

TAKE ON THE TUTU

However you choose to raise money for **Genesis in 2015**, make sure you do it in a Tutu!

In the UK, only 3.6% of all cancer research funding is spent on prevention. At Genesis, 100% of our funding is spent on the prediction, prevention and early detection of breast cancer. We know you support our vision of a breast cancer free future for the next generation, but we need your help.... We want you to have fun whilst raising those vital funds, which is why we want you to **TAKE ON THE TUTU!**

Please turn over to find out more.



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HOW IT WORKS

CHOOSE A CHALLENGE – Visit our website for ideas to inspire you.

TELL US – Register at www.genesisuk.org, call 0161 291 4400 or email tott@genesisuk.org

GET YOUR TUTU – You could make your own or purchase one straight from the Genesis website or shop.

RAISE THE CASH – We can provide you with sponsorship forms, advice on how to set up an online fundraising page and so much more to raise those vital pounds!

SHARE YOUR STORY – Online, in the papers, over the phone or even over a loudspeaker! However you can! We want YOU to inspire others with your videos and photos, so that they too **TAKE ON THE TUTU!**

If you are really stuck for ideas, below are a few suggestions of how you can Take on The Tutu!

TAKE ON THE TUTU WHILE YOU SWEAT

Walk, run or swim your way to a breast cancer free future. There are lots of events across the UK to choose from. Register, train and get your family and friends to sponsor you. We still have places available in the Manchester 10K on Sunday 10th May, so register today!

THE GENESIS 10/10 CHALLENGE

A great action packed way to fundraise in your tutus either at home, work or school. Choose 10 activities, which all take 10 minutes and everyone can get involved. 10 minutes of zumba, 10 minutes of singing, 10 minutes of swimming, 10 minutes of football, 10 minutes of silence. The options are endless!

BECOME A GENESIS GENIUS

Organise a quiz night at your local pub, community centre or even at home and raise funds throughout the evening. We can supply quizzes or you could create your own.



Whatever you choose to do, just make sure you **TAKE ON THE TUTU!**



Genesis study finds “Angelina Effect” doubles UK breast cancer tests

Research by Genesis has shown the number of women being tested for breast cancer gene, BRCA1 doubled following Angelina Jolie’s preventative mastectomy announcement.

Published in the Breast Cancer Research journal, a paper by our professor of clinical genetics, Gareth Evans revealed a long-lasting increase in the rate of referrals. This means that significantly more women at high risk of developing breast cancer have come forward for treatment since the actress’s announcement.

Data was assessed from 12 family history clinics and 9 regional genetic centres across the UK, including our own family history clinic. It was found that there was a two and a half-fold increase in referrals by GPs for June and July 2013 immediately after Jolie spoke about her preventative treatment, compared to the same two months in 2012. This rise in referrals continued from August to October with a two-fold increase over the same period the previous year.

Importantly, Professor Evans and his team found that there was no greater proportion of inappropriate referrals by GPs. Instead, the research shows that Angelina’s story has encouraged those who are at high risk of developing breast cancer to come forward to be tested for a mutated BRCA gene or to attend more regular screenings. These are women who may have a family history of breast cancer, but had not previously made the decision to learn more about their situation.

Angelina Jolie decided to undergo a double preventative mastectomy after testing positive for the mutated BRCA1 gene. Women who have the BRCA1 gene mutation have between a 45 per cent and 90 per cent risk of developing breast cancer in their lifetime. The gene mutation is linked to those with a strong family history of breast cancer – as was the case with Jolie, whose mother had passed away from the disease.



Angelina Jolie’s preventative mastectomy announcement.

DID YOU KNOW!

Our research falls into four distinct pillars



Gene Research

Investigating how changes and mutations in genes can affect someone’s risk of developing breast cancer.



Preventative Drugs

Investigating drugs that can be used as a preventative measure to reduce an individual’s risk of developing breast cancer.



Early Detection and Screening

Identifying new and unique screening methods to ensure early and accurate diagnoses.



Diet and Lifestyle

Research into lifestyle factors that contribute to risk and how diet and exercise can reduce an individual’s risk.

My Breast Cancer Story: Di Boyer

I was diagnosed with breast cancer on the 22nd of May 2013 and have since undergone a lumpectomy, full lymph node clearance, chemotherapy and radiotherapy. I believe that self checking meant I noticed the lump early, which helped lead to a positive outcome.

My attitude throughout was "head down, keep going!" and sometimes that is not easy to do, but the support of everyone made it easier to get through. I have become a lot closer to members of my family and friends as a result. With two small children and a busy husband, I was determined to keep things as normal as possible and not to be beaten. Some days are harder than others but you can't affect the past, only the future. I was lucky to be able to work throughout and the only difference my colleagues noticed was the lack of hair, but scarves, beanies and a wig dealt with this!

I am grateful to Genesis, to the scientists who lead on prevention methods, to the doctors, nurses and technicians and to the many cancer patients before me who have fought for their lives as treatments continue to be tested, tweaked and tuned.

Life is short and precious and since my diagnosis and subsequent all clear, we have been supporting Genesis in any way we can. For me it was important to give something back to Genesis. Throughout my journey I was always treated with dignity and as a person. All the staff working at The Nightingale and Genesis Prevention Centre are amazing and I think it is so important to help raise awareness not only of breast cancer, but also of prevention.

Friends in my mums' group are now all checking themselves regularly and I'm glad my journey has impacted on them in a positive way. Some people take things for granted and a simple check can make all the difference. Last year my husband organised a golf day which raised over **£1,500** for Genesis and he is planning another fundraising event through his business network. Together we attended the Genesis SkyBall in 2013, enjoying dinner under Concorde's wings and more recently we were guests at the Wonderland Ball at Lancashire County Cricket Club.

There have been many funny moments along the way and it's definitely a positive mental attitude that helps get you through. I will always remember my husband and little girl shaving my hair off. They made this part of my experience so much more bearable, I asked my daughter what she thought and she said, "You're still mummy," It's only hair and it came back - in fact it was quite liberating!



To others in the same boat, I'd say make sure you take care of yourself as well as your body and mind. It doesn't mean you have to stop. You have to carry on as normal as possible and try to look for the best in every situation.





Stunning Wonderland Ball raises £80,000 for Genesis

Genesis' spectacular wonderland themed ball attracted celebrity guests and raised a colossal **£80,000** for the charity last Autumn. Held at **Lancashire County Cricket Club's The Point** in October, the event was hosted by actress and comedienne Pauline Daniels, who has recently battled breast cancer herself. In attendance were Genesis patron Sally Dynevor and her Corrie co-star Bruno Langley – Coronation Street's Todd Grimshaw.

Billed as a fusion between a Mad Hatter's Tea Party and Charlie and the Chocolate Factory, guests were welcomed by the Mad Hatter himself, together with Alice and friends. The venue was transformed to fit the wonderland theme, with stunning floral displays, 'eat me' treats and a tea party.



Following a champagne reception, the unforgettable entertainment began as aerial artists performed to live music from 'King of Swing' Andy Prior and his band. The band soon had guests on their feet before they enjoyed a dramatic stilt walking display. Whilst Manchester's answer to Dynamo, 17 year old illusionist Dominic Anthony dazzled the audience with his jaw dropping magic.

