

October is Breast Cancer Awareness Month

The common thread I heard during my breast cancer surgery and recovery this year, and through the floods, has been "God never gives you more than you can handle." Well, somebody needs to tell God, I am NOT superwoman, and I just need a little rest. But I am so blessed, the doctors say I am now cancer-free, and despite being a little tired most of the time, I feel great! But now I am taking very seriously, the fight for Breast Cancer Awareness every day of the year. This is not an October event when the NFL wears pink cleats and car dealers offer \$50 donations for each car sold, or Hobby Lobby sells pink ribbon by the roll, it is a year-long battle.

For several years I worked with French Dressing Jeans with their awareness program and helped raise tens of thousands of dollars, and I was so honored when they allowed me to hand the huge donation check to Dr.



Susan Love at UCLA Medical Center in California.

Along with Alex Garfield, designer of Peace of Cloth and formerly Garfield and Marx, I co-chaired CURE BY DESIGN, and collected hundreds of thousands of dollars, most of which went back to survivors to help with their care and to medical centers for research. Working with survivors and patients in fashion shows and luncheons and make-over sessions, I never realized how these women really felt. Now I do.

One in every eight women will have breast cancer in their lifetime. One in eight!!! Look around the room, and count. These people are your daughters, your mother, your customers, your friends, and possibly YOU. Take the challenge and FIGHT! I'll loan you my pink boxing gloves.

I ask you, no, I urge you to sponsor events in your store, create ways to promote awareness, collect and raise money for research. This is a cause that should be the center of your annual charity drive, all year long. Too many national organizations seem to spend the money on payroll and advertising. If there is no group locally that you want to have the funds, send them to Elliott Breast Cancer Foundation, 541 Shadows Lane # C, Baton Rouge, Louisiana 70806. His forty years of care and research has saved hundreds of lives, including mine.

