

For Immediate Release Contact:

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NYU Langone Medical Center Researcher to Receive Community Breast Cancer Research Award



(San Rafael, Calif.) – On Thursday, May 5, 2011, Mary Helen Barcellos-Hoff, PhD, professor and director of Radiation Biology in the Department of Radiation Oncology at NYU Langone Medical Center, will receive the **Community Breast Cancer Research Award** presented by Zero Breast Cancer at the 12th Annual Honor Thy Healer Awards Celebration. The **Community Breast Cancer Research Award** is presented to distinguished individuals who actively support and participate in community-based participatory research focusing on the causes of breast cancer.

Dr. Barcellos-Hoff views the science of breast cancer as a puzzle, with many known facets and other contributing pieces that are yet to be discovered. Her work has focused on the role of ionizing radiation in breast cancer development and establishing a model, at the cellular and molecular level, for investigating environmental exposures during critical periods of the developing mammary gland. The goal of Dr. Barcellos-Hoff's research is to understand how multi-cellular processes are disrupted during the progression from normal to neoplastic (abnormal proliferation of breast cells).

Dr. Barcellos-Hoff readily explains to community audiences why mouse models are used to study “perturbing” environmental agents and the concept of windows of susceptibility for breast cancer. She has co-produced two educational kits to translate her work for the community, *Of Mice and Women: Modeling Breast Cancer and the Environment* and *The Breast Biologues: A biology dialogue about breast cancer and the environment*. The *Of Mice and Women* educational tool kit consists of a video and a scientific glossary. *The Breast Biologues* educational tool kit consists of an animated video and comic book (in English and Spanish). Both videos are being broadcast nationwide through the University of California Television (UCTV) and can be accessed online from the [Bay Area Breast Cancer and the Environment Research Center](#) and [Zero Breast Cancer](#) websites.

Zero Breast Cancer will honor Dr. Barcellos-Hoff for her unique contributions to advancing the understanding of breast cancer and her commitment to educating the community about current scientific advances. The **Community Breast Cancer Research Award** will be presented to Dr. Barcellos-Hoff and her collaborators, Zena Werb, PhD of the University of California San Francisco and Paul Yaswen, PhD of the Lawrence Berkeley National Laboratory.

Other awards presented at the 12th Annual Honor Thy Healer Celebration on Thursday, May 5, 2011 include: Healing Professional Award, Leadership Award, Healing Partner Award, and the Francine Levien Activist Award.

The evening begins with a reception at 6 pm, followed by dinner and the awards ceremony at 7 pm at the Mill Valley Community Center, 180 Camino Alto, in Mill Valley, California. The Honorary Chair is Cheryl Jennings, KGO-7 TV Emmy Award-winning newscaster.



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Tickets are \$135 per person and may be obtained by calling (415) 507-1949. Proceeds from the event support the research, education and community outreach programs of Zero Breast Cancer.

Zero Breast Cancer is a non-profit organization dedicated to finding the causes of breast cancer through community participation in the research process. We focus on identifying environmental factors and the role they play in breast cancer at all stages of life and across generations. For more information, please visit www.zerobreastcancer.org

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