This year's exciting live auction included some remarkable one offs, ranging from X Factor Live Final tickets to a VIP trip to Abu Dhabi for the Golf Open 2015 - flights and accommodation included of course!

Genesis chairman Lester Barr said:

"The Wonderland Ball has, once again, surpassed expectations. Genesis receives no government funding and so events such as this are incredibly important.

It has been wonderful to see so many familiar faces supporting Genesis by attending."

Genesis would like to thank our main sponsor, 52 Alderley Road for making the Wonderland Ball possible, www.52alderleyroad.co.uk

More details about our plans for this year's event will be available soon!

Community fundraising highlights



- Family and friends of sadly missed supporter, Tracy Thornley, held a thrilling firewalk at The Roebuck Pub in Urmston. This unforgettable night raised **£12,500** in memory of Tracy.
- Long standing supporter Sam Morris held her fifth annual 'Pink & Sparkle Ladies Night'. An amazing **£1,852** was raised for Genesis at this sell out event.
- Thank you to all the Genesis volunteers and stall holders who took part in the Genesis craft fair at The Nightingale Centre in October. This special event raised **£1,600**.
- To raise funds for Genesis, Sedgley Park Rugby Club organised their second annual Ladies Night along with a calendar featuring some saucy shots of the rugby team! Photographer Kate Moore gave her time to take an incredible set of photographs, view her work at: www.lovemooorephotos.co.uk Thanks must also go to photographer Peter Richardson.
- Volunteer Pauline McKay has long been a supporter of Genesis and in 2014 organised a weekly luncheon at St Peter's Church in Hale, raising **£630**.
- Well done to Marion Meakin who arranged an evening jam packed with amazing entertainment at the Parrswood Pub in Didsbury. The Carnival Fundraiser included a fashion show, Irish dancing, Zumba, a BBQ and a DJ! A fabulous night was enjoyed by all and it raised over **£2,700**, including **£1,000** match funding from our ever generous supporters, Barclays Bank.
- Long standing supporter Bernie O'Brien held a wonderful ladies night at the Vao Restaurant in Sale. This fun night raised an amazing **£3,000** for Genesis.
- After selecting Genesis to be the charity Bramhall Golf Club would be supporting in 2014, Lady Captain Robi Burling has held a number of fundraising events, including a ladies lunch and bridge afternoon, raising almost **£6,000**.
- The Didsbury Village WI also chose Genesis to be their charity of the year and raised a fantastic **£1,782**. They held their famous 'cake tent' as part of the annual Didsbury Festival, with all proceeds going to Genesis. Members took part in the Morecambe Bay Walk, with others hosting raffles and a Winter Songs and Supper Evening was held to round off their year of fundraising.
- We thank Claire Whittaker and Mary Wilson who in May organised another beautiful Bluebell Walk and Teddy Bear Hunt near Hungerford, raising around **£3,000**. In December Claire organised another wonderful ball for family and friends in Berkshire, adding a huge **£11,000** to her fundraising total, which now exceeds **£25,000!** All proceeds will support The RNA Study.

The next Bluebell walk will take place on 3rd May 2015, for more information visit www.fishersfarmbluebellwalk.org.uk



- The annual Wellington High School 10 mile sponsored walk was a huge success with the students aiming to raise over **£30,000** for Genesis. The event was launched by Genesis patron, Sally Dynevor and many of the 1,350 students and their teachers wore pink tutus or fancy dress costumes. We are extremely grateful to have been the chosen charity and wanted to say "Well Done" to everyone involved.
- Congratulations to Ruth Brown for putting her creative fundraising ideas into practice - her 'brazzarre party' in Rawtenstall in November involved guests dressing bizarrely and bringing a bra! Friends and family danced until the early hours and Ruth also created a life sized cast of her boobs with blancmange! Ruth raised over **£1,150**.
- Singing group Unlimited Voices donated a very generous **£800** cheque to support our research.
- The spectacular musical show 'Showcase' chose Genesis to be their charity of the year in 2014 and raised an amazing **£5,000**. Helen Litherland and Dave Bamford organised a gala evening at The Lowry, which featured over 200 singers
- Lady Joey Grey, Ros Mahon and friends have now raised over **£23,000** from their annual bridge drive, what an amazing achievement!
- Julie Holland has been a supporter of Genesis for several years, most recently Julie arranged a pink fundraising week in two Skills Solutions Hairdressing Salons in Stockport and Manchester, raising almost **£200!** In December Julie hosted her annual tea party and donated **£250!**
- A wonderful performance of traditional Irish music and dance entertained the audience at the Lowry Theatre in March 2015. The troupe of 100 singers and dancers from St Bede's College in Manchester performed the "Young, Gifted and Green" show as part of the 2015 Manchester Irish Festival. The event raised funds for Genesis and the show was amazing!



Fundraising Clubs

In 2015 we are inviting our supporters to create their own fundraising clubs! Gather your family, friends and colleagues and when you've chosen a Club title, take a photo of your group and email it to the Genesis office at info@genesissuk.org. We'll add you to our website and share the news and photos of your fundraising activities. To help to inspire you, a fundraising ideas sheet is available and team Genesis can offer advice and support.

Fundraising for the Little Ones

Genesis has prepared royal headwear for the little ones to join the fundraising fun at their own Royal Tea party! Templates of crowns and tiaras are available to be assembled and decorated as part of the excitement. If parents can provide cake and refreshments, Genesis will provide balloons and then the fun can begin. Templates require a £2 donation to help stop breast cancer. This can be a great event to enjoy by all, either at home, nursery or toddler group!



Our Breast Cancer Story: Tony and Sue Showman

On Sunday September 6th 2009, my wife Sue told me that she had found a lump in her breast.

From that moment both our lives changed and we were transported into what I can only describe as a parallel universe.

By good fortune, we were introduced to Professor Nigel Bundred and his wonderful secretary Zoe. Professor Bundred is a professor of Surgical Oncology and a consultant surgeon in the Department of Surgery at the University Hospital of South Manchester and Christie Hospital. Together with Professors Tony Howell and Gareth Evans, Nigel Bundred heads Genesis' scientific research. Suddenly a semblance of order returned to our lives and we both started to feel we were in the right place with the right people.

While Sue spent many hours on toxic mixtures we discussed what we could do to maybe give back a little to the wonderful people who were now looking after us. We both believed in Genesis' vision to create a breast cancer free future for the next generation.

Five years post diagnosis seemed like the right landmark to realise the idea, so this November we held a fundraising party in the field behind our house. Heywood Tanks very kindly provided us with a tank to surprise our guests and launch a firework display. They also donated **£250** and we received a generous donation from Barclays Bank, helping us to raise over **£7,000**.





Thank you to all of our volunteers for your support. Whatever part you play, big or small, you all contribute to the success of the charity, in a variety of ways:

- Running the Genesis coffee bar, welcome desk and gift shop
- Administration in the fundraising office
- Bucket collections and supermarket bag packs
- Organising fundraising events and local stalls
- Selling Christmas cards

If you are interested in volunteering, please get in touch.

Introducing the **Genesis** Case Study Club

When you've been affected by breast cancer, hearing from others who have been through it can really make a difference. So many of you have already been kind enough to share your stories with us, which inspire and support those facing similar experiences.

