



TOO MANY WOMEN
WWW.TOOMANYWOMEN.CO.UK

BREAST CANCER
BREAKTHROUGH

YOUR SUPPORT WILL SAVE LIVES & CHANGE FUTURES

WHY SUPPORT

The importance of breast cancer research cannot be underestimated.

- It is the number 1 health concern for women in the UK.
- Nearly 46,000 women and 300 men are diagnosed every year in the UK.
- Almost 1000 women will die every month in the UK from this devastating disease – That's 33 women a day.
- These women are our mothers, daughters, friends and loved ones.

WHAT YOU'RE SUPPORTING

Too Many Women are confronting these startling statistics head-on by raising over £1 million for the pioneering work of the Breakthrough Breast Cancer Research Centre on London's Fulham Road.

Established in 1999, it was the first dedicated breast cancer research centre in the UK and is currently one of the largest in the world. Housing over 120 world-class scientists and clinicians, the research centre's work has been hailed by cancer experts as "*unmatched*" and "*unparalleled*". The centre's exciting work was highlighted in a recent article in *The Times*, which stated that thanks to the centre, tremendous progress is being made towards new treatments that will successfully combat the disease in all its different forms.

With your support the centre will continue to work towards a future when breast cancer will no longer be a life-threatening disease, to a future when every breast cancer patient will receive personalised treatment and ultimately, to a future free from the fear of breast cancer.

HOW YOUR MONEY HELPS

- **£500** buys a machine called a 'transilluminator' which is used within the research centre by the Breakthrough Scientists to study DNA during experiments. It enables them to investigate genetic changes in breast cancer cells and consequently to look into the causes of breast cancer.
- **£5,000** pays for the sequencing of over 500 million code letters of DNA using our state-of-the-art 'Genome Sequencing Facility'. This will help scientists to identify the genetic causes of breast cancer.
- **£1,000,000** would fund the entire Breakthrough Research Centre for over two months. This includes 13 research teams of world-class scientists plus all the highly specialist chemicals and equipment they need for their experiments. Each team is investigating a different aspect of breast cancer research, meaning we have a very comprehensive programme of research that is tackling the disease from all angles. It also includes funding outstanding new facilities such as Genome Sequencing which are speeding-up the pace of research.

For more information about the research centre please go to www.breakthrough.org.uk



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10 YEARS OF BREAKTHROUGHS THANKS TO OUR SUPPORTERS

The research conducted at the Breakthrough Research Centre over the past 10 years has transformed our understanding of breast cancer and we really are ushering in a future free from the fear of the disease. We would like to share some of the life-changing achievements that our supporters have made possible.

WE HAVE DEVELOPED A “NEW GENERATION” TARGETED DRUG

With the development of PARP-inhibitors, we pioneered an entirely new direction in cancer drug development. Olaparib, the first drug to target cancer using this intelligent new approach, is now being used to treat patients in clinical trials. It has shrunk patients' tumours without the severe side-effects of chemotherapy.

PATIENTS ARE BEING TREATED TODAY WITH NEW TREATMENTS DEVELOPED AT OUR RESEARCH CENTRE

It can often take 10 to 15 years of research before a new drug is ready for clinical trials. Despite these facts, our research has led to eight clinical trials testing promising new treatments. That means cancer patients are already receiving new or improved treatments as a direct result of our research.

WE HAVE DEVELOPED PERSONAL AND TARGETED TREATMENTS

We've shown that breast cancer is not just one disease, but many. We have developed drugs that can treat different types of breast cancer and we are also refining treatments to ensure each woman is given the most appropriate and effective treatment.

WE PIONEERED A NEW WAY OF CARRYING OUT MEDICAL RESEARCH

All our scientists work in or next to hospitals. Our research is directed by the needs of breast cancer patients and we achieve the best results because our scientists work closely with doctors. This unique, collaborative approach means we can bring new and improved treatments to patients faster.

WE PRODUCE RESULTS FASTER AND MORE COST EFFECTIVELY

Developing new cancer treatments normally costs billions of pounds. Our scientific breakthroughs have come at a fraction of the usual cost. International cancer experts rated our work as "outstanding", and were particularly impressed with the way we have rapidly translated findings in the laboratory into real benefits for patients.

WE ARE BEGINNING TO UNDERSTAND THE CAUSES OF BREAST CANCER

We're conducting the world's largest, most comprehensive study into the causes of breast cancer. The Breakthrough Generations Study has recruited 100,000 women and aims to identify genetic and lifestyle factors that may cause breast cancer.

BREAST CANCER WILL NO LONGER BE A LIFE-THREATENING DISEASE

Breast cancer will be a long-term manageable disease thanks to earlier diagnosis and the availability of a wide variety of targeted and personalised treatments.



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LOOKING AHEAD THE NEXT 10 YEARS

There is much more work to be done and many more breakthroughs to be made. We want to push forward into the next 10 years with even more hope and dedication. We look forward to a future when breast cancer will no longer be a life threatening disease and, ultimately, where it can be eradicated. We can make these dreams a reality. Here is what the next 10 years could hold:

PEOPLE WITH BREAST CANCER WILL LIVE LONGER AND HEALTHIER LIVES

With better knowledge of treatment combinations we will know how to make drug treatment for breast cancer as effective as possible, hitting cancer harder with far fewer side effects.

WE WILL BE ABLE TO DETECT BREAST CANCER MUCH EARLIER

New methods of cancer detection will enable us to detect and treat the disease in its earliest stages before it has spread. This could save thousands of lives each year.

WE WILL BE ABLE TO PREVENT BREAST CANCER FROM RETURNING

Using new tests, we'll be able to tell if a patient's cancer is likely to return and we'll have treatments to prevent this. With gentler treatments that can be taken for longer periods of time we will also be able to prevent breast cancer coming back.

WE WILL UNDERSTAND HOW PEOPLE DEVELOP BREAST CANCER

Through projects such as the Generations Study we can work out how to prevent cancer starting, changing the future for thousands of women.

WE WILL BE CLOSER TO OUTWITTING BREAST CANCER

We'll be able to predict ahead of time whether a patient's tumour will develop resistance to certain drugs and we'll be able to give alternative treatments as necessary.

'New breast cancer treatments will become available as a direct result of our work and ultimately this will mean that more women will survive breast cancer.'

Professor Alan Ashworth, FRS

Director of the Breakthrough Research Centre

A FUTURE FREE FROM FEAR OF BREAST CANCER

10 years ago we had four rooms and a handful of scientists. In 2010 we are celebrating the 10th anniversary of Breakthrough's Research Centre, based on the Fulham Road, next to the Royal Marsden Hospital, with over 120 scientists housed there and a network of three further specialist research units dedicated to breast cancer research.

The last 10 years have been extraordinarily productive, enabling Breakthrough to help thousands of women and their families while advancing towards our ultimate objective ... **a future free from the fear of breast cancer**