery in London and in Albert Square Chop House in Manchester.



Since photographing our Chairman, Lester Barr, and a host of our celebrity supports at a Genesis event last year, Paul has been a great supporter of Genesis Breast Cancer Prevention and has decided to donate £50 from the sale of each framed portrait copy sold at Albert Square Chop House in Manchester.

To see the portraits visit www.wolfgangwebstergallery.com



A Trip to the Cinema

Futhermore, with his wife Carol, and friends Merv and Annie, there will be a "Genesis Film & English Tea Extravaganza" at the Stockport Plaza Cinema on Thursday 10th October 2013. Details of the film are to be released in May, when tickets will be available at the Plaza. You can either simply enjoy a classic Hollywood film or join a sumptuous tea party in the Tea Rooms, before or after the film.

attention budding models!

Are you interested in taking part in a lingerie fashion show at John Lewis Trafford in aid of Genesis? If so contact the office to find out more.

fundraising highlights

Our supporters always do Genesis proud and over the past six months you have continued to amaze the team. We are so grateful for your ongoing support which makes a huge difference to the vital work the charity is able to undertake.

thank you evening

Thanks to everyone who came along to the Genesis Supporter Thank You Evening in January. It was a great opportunity for those who supported the charity during 2012 to come together, celebrate their achievements and hear about the latest exciting developments at Genesis.

Please let the Genesis team know if you would like to be invited to The Genesis Thank You Evening in January 2014.



Breast cancer survivors David McNamara and Peter Fleming with Genesis Patron, Sally Dynevor.



Patron, Morag Siller says a few words.

Unfortunately we do not have the space in the newsletter to include all of the activities undertaken to raise funds on our behalf, but here are just a few of the amazing achievements from the past few months:

Barclays Bank, St. Ann's Square, Manchester organised a 'Think Pink' fundraising day across fourteen of the bank's branches. Staff dressed in pink tutus and Genesis t-shirts to sell cakes and merchandise. Through the generosity of customers and staff, over £2400 was raised, which includes a £500 staff recognition award given to Sally Robinson.



A big thank-you to Margot Herbert who undertook the Brighton Marathon in April and raised over £450.



Well done to Mark and Belinda Craig of Eco Recycling who raised £200 by doing a sponsored slim on behalf of Genesis.

Thirty very brave Genesis supporters abseiled down the front of The Corn Exchange in Manchester on Saturday 20th October, raising an amazing £3500 for our Million Miles Challenge. Abseilers included 79 year old Peter Fleming, pictured at our Thank You evening above.

Ambitions Dance School owner Joanne Worrall organised an exciting "Dance Spectacular" involving her students at the Garrick Theatre in March. Well done to everyone who dedicated their time to taking part and putting on a great show.

Our very own IT Consultant, Duncan Ogilvie of IT Brains continued to show his dedication to Genesis by running three marathons in three days along the coast in Cornwall to Lands End. A truly amazing achievement that resulted in a £1389 donation.



We are extremely grateful to the RBS, Manchester & Merseyside retail region and the corporate banking team. Again they gave their support to Genesis raising over £4500 in 2012. Fundraising events included the Business and Commercial team painting rooms at the St. John Vianney School and staff donned tutus to bag pack on one of the busiest shopping days in December. Hard work that has really paid off, a big thank you to all involved.



Well done to Peter Booth who undertook the Liverpool Half Marathon and raised £320.

Thank you to Sally Kendal and the Airline Operators Committee for their generous support. Their Annual Ball raised a fantastic £2300.



Coronation Street actress and Genesis patron, Sally Dynevor drew the raffle at Amanda Gilbert and friends' stylish tea party in Gastronomy in Hale. The event raised a very welcome £716.

The John Lewis Partnership has long been a friend of Genesis, with their lingerie departments undertaking a range of activities to raise awareness and funds for the charity. Last year JLP Cheadle held a cake sale and JLP Edinburgh treated their customers to a Ladies Evening.

A huge thank you to Harvey Nichols, Manchester for selecting Genesis to be their staff charity for 2012. Fundraising activities over the year ranged from a successful cake sale to staff competing in the Manchester BUPA Run and abseiling down The Corn Exchange. Together, they generated an impressive total of £2800.

Our thanks to: Peter Richardson, Julia Norton, Sainsbury's Altrincham, Angela Foden, Ladies Workout Express (Swinton) for all their hard work and ongoing support.

Amanda Roebuck the manager of "Heaven V Spa" at Virgin Active in Parrswood, organised another great annual lingerie show and raised £1582.



We are grateful to a group of our dedicated volunteers Joan Miller, Val Morgan and Judith Hart. They held a fantastic fashion show by Fizz Fashion at The Nightingale Centre. Over 100 women attended and raised £1000!

The United Kingdom Association of Women Judges joined forces with the Association of Women Barristers and the Association of Women Solicitors to host a dinner for their members. The Women in Law Dinner raised an impressive £1650 which was split between Genesis and The Royal Manchester Children's Hospital.



A wonderful neighbourhood committee in Didsbury, Manchester worked hard to organise a successful Paddy's Party for their community. To celebrate St Patrick's Day and raise funds for Genesis, guests were all asked to wear something green and entertainment included dancing along to local bands. Much fun was had by all!



The Talbot Validus Group played a crucial role in funding our Predicting the Risk of Cancer at Screening (PROCAS) study, donating a highly generous £2500 towards the project. For more information on why Talbot Validus Group chose to support Genesis, please read the article by Annie McNamara on Page 5.

For the third consecutive year, the Association of Manchester Electrical Traders (AMET) has supported Genesis, in 2012 they donated £5000 to support The Feasibility Study. The study investigates whether lifestyle changes could be introduced for women at high risk of breast cancer, to reduce risk and prevent the disease.

Salim and Beverley Uddin-Khandakar of Didsbury Magazine raised £3000 for the charity at their 2012 Christmas Ball held at the Radisson Hotel in Manchester. The magazine's continued support and kindness is very much appreciated, they have raised a remarkable £22,605 for the charity over the past five years.

Inspired by some of these examples? We always need your help to raise awareness and funds. If you would like to be a Genesis Fundraising Friend, please contact the Genesis team. We ask only that you organise a fundraising activity in your community or at your work place - there are so many ideas to have fun and raise money for a great cause.



To contact
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Prevention

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0161 291 4400
info@genesisuk.org

Genesis Breast Cancer Prevention,
The Nightingale Centre and Genesis Prevention Centre,
Wythenshawe Hospital, Southmoor Road, Manchester, M23 9LT