Personal stories also help Genesis to explain why our mission is so important and to convey our achievements in moving towards a breast cancer free future. With all this in mind, we have created our first Case Study Club.

The club will bring together people whose lives have been impacted by the disease, creating a virtual community where experiences can be shared. We also plan to organise some events for members where you can meet each other in person.

We'd love you to get in touch if you would like to tell your story and listed below are some of the ways this could be shared. Genesis is regularly approached by the media about our work, so a national audience could soon be hearing all about your experiences. Case studies will be shared via Genesis' own channels such as the Your Stories section of our website and used to make the strongest possible case when applying for funding.

- Media features: newspaper, magazines, radio, TV
- Trust applications to achieve further funding
- The new Genesis website and promotional material
- Genesis presentations: PowerPoint, video, YouTube

Thanks to those of you who have already signed up to the Case Study Club. Please contact us if you would like to get involved.



Recent Sporting Achievements

- A huge well done to Manchester Grammar School pupil, Ben Sciamia who organised and hosted The MGS Genesis Golf Day in September at Dunham Massey Forest Golf and Country Club. By working effectively with Genesis to coordinate the event and securing key sponsors, Ben raised an enormous **£31,000** for the charity!

Ben first discovered Genesis at our 2013 Golf Day and has been an active supporter ever since. Taking a keen interest in our research projects, Ben decided to raise funds specifically for our PROCAS study, which aims to predict a woman's individual risk of developing breast cancer at screening.

- The Milk Maid Marchers from Sandbach, Cheshire walked 34 miles along the Sandstone Trail in May 2014 for Genesis. The ladies also hosted family fun nights, coffee mornings, a donation in lieu of fortieth birthday presents and a charity luncheon, raising a grand total of **£2,800** over the year.

- Not content with biking coast to coast in aid of Genesis in 2013, Sally Harrison and nine friends cycled three mountains in the French Alps over three consecutive days to fundraise in July 2014! The gruelling challenge involved completing one of the legs of the Tour de France, covering over 20,000 feet of mountainous terrain. The challenge was initiated by Genesis trustee, Diana Harris. Over **£5,000** was raised by the intrepid cyclists.

- A big thank you to Will Law and his friends Rob and Matthew who completed the Robin Hood Half Marathon for Genesis in September 2014. They raised over **£1,300** with Will achieving an impressive running time of 4 hours 48 minutes and Matt just pipping him to the post at 4 hours 34!

- Stuart Dale completed an epic Great Wall of China trek in memory of Tracy Thornley, who was not only a valued colleague and dear friend to Stuart, but also a dedicated supporter of Genesis. Stuart shared his journey



We would like to wish our supporter Peter Lindsay all the best for his walking challenge this summer - walking from Land's End to John O' Groats over 3 months!

This huge challenge will raise vital funds for the charity as well as celebrate the life of Peter's late wife, Anita. You can support Peter by visiting <https://www.justgiving.com/walkforanita/> Best of luck Peter!



via Facebook with regular updates on his trek. Through a fantastic fundraising effort he raised over **£4,000**, quadrupling his original target figure.

- James Occleston and his friends completed the Three Peaks Challenge in just 24 hours, raising a huge **£1,145**. This was a real test of endurance, but they all had a fantastic time and trekked down the mountain with a real sense of achievement!
- Chris Davies battled the British weather to complete a skydive for Genesis. Chris twice had to cancel and reschedule his skydive, but it was third time lucky in September and he raised **£1,227**.
- We'd like to thank Iain Kelly who completed a series of fundraising events for Genesis throughout 2014 including a charity race night and a 100 day alcohol ban! Iain chose to support Genesis with his good friend Emma Sabin who has experienced breast cancer. (Read Emma's story on page 17). Their fundraising reached a whopping **£7,500**.

- A huge well done to Dawn Comber, her husband Ian and their nine year old son, Michael who took on the mammoth task of a 180 kilometre walk across the Alps! This epic challenge raised **£1,208** for Genesis. There was no resting when the family returned home either - Michael held a cake sale at school raising a further **£165!** Dawn and family are still actively fundraising for Genesis, generating over **£2,000** to date.

- Staff at Omnium Resource Management took part in the 'Tough Mudder' race this year in support of Genesis. Over **£450** was raised while knee deep in mud and clambering over various obstacles. A fantastic time was had by everyone. Well done for taking up such a demanding challenge.

- Over 150 supporters took part in the Genesis Peaks Cycle Challenge, completing 11, 35 or 49 miles by bike and together raising over **£5,000** for Genesis. Paula Herton took part and raised an amazing **£1,055**. A big well done to Paula and thanks to all who supported her - her husband, family, friends and work colleagues at Dransfields Ltd in Oldham.



Family members inspire **Martyn** **Hague's** epic fundraising efforts

In May 2014 I embarked on 12 months of fundraising for Genesis with the aim of raising a target of **£10,000**. The challenge began in May when I completed the 10km Great Manchester Run, then cycled 500 miles in five days the following month as part of the Barcelona to Nice cycle ride. The Adidas Thunder Run 24hr was next where as a team we completed 22 ten kilometre laps and individually I ran 50 kilometres. Despite my fear of heights I've also travelled by zip wire from the top of the Imperial War Museum across the Manchester Ship Canal.

My fundraising was inspired by two members of my family. Both have faced the harsh realities of breast cancer with unbelievable positivity, a smile on their faces, drive, passion and determination that I find truly awe inspiring. It makes me proud that they are relations of mine.

Kirsty is my 32 year old sister-in-law who faced breast cancer twice within a two year period, with her first diagnosis at the age of just 27. Through chemotherapy, radiotherapy, major surgery and grit and determination, she had thankfully twice beaten cancer. Despite undergoing treatment and the after effects of a double mastectomy, Kirsty throughout this maintained her 'life and soul of the party' attitude and with support from her husband, a happy family atmosphere for their little boy.

Glenys is my mum and was diagnosed with breast cancer in February 2014. Mum was operated on twice to remove the cancerous lump and for further tests and went through a course of radiotherapy. Thankfully she has been given the all clear. Like Kirsty, mum



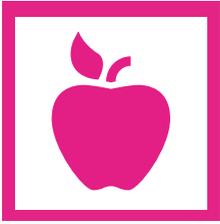
tackled this with unbelievable positivity and a determination to face anything thrown at her to beat this disease. Having spoken to both Kirsty and my mum, they felt that they may not have had a diagnosis and a chance to even fight the disease without the prevention measures and support they have received from organisations like Genesis. This made the decision to choose Genesis as the charity to raise for an easy one.

Unfortunately in September Kirsty was diagnosed for a third time and this time the prognosis is that this horrific disease has taken a hold and cannot be cured. This was devastating news for Kirsty and the entire family. However, typically of Kirsty she has come out fighting and with the support of her family, we intend to continue to face this head on.

Kirsty's spirit and determination continues to astound me and this has made me determined to make sure that I exceed my fundraising target. By the end of November I had reached almost **£6,500**. My fundraising has been greatly assisted by friends and family who have organised events, raffles and made individual donations. I'd also like to thank City West Housing Trust and Waitrose, both of whom have featured my fundraising for Genesis as one of their monthly spotlight charities.

My fundraising continues in April with the Greater Manchester Marathon.

**Please help Martyn to achieve his £10,000 fundraising target.
To donate, visit: <http://www.justgiving.com/Martyn-Hague>**



Further health benefits of **The 2-Day Diet** in the news

We're delighted that 'The 2-Day Diet' created by Genesis' Dr Michelle Harvie and Professor Tony Howell has again hit the headlines. The national press recently reported on a paper co-authored by Dr Harvie which found that common eating patterns are at odds with the body's natural rhythms. The study suggests that fasting regimes like The 2-Day Diet could help the body guard against diseases including a number of cancers, diabetes and Alzheimer's.

Entitled 'Meal frequency and timing in health and disease', the paper was published in November in PNAS, Proceedings of the National Academy of Sciences in the USA.

Dr Harvie commented: "There are many myths and assumptions concerning diet and eating patterns, including the belief that a healthy lifestyle should involve three square meals, plus snacks, every day. However, this common eating pattern is in fact abnormal from an evolutionary perspective. Emerging studies suggest that intermittent periods of energy restriction can in fact improve health and even counteract disease processes, such as the development of breast cancer."

Fasting, or radically cutting calorie intake, can help the body break down fat and repair cells, reversing the ageing process, shrinking tumours and guarding neurons against damage caused by neurodegenerative disorders such as Alzheimer's and Parkinson's. The paper calls for doctors to encourage patients to adopt 'intermittent energy restriction' diets.

Dr Harvie explained: "As more research is done into the relationship between meal frequency and health, it's important that these eating patterns are incorporated into standard health care policies and that the general population knows how to adapt their diets and lifestyles appropriately."

Genesis' Diet and Lifestyle team, led by Dr Michelle Harvie, have recently embarked on another Genesis funded project entitled BRRIDE 2 (Breast Risk Reduction Intermittent Diet Evaluation 2). This study will take a closer look at how a woman's body reacts while on The 2-Day diet and investigate whether this can reduce insulin resistance, certain breast cancer related hormones and fats stored in and around the liver.

Keep an eye on our website and next newsletter for more details on the BRRIDE 2 study.



Genesis funds PROCAS Risk Communication Feedback Study

Since 2009, the Predicting the Risk of Cancer at Screening (PROCAS) study has investigated women's personal breast cancer risk as they attend their routine breast screening.

Genesis has committed over £258,000 to this pioneering study, led by Professors Gareth Evans and Tony Howell.

In 2014 Genesis took the decision to fund the PROCAS Risk Communication Feedback Study. This will involve working with women who have participated in PROCAS to look at communication, ensuring the best information possible is given out to participants and making recommendations for risk communication that may take place as part of other screening programmes.

Effectively communicating the risk of breast cancer faced to participating women is a crucial part of the process. It is important to avoid encouraging either undue anxiety or complacency.

The communication feedback study will be implemented in 2015, here we explain a bit more about what is planned.

What does the PROCAS study involve?

All women aged between 47 and 73, who attend the NHS Breast Screening Programme in Greater Manchester are invited to join the PROCAS study and over 55,000 are already involved.

In each case, the study determines their risk of breast cancer based on the following factors:

- Mammographic breast density (the amount of dense tissue in the breast)
- Lifestyle
- Reproductive information
- Family history

Information is collected from those taking part through a questionnaire, a mammogram to estimate breast density and in 10,000 women, a DNA sample which Genesis has funded. This is then used to calculate that woman's risk of developing breast cancer in the next ten years.

The next critical stage of the PROCAS study, which Genesis has recently committed to fund is informing all the women who have participated of their breast cancer risk.

All those deemed to be high risk are invited to an appointment with Professors Gareth Evans or Tony Howell, as leaders of the PROCAS Study. The professor and patient will discuss various preventative measures available to them, which include increased screening frequency, preventative drugs, diet and lifestyle interventions and if appropriate preventative surgery.

Genesis will then inform all the remaining women who fall under the following risk scores:

- Above average risk (ten year risk is 5 - 7.99%)
- Average risk (ten year risk is 2 - 4.99%)
- Below average risk (ten year risk is less than 2%)



How all these women receive this information is crucial as we want to avoid causing any undue anxiety in those deemed above average risk. However at the same time, the communications should not encourage those of average or below average risk to neglect screening attendance or healthy lifestyle choices.

Currently, we send a letter and specially-designed breast cancer information leaflet to each woman. The PROCAS Risk Communication Feedback Study will examine whether these fully meet all the requirements of the patient and provide enough current, relevant information.

Next steps - the year ahead

Over the next 12 months, Genesis will recruit 24 women across the different risk level groups and risk information group (with or without the incorporation of DNA information into the risk estimate) to take part in the communication feedback study.

These women will be asked to review the letter and leaflet sent to PROCAS participants. Researchers will be looking to assess and understand the impact of receiving risk information and to determine whether there are improvements that could be made, by listening to and discussing their views and opinions.

Following the research, any amendments to the letter and leaflet will be made. The process will then be repeated with a further

24 women. This will enable the letters and leaflets to be finalised and they will be sent to 1200 women across the different risk level groups and risk information groups by the end of 2015, along with a questionnaire assessing the psychological impact of receiving risk information.

Responses will enable us to ensure that Genesis is sending out the best information possible to the remaining PROCAS participants and to make recommendations for risk communication for the National Screening Programme.

Genesis would like to say a huge thank you to The Zochonis Charitable Trust for their generous donation of £25,000 towards our PROCAS Risk Communication project. The Zochonis Charitable Trust has been a dedicated supporter for many years and it's fair to say that without their support many of our research projects would not have come to fruition. Many thanks once again!



Bill could change the face of breast cancer prevention

A bill which could have important repercussions for the prevention of breast cancer received its second reading in Parliament in November. The Off-Patent Drugs Bill seeks to simplify procedures for allowing drugs to be used for new purposes.

As our research progresses at Genesis, we're finding new ways of using existing drugs that could help reduce the risk of breast cancer. However, restrictions around the reclassification of drugs mean that it is very difficult to persuade bodies such as the National Institute for Health and Care Excellence (NICE) and the Medicines and Healthcare Products Regulatory Agency (MHRA) to give the green light to using them in this new way. A significant obstacle is the fact that drug companies must submit to very expensive and time consuming measures to re-test the medicines before the new use can be approved.

Tamoxifen was approved for the prevention of breast cancer by NICE last year after being used as a drug for the treatment of the disease for many years. Clinical trials had shown that it was effective at reducing the chance of developing breast cancer in high and moderate risk women. While it might seem like the obvious next step is to start giving it to women with high or moderate risk as a preventative measure, the reality is that there is significant red tape to navigate before we even come close to that.

We're currently facing the same issue with anastrozole, which when taken as a preventative measure can reduce risk by up to 53 per cent, yet it is currently only available as a treatment for breast cancer. Of course, the Off-Patent Drugs Bill doesn't only apply to breast cancer. If approved, this could change the face of medicine in the UK. At Genesis, we'll all be watching and reading carefully to see what happens next.

Research reveals lasting effects of prevention drug, Tamoxifen

Research part funded by Genesis has revealed that the prevention drug, Tamoxifen – commonly used to prevent breast cancer – carries on working even after a patient has stopped taking it.

Traditionally used to treat breast cancer, the drug was approved by the National Institute for Clinical Excellence (NICE) for preventative purposes last year, although as we discuss on page X, there has recently been debate around delays to the roll out of the drug for this new purpose.

At Genesis, we've always championed the benefits of Tamoxifen and believe it plays a key role in reducing a woman's risk of developing breast cancer. So this recent study, which was presented at the San Antonio Breast Cancer Symposium in December, is incredibly exciting for us.

The findings from the International Breast Cancer Study I (IBIS I) trial, show that the drug continues to work for around 16 years after the start of treatment, when taken by healthy

women at high risk of developing the disease. While we've known about Tamoxifen's preventative benefits for some time, there has been a question mark over how long these effects last. However, these trials have demonstrated that when it's taken for five years, it goes on working for up to a further 15 years after the patient stops taking it. This means that as long as we can identify which women are at high risk of breast cancer, we can say with confidence that we have a good chance of preventing the disease for up to 20 years. However, it doesn't stop here – it may be that in five years' time, the benefits are still there, and so on.

Despite these successful outcomes, obstacles remain in prescribing Tamoxifen for this use, as it's still not fully approved by the Medicines and Healthcare products Regulatory Agency (MHRA). Genesis hopes that the recent news will reignite interest in the drug and speed up the approval process, so that it can save countless lives and go some way to creating a breast cancer free future.

My Breast Cancer Story: Emma Sabin

On the 30th of May 2013, whilst smothering myself with body lotion as I got dressed for work, I felt a hard lump in my left breast. A week later I was to find that this lump would change life as I knew it.

The second lump, and affected lymph nodes, were diagnosed a week later on my fortieth birthday, not exactly what I imagined as 'Life beginning at 40'. What followed now seems like a crazy nightmare journey through immediate IVF (my partner and I had decided to start trying for a baby a few months before), the first mastectomy, eight rounds of chemo, five weeks of radiotherapy, two slipped discs, a second mastectomy and finally the seemingly endless reconstruction ops and procedures.

At the risk of stating the obvious, my life took a nasty turn into something that I find difficult to put in to words. The grief that followed made the whole situation even more unbearable. I was grieving, not only for my breasts, my hair, my body, my womanhood, but also the possibility of being a mum. The fact that 'my cancer' was graded so highly in terms of oestrogen meant I was immediately put on Zoladex, which shut my ovaries down and effectively put me in an early menopause.

I could go on with all the negative stuff, but quite frankly, what's the point? The fact is I was diagnosed with breast cancer, so what was I going to do about it?

My boyfriend and I (mostly him in the early hours of the morning I should add) researched endlessly trying to find cures. This led us to the inevitable question: Why are so many women being diagnosed with this disease and how could we prevent it?

It was at this point that I discovered Genesis – a charity that deals entirely with prevention as opposed to cure. I was immediately intrigued and wanted to know more about such a refreshing approach. It was also at this time that one of my friends decided to give up alcohol for 100 days to raise money for a charity of my choice. I am really pleased to say that we managed to raise over **£7,000** for Genesis from the project aptly named 'Emma's New Boobs' (by my male friend I should add). Later in 2014, some work colleagues decided that Genesis would be their charity of choice when they made an intrepid trip to the Himalayas.

Eighteen months on from that day and so much in my life has changed. I am leading an incredibly healthy lifestyle, which helps not only my physical recovery but also my psychological wellbeing. I'm learning new ways to live my life through techniques like meditation and mindfulness, which are great for cancer survivors but they are also important for anyone living in today's stressful world.

My forced time out from the rat race has given me the chance to reflect on what's really important in life.



The **genesis** *preventing* breast cancer **Lottery**

Support **Genesis** by joining
our weekly **Lottery Prize Draw**

In association with Lancashire County Cricket Club



Lancashire County
Cricket Club

£2000
Worth
of weekly
Prizes

£1000
Top weekly
Prize

£2600
Jackpot
Prize

Only **£1** per week!

For only £1 per week - be in with a chance of winning our
top weekly prize of £1,000 or our jackpot prize of £2,600!

Each week you will receive ten numbers entered into the draw
To join, simply visit www.genesisuk.org and download the application form
or call 0161 291 4400.

Highlights from our corporate supporters

At Genesis we are extremely fortunate to have so many dedicated and active corporate supporters. Organisations across the UK play a crucial role in fundraising for the charity, sharing our vision of a breast cancer free future for the next generation.

Staff at a wide range of organisations came together throughout 2014 to fundraise for Genesis. Many thousands of pounds were generated for our vital work, with activities including everything from painting lorries pink to holding cake sales!

If your organisation is interested in working with Genesis, please get in touch.

Britannia Bradshaw Removals have been ardent Genesis supporters for a number of years and 2014 saw the company paint a third BBR lorry in the Genesis colours of pink and green. Travelling all across the UK, the three eye catching vehicles are an amazing way to raise awareness of the charity and breast cancer prevention.

Managing Director, Mike Andrews also got out his bike this summer to take part in The Genesis Peaks Cycle Challenge. We are hugely grateful to everyone at Britannia Bradshaw Removals for all their support and dedication.



Barristers Chambers, **St John's Buildings**, Manchester chose Genesis as their charity of the year in 2014. Staff showed their dedication when brave barrister Sally Harrison QC not only organised a fundraising comedy night, but also took to the stage! Sally, colleague Frances Heaton QC and friend Penny Haslem all performed in the one-off 'SJB Courting Comedy' event at the Contact Theatre in October.

Professional funnyman, Oliver Sykes coached Sally on the tricks of the comedy trade and professional comedienne Dana Alexander was also on hand to entertain on the night.

Sally, the **St John's Buildings** barristers and administrative team also held a number of additional fundraising events for Genesis during 2014. Together with the comedy night and a family fun day, they raised an impressive total of **£3,435**. Sally also took part in an immense Alps cycle challenge with nine friends, which you can read about on page X,



CHEP Sale and Trafford Park organised fundraising events to run throughout October, including cake sales and raffles. These helped increase awareness of Genesis and breast cancer and raised an impressive total of **£1066**.

Thanks must go to Barclays Bank who once again was hugely supportive of Genesis in 2014.

The St Ann's Square, Manchester branch organised a 'move the tutu' race throughout the North West branches for a week in October. By walking, running and via pedal power, bank staff in pink tutus finished up at The Genesis Prevention Centre and raised a brilliant **£1,747**.

Other bank branches held a range of events in October to support the charity. A business network event and raffle were organised by Barclays Corporate, Manchester City Centre. Gadbrook Park held an awareness day for all employees and Barclays Bank, Radbroke Hall held a fundraising family fun day.



Highlights from our corporate supporters

Annie McNamara, a valued supporter and employee of **Talbot Validus**, helped raise funds for Genesis through her company's charitable funding programme. Annie submitted an application for funding towards our FHTomo project and we are delighted to announce that we were awarded **£2,500**. Our patron, actress **Morag Siller**, joined Annie at the Globe Theatre in London, where Morag was recently performing, to mark this great achievement.



Annie also nominated Genesis for a Lloyd's Market Charity Awards and received a gift of **£2,000** for Genesis. We are extremely grateful to Annie for her efforts and to Talbot Validus and Lloyd's Market Charity Awards for the funds received.

Siemens have long been supporters of Genesis and funded a special receptacle for donations which will take pride of place within the Genesis Prevention Centre. We are very grateful for their continued support.

Supporter **Alex Barrie** who works for Irwin Mitchell LLP, organised the fabulous Glitter Ball at the Lowry and raised a fantastic **£3,570**. The amazing night was attended by friends, family and work colleagues.

A pink cake sale was organised by **Johnson's Hairdressing Salon** in Warrington, held on one of their busiest days in October. They had a fantastic turnout of regular and new clients who enjoyed a pamper along with their tea and cake. The cake sale raised a fabulous **£382**, with a further **£250** donated by **NatWest Bank**, as volunteer cake seller Penny Aspurian is a staff member. A huge thank you to everyone for a very enjoyable day.

Genesis thanks **Gorvins Solicitors, Souter PR** and **Black White Denim** for organising a brilliant fashion show to support the charity. All the ladies who attended had a great time and **£270** was raised.

The Social, an invitation-only networking group for those in the property and construction sectors, raised an amazing **£4,400** at their Christmas lunch for Genesis Breast Cancer Prevention.

The fundraiser, which was held at The **Castlefield Rooms** in Manchester, was attended by 130 business people including representatives from sponsors **Innov8 Development Solutions, Clarke Nicklin Chartered Accountants, Davis Blank Furniss** and **Bell Munro Consulting**. Entertainment was provided by talented 21 year-old Manchester soul singer **Alice Gasson** and local photographer **Mike Black** donated his time to capture the event on film.

Alison Hibbert of **Confetti Queens**, organised a Festive Tea Party at Velvet Central Manchester. Guests were welcomed with a warm glass of mulled cider before enjoying a delicious afternoon tea with a Velvet twist. Our sincere thanks to Alison for raising a magnificent **£824**.



Not only did **Suttons & Robertsons** in Manchester donate a beautiful diamond and topaz ring as an auction prize for our Wonderland Ball, they've also organised networking events and raffles and promoted Genesis events to their clients. We are very grateful for all of their support.

We are extremely grateful to the **Confederation of Passenger Transport** who once again nominated Genesis as their charity for their 2015 annual dinner dance, raising over **£1500** from the evening.

The West Didsbury branch of the **Royal Bank of Scotland** held fundraising activities throughout October to raise funds for Genesis, achieving an impressive **£729**. Thank you to RBS and all the customers who supported them. ➤



➤ The first ever **RRG Group** Ribbon Ball raised an incredible **£5,752** for the charity. Genesis was among three cancer charities to benefit from this highly successful event, which took place in June at **Lancashire County Cricket Club**. Hosted by Key 103 **DJ Darren Proctor**, the ball also featured Divas Disguised and the Briefcase Blues Brothers.

The Human Resources department of **Manchester Airport** whipped out their aprons and mixing bowls to bake for Genesis and raised **£370** in the process.

As well as donating proceeds from their weekly lottery to Genesis (see page 18) **Lancashire County Cricket Club** Foundation hosted a wonderful ladies lunch in their beautiful suite to raise funds for our charity.

They had a fantastic turnout, wonderful food and live music. Through the support of the ladies on the day **£973** has been donated to Genesis.

Thanks to **Melanie Yeomans** of **Ward Hadaway Solicitors** in Manchester for her continued support of Genesis. Melanie has bought tickets to attend many of the Genesis events this year, she has volunteered her time at various bucket collections, and if that was not enough, she has also organised table top sales and a ladies lunch in her home town of Northwich to raise funds. Well done and thank you Melanie!

Employees from **Alliotts Chartered Accountants** have chosen to support Genesis throughout the year in memory of their dear friend and colleague, **Debbie Rennox**.

Debbie was an inspiration in her fight and courage against breast cancer. As a supporter of Genesis, Debbie raised awareness of the charity, which is why the company has decided to support Genesis with various fundraising activities throughout 2015.

With an impressive target of **£10,000** to raise, 6 Allriott employees will be completing the London Marathon in April. Support team Allriott by visiting www.justgiving.com/alliotts.

The Alchemist on New York Street, Manchester, organised a "Topsy Turvy Tea Party" serving cocktails, tea and cake to delighted guests and raising over **£500**. Sincere thanks to Jess Cumpstey and Rachel Ainsworth from The Alchemist on New York Street & The Alchemist Spinningfields for their continued and creative support. ➤



Croma continue to support Genesis by donating 50p from the sale of every "Special" pizza. To date we've received almost **£2,000**, which is almost 4000 pizzas! Thank you **Croma** for all your continued support.

The Associated Manchester Electrical Traders have donated **£8,000**. Thank You for your continued support.



52 Alderley Road Shows Its Support for Genesis

The Wilmslow Hospital at 52 Alderley Road is delighted to support Genesis through the sponsorship of its key fundraising activities including the October Wonderland Ball and Christmas Celebration at Manchester Cathedral in 2014.

Sallyann Brennan, Liaison Manager of The Wilmslow Hospital at 52 Alderley Road comments: "As a healthcare provider, women's health, and in particular breast care, is a key focus for us and we were very impressed with all the research and good work that Genesis do raising breast cancer prevention awareness in the local community, and wanted to support them in any way we could.

"At The Wilmslow Hospital, we look forward to continuing our relationship with Genesis and working together to help educate women in the region on the importance of adopting a healthy lifestyle, identifying the risk factors and generally being breast aware."

52 Alderley Road, the private hospital in the heart of Wilmslow, is the newest private healthcare facility in the region dedicated to providing the highest quality patient care through its leading consultants, nurses and staff. It has a dedicated Women's Health Unit which not only offers patients access to

an experienced multi-disciplinary team of leading consultants and specialist nurses, but provides women with additional privacy and convenience as the unit has its own reception and seating area. A key service within the unit is the Rapid Access Breast Clinic which offers women quick and accurate screening and diagnosis.

The standard breast care package includes the following:

- A consultation to discuss your condition, a full clinical examination and exploration of treatment options
- Breast imaging (mammography and ultrasound imaging)
- Fine needle aspiration cytology and ultrasound core biopsy pathology if required
- A follow-up consultation to discuss your results

The Rapid Access Breast Clinic is open to all patients regardless of whether they have private health insurance or not. If they are not covered by private health insurance, treatment is available with a fixed price agreed in advance.

For more information on the Rapid Access Breast Clinic please call 01625 836 477.

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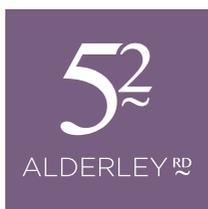


Introducing Wilmslow's first private hospital
- 52 Alderley Road



Diagnosis, treatment and surgery

WOMEN'S HEALTH ~ ORTHOPAEDICS ~ AUDIOLOGY
DIAGNOSTICS ~ UROLOGY ~ GYNAECOLOGY ~ CARDIOLOGY
PAIN MANAGEMENT ~ EAR, NOSE & THROAT
DERMATOLOGY ~ GENERAL SURGERY ~ SPORTS MEDICINE



THE
WILMSLOW
HOSPITAL

Appointments available 7 days a week, 7am-10pm
Telephone: 01625 545 036 www.52alderleyroad.co.uk

Thank You Jon Richard for all of your Support!

Great British Bake Off Challenge

Throughout October, members of the Jon Richard Head Office team dusted off their oven mitts and baked an array of delicious treats for all to enjoy for a donation of £1 each to Genesis. The treats were then judged and a winner announced at the end of the month. The team raised a grand total of **£227.17**.

Genesis Donation Button on website.

October saw the launch of the Jon Richard Genesis Donation Button, whereby customers shopping online could choose to donate £1 or more directly to Genesis. A total of **£100** has been raised to date. This is now a permanent fixture on www.jonrichard.com. **THANK YOU!**

The Great Manchester Run

In May 2014, four enthusiastic runners from the Jon Richard Head Office participated



in The Great Manchester Run in support of Genesis. The team raised an impressive total of **£1,089.95** We are looking forward to seeing you in our PINK TUTU's this year!

The Genesis Wonderland Ball

Jon Richard also supported Genesis during The Wonderland Ball in October 2014. The business sponsored the event with personalised Sweetie Bag favours for each guest.

Breast Cancer Awareness Month, October

Jon Richard continues to support Genesis via all their social media channels including Facebook, Instagram and Twitter.

Jon Richard we thank you sincerely for continually supporting our cause! We look forward to more fun and frolics with you this year!

Jaques Hall introduce the Genesis scented candle



This October saw the launch of the very first Genesis scented candle and diffuser at Bramhall Golf Club. Reflecting the Genesis pink and green, these gorgeous new home essentials have a beautiful pink pepper and green mandarin scent - and every penny made in sales will go to Genesis.

Our special candle and diffuser were created by Susan Jaques, the owner of Jaques Hall, a Cheshire based online boutique which specialises in great tastes and aromas. Having experienced breast cancer herself, Susan is passionate about supporting Genesis and we think this is a wonderful and very generous way to do it.

The Genesis fragrance is fresh, light and uplifting. So for a beautiful present or to brighten your own home during these dark Winter months, get your candle and diffuser while stocks last!

At just £25 for the candle or £22.50 for the diffuser, buy yours by email: sue@jaqueshall.com, call 01625 616263 or contact the Genesis office. www.jaqueshall.com.



Jon Richard 
CELEBRATING 30 YEARS

supporting
genesis
preventing breast cancer

2015 JEWELLERY COLLECTION

20% off
at www.jonrichard.com

using the exclusive discount code:
SPRING15

Discount code valid on full price items only
Cannot be used in conjunction with any other offer
Discount code to be redeemed before 31st December 2015



Student Challenge update

Amazing things happen when students work together! Young people from schools, colleges and universities across the region have played an important role in fundraising for Genesis for a number of years now and 2014 has seen thousands of pounds being raised in so many inventive and imaginative ways.

Our Student Challenge involves working with students to plan and organise an event or activity to raise much needed funds for the charity. Not only does this benefit Genesis, but it helps young people to develop skills in important areas like teamwork and communication while building confidence. For any students who are a bit unsure when it comes to future career choices, getting involved can be a great way to discover individual strengths, new passions and gain experience.

We're so proud of everyone who participated in the Student Challenge last year - the results have been truly remarkable. **Manchester Enterprise Academy** raised an impressive **£655** by organising a range of events and activities including a sponsored exercise bike cycle, cake sale, raffle and non uniform day.

"It's been a great experience for the students", said **Tony Hampson**, Head of Sixth Form at the Academy, "they have gained achievement

and pride to boost their confidence and self belief, as well as supporting a wonderful charity."

Pupils from **Hulme Hall Grammar School** in Cheadle generated a staggering **£2,614** for the charity. Head teacher Rachael Allen said: "Our pupils are incredibly giving and are always keen to raise money for charity, be it through a non-uniform day or a cake sale."

The Genesis Student Conference

Our fifth annual Student Conference was held in celebration of all that local students have achieved working together on our behalf. The event was an opportunity for students to learn more about what Genesis is all about and how those all important funds will help us in the fight against breast cancer. Held at The Nightingale and Genesis Prevention Centre in September, we welcomed attendees from a range of institutions including **Altrincham Grammar for Girls, Altrincham Grammar for Boys, Cheadle and Marple Sixth Form College, Stockport Grammar, Newall Green High School** and **Manchester High School**.

And it looks like the event got those brains whirring with ideas - following the conference, a team of Year 12 students at **Altrincham Grammar for Boys** organised a 'bleep test' to raise funds. This involved running back and forth between two set points in time with the 'bleeps', with the time between each bleep getting shorter and shorter. Sounds like a tough challenge, but it generated an impressive **£160** for Genesis!



Working with Universities

Over the past 12 months several universities have chosen to support Genesis.

- Third year Graphic Design students at **Bolton University** pitched campaign ideas to Team Genesis. The creativity and standard of the work produced was absolutely incredible. We are delighted to announce that Genesis will be using several of the campaigns over the coming months, so watch this space!

- "Glowing Plum", a team of four Event Management students from **Manchester Metropolitan University** organised a glamorous "Let it Sparkle" Ladies Night at Gusto, Alderley Edge. Guests were delighted when special guests, Lauren and Dawn from The Real Housewives of Cheshire arrived! We would like to thank Chloe Dodds, Nia Davies, Hannah Martin and Kate Matysiak for all their hard work.



- Whilst students of Sports Marketing Management also at **Manchester Metropolitan University** hosted a Zumbathon at the Sugden Sports Centre, in Manchester. Thank you to the students involved, everyone who took part in the energetic dancing and the volunteers who helped out on the day.

Well done to all those who have participated in the Genesis Student Challenge.

Thank you to Clare Stuart who not only helped to organise our Student Conference, but held her own vintage tea party to raise funds for Genesis and kindly volunteered at The Genesis Christmas Concert.

Are you a student or do you work with students? Please contact Judi Hibbert on 0161 291 4400 if your school, college or university would like to get involved.

The 2015 Student Conference will be held on Wednesday 16th September.



Christmas Challenge fundraising hits new heights

The build up to Christmas is always an important time for fundraising and our supporters certainly didn't disappoint this year. At such a busy time for everyone, we're absolutely delighted with all the events and activities that were organised for Genesis. Even our Christmas jumpers proved to be a huge hit!

- With your support, our Genesis Christmas cards really did sell like hot cakes. We owe a huge thank you to long standing volunteers, **Di Collins** and **Sandra Frais** who choose the designs and organise the Christmas card project so effectively every year. Supporters sold the cards at church sales, libraries, WI meetings, Christmas markets and their own special events. A number of sales also came through our brand new website. With all the money from each sale going to the charity, the cards have been a fantastic source of income and its true to say that every single sale will make a difference.
- Special thanks must also go to **Wendy Verber** who – assisted by her sister, **Tracy Capal** - has devoted so much of her time to selling Genesis Christmas cards to friends, family and complete strangers!

- A Christmas Concert is always a great way to get into the Christmas spirit and raise funds and we're delighted that so many of you organised these this year. Thank you to the Reverend **Karen Owen** and **Sam Morris** for organising a wonderful evening of carols at **Mary the Virgin's Church** in Ellenbrook. A beautiful concert was held at Chorlton Methodist Church and we'd like to pass on our thanks to Deacon Lyn Gallimore for this. Hale Bowling Club even held their own special day of Christmas song and we are very grateful to **Pauline McKay** and friends who made this happen.
- Long standing supporter **Janice Slater** and her husband **Rod** created the beautiful 'Northern Delights' calendar with their expert photography. The calendar features beautiful spots in the North of England including Rivington Woods, Three Graces from Liverpool Dock, Conisbrough Castle and Manchester Town Hall. Janice and Rod received sponsorship from friends and local businesses in their home town of Lymm to cover production costs.

The Genesis Christmas Celebration Concert

• This year Genesis decided to go all out and celebrate Christmas in true festive style with a magnificent Christmas Celebration held at **Manchester Cathedral** - and what a celebration it was!

The event was breath-taking, over 600 guests enjoyed performances by five choirs and artists based in Cheshire, Manchester and Chester, as well as a Christmas market, mulled cider pop up bar and photography exhibition.

• The evening was compered by TV and radio star, **Michelle Eagleton**, while Genesis patron Morag Siller joined in the fun! The audience enjoyed award winning Altrincham kids' choir **The Little Belters** - along with their 'grown up' counterparts the **Absolute**

Belters - Trafford singers The Music Place, the **Middleton Rock Choir**, soloist **Lucy Hope** and Chester favourites, A Harmony of Handbags. Seventeen year old Manchester magician **Dominic Hughes** was also on hand to wow with his skills.

• Genesis photographer **Paul Wolfgang Webster** displayed highlights of his "Made in the North" exhibition, a collection of iconic and prominent Northerners who have made a contribution to life in the North. We spotted everyone from Suranne Jones to playwright Alan Bennett and our very own Genesis Chairman **Lester Barr!** We would like to thank Paul and Merv Valentine for their continued support of Genesis.

SAVE THE DATE

The Genesis Christmas Celebration, Friday
11th December,
Manchester Cathedral

More details to be released soon



Our sincere thanks to:

- Claire & Tina O'Brien not only for their phenomenal performances but for co-ordinating the entertainment
- Claire Stuart
- Starlite Productions
- Anthony & Peter from Manchester Cathedral
- Our main sponsors 52 Alderley Road & The Christie Clinic
- The Lawn Club - for providing the pop up bar
- Succo Juicery who launched the NEW Genesis juice
- Payal Catering for serving some fabulous Mumbai Street Food
- All of our wonderful volunteers who helped out before and during the event

It may be months away, but we'd love you to help us with the Genesis Christmas Challenge 2015. We're already planning the Christmas calendar of events so please add to it! Get in touch to discuss how you could become involved.

Donating to Genesis in your will

By giving a gift in your will to Genesis, you can help create a breast cancer free future for the next generation. Genesis is the only charity dedicated entirely to the prediction and prevention of breast cancer and by thinking of Genesis you could help to change the future.

Our research will one day bring about a world where breast cancer is preventable and no individual will have to suffer from this terrible disease. You can help bring that day closer.

Wendy Verber is leaving a gift to Genesis in her will.

Why do you support Genesis?

In 2011 my sister decided to raise money for Genesis and celebrate her fiftieth birthday by producing a calendar called "Barely 50" with all her contemporaries. I decided to help her sell the calendars, as I thought it was a really worthy cause. After losing my father when I was nine, I understand the importance of cancer prevention.

Little did I know that during the week of my sister's fiftieth, the results of my mammogram would come back with a cancer diagnosis. The specialist who treated me turned out to be the Chairman of Genesis, Mr Lester Barr.

How do you support Genesis?

I support Genesis through various fundraising activities - from selling Christmas cards to South Manchester businesses to helping at bucket collections and obviously my sister's very successful calendar which raised £47,000 for the charity in 2012. There are so many ways to support Genesis. If you want to help, I would say don't hesitate to contact the team for advice.

After thinking of friends and family, remembering Genesis in your will is a lasting and powerful way to make a difference to a cause that matters to you.

Everyone knows what a will is and most people agree that they need one, but not everyone knows why they should make one without delay. Many wrongly assume that all their property will automatically pass to their spouse.

Writing a will makes the process of dealing with your affairs easier, less expensive and less painful for your loved ones. It allows you to name the beneficiaries, including charities and friends if you wish, and know with certainty who will inherit from your efforts.



Why did you decide to leave a gift in your will to Genesis?

Genesis saved my life. Leaving a gift in my will could one day mean that no one ever receives the diagnosis I did. It means I can help change someone's future.

How did you go about adding this information to your will?

I decided to update my will after my diagnosis. I did this by consulting with my solicitor who helped me throughout the whole process.

Was it an easy process?

Yes - very! There's no excuse not to update it straight away!

What advice would you give to someone considering leaving a gift in their will to Genesis?

Don't just think about doing it, do it. Act now and your decision could help change the future of breast cancer prevention.

For more information and to make or update a will, please contact your solicitor today. You can also download some FAQs from our website



A brand new website for Genesis

Have you taken a look at Genesis' brand new website yet? With a vibrant new look and fresh new content, we hope you agree it takes us forward as an organisation. Thank you to **Delineo** for their hard work in creating our fabulous new site.

On our homepage you'll see an animation which brings to life our unique vision and mission alongside all that Genesis and our supporters have achieved since. We are grateful to **Kim Emson Animates** for donating her time free of charge to create this for us.

View our website and animation at:
www.genesisuk.org

Claira Hermet



Genesis BCP is pleased to introduce **BBC 1Xtra DJ Claira Hermet** to our family of supporters.

Claira has spent the last few months raising funds and awareness of Genesis after discovering she carried the BRCA 1 gene.

"I'm Claira Hermet, on January 21st I had a preventative double mastectomy. I lost my mum and sister to breast cancer, so when I found I carried the BRCA 1 gene mutation I knew what I had to do to feel safe, confident and happy. Now the operation is done and dusted. I'm feeling great and life has never felt so exciting.

I chose to raise money for Genesis throughout my journey because they focus on the prevention of breast cancer. That's what my journey was all about. They say prevention is better than cure and I truly believe that, which is why I feel it's so important to work not only on cures for the disease but to find ways of making sure it's not there in the 1st place. I am honoured to support Genesis BCP.

Upcoming Events

- April 26th – The Virgin Money London Marathon
 - May 3rd – Fishers Farm Blue Bell Walk, Hungerford
 - May 10th – The Morrisons Great Manchester 10K Run
 - May 25th – The Bupa London 10K
 - May 31st – Ladies Pink Day at Wigan Masonic Hall
 - May 31st – The Bristol 10K
 - July 4th – The Great Manchester Swim
 - August 22nd – Around the World in 8-ish Steaks,
The Drunken Butcher Supper Club
 - August 23rd – The Manchester 5K Big Fun Run
 - August 23rd – The Genesis Morecambe Bay Walk
 - September 6th – The Wigan 10K
 - September
12th-14th – Tough Mudder North West
 - September 13th – The Great North Run
 - September 16th – The Genesis Student Conference 2015
- The Genesis Ball, date TBC**
- December 11th – The Genesis Christmas Celebration
-

Support Genesis in 2015

If you're interested in fundraising or volunteering,
we'd love to hear from you.

Tel: 0161 291 4400 Email: info@genesisk.org



Genesis Breast Cancer Prevention



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GenesisBCP



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

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