

Keep A Breast

Magazine

Art. Education. Awareness. Action.

Holy Guacamole!

Jason Mraz gives us healthy tips for healthy living

KAB Music For Awareness

Angels and Airwaves takes KAB on the road

Non Toxic Revolution

Take oil out of our oceans & products


SUMMER 2010 Vol. 1

FREE!!



I Love Boobies!

A new approach and positive style of communication about breast cancer

KEEP A BREAST 

keep-a-breast.org



Letter From The Founder

SHANEY JO DARDEN

Let me just start by saying “WOW!”

This is the first magazine from Keep A Breast! When Keep A Breast did our first Breast Cast Exhibition 10 years ago I would have never in my wildest dreams thought this would be where I was today. I couldn't be more grateful and honored to be able to be doing what I am doing. We are so excited to be able to use this format to share more information with you about breast cancer prevention. We have some great features with people like Rochelle Ballard, Angels and Airwaves and Jason Mraz who we are so thankful to have as KAB supporters. We also have a fantastic column called Ask Miss Nixon and ways you can get involved, get educated and petition for safer products and better legislation!



Photo by Carol Martori

This year has been a great year for KAB, we have been traveling non stop around the US, Canada, Europe and Australia with our Traveling Education Booth. We have been planning a bunch of great breast cast exhibitions and I'm really excited about one coming up called SOS. “Save Our Sisters” breast casts featuring professional surfers painted by surf

shapers and artists, you will see a sneak peak in this issue of Kassia Meador's cast painted by the dreamy and talented Chris Del Morro.

Thank you to all of you out there who support Keep A Breast! Whether you have been a long time supporter, or you just learned about us. We are here for you. We care about you and your health. We want to provide you with information to empower you to live a healthy life and inspire you to empower your friends and family to do the same. We all have the right to safe products, healthy food and to live in a toxic free society!



Keep A Breast Ambassador, professional surfer and official KAB Photographer Kassia Meador shot Angels and Airwaves, Jason Mraz, Pierce the Veil and Chris Del Moro and our latest ad campaigns. Kassia is seen here with her breast cast Chris painted for the upcoming SOS exhibition.

Shaney Jo Darden

Summer 2010 Volume 1

EDITORS & PUBLISHERS Shaney Jo Darden, Kimmy McAtee, Erica Leite, Amanda Nixon **LEAD PHOTOGRAPHY** Kassia Meador
DESIGN DIRECTOR Mike Jarboe **CONTRIBUTING PHOTOGRAPHY** Christopher Donez, Lorene Carpentier, Erin Caruso, Desiree Astorga, Joey Shigeo
CONTRIBUTORS Kayla Kelley, Jessica Rouse, Allison Briggs, Torrey Lynch, Kyle Craft, Scarlett Hannon

The Keep A Breast Foundation 2251 Las Palmas Dr Carlsbad CA 92011 501(c) (3) #13-4286549

The Keep A Breast Foundation™ is a 501 (c) (3) non-profit organization. Our mission is to help eradicate breast cancer by exposing young people to methods of prevention, early detection and support. Through art events, educational programs and fundraising efforts, we seek to increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well-being.

For more info please email: info@keep-a-breast.org keep-a-breast.org [facebook.com/keepabreast](https://www.facebook.com/keepabreast)

keep-a-breast.org

Drink
to your
health
and their
hope



Pink's never been more powerful. For every box of Emergen-C Pink® sold, 20¢ is donated to fund breast cancer awareness, research and prevention efforts. Over \$250,000 so far has been donated to the Keep A Breast Foundation.

emergenc.com



zero rider
jamie thomas





KAB Mailbox

Spencers Army of Volunteers

I had the chance to work three dates with KAB on Warped Tour. Every second working with KAB was rewarding and educating. I hardly left the tent in fear of missing anything! Speaking and connecting with everyone I came into contact with about a subject that I am well versed in and listening to the stories of others truly opened my eyes to what KAB has been doing. Its is not just a funny bracelet or a cool t-shirt that catches peoples eye... its an organization educating so many people it touches through music, arts and so much more.

I am utterly grateful for the chance to work with KAB. I hope to have the chance to do so again many many more times.

Thank You.

—JASMINE H.

Want to Volunteer? Sign up for our email list at keep-a-breast.org

From Twitter

Keep up the great work. Wife was just diagnosed last month. 29 years old. Via Twitter
alifeinwords Read Brian's blog of survival hope and love at berelentlessblog.blogspot.com
—ALIFEINWORDS

Zumiez Employees Speak Out

I work at Zumiez and was lucky enough to go the Zumiez 100k this year and meet Shaney jo. It was quite powerful when she was on stage introducing her self and, from the 1200 Zumiez employees, got more applause then Erik Kosten and Danny Kass. My interest in the fight against breast cancer stems from my best friend's mom - a two time survivor whose had both of her breasts removed. Getting to meet Shaney and talk to her about my friend's mom was truly amazing. I remember both of us talking and telling our story crying to get out the next sentence. KAB has the most amazing message to people that are most of the time looked over when it comes to breast cancer. I think its amazing that Shaney took the inspiration that she had and started KAB to help young women with early detection and awareness when it comes to breast cancer.

—JAKE K.

Never Let Anyone Say You Are Too Young For Cancer!

On Sunday morning I went to an Aveda salon in Flagstaff to get a haircut and my stylist and I started talking about cancer. She is 22 or 23 years old, she told me because of the Keep A Breast info at the warped tour last summer, she learned to check herself regularly. She actually found a lump and had it removed just recently. She couldn't say enough about how great KAB is and I agree!

Keep up the GREAT work! much love.

—RACHEL FROM ARIZONA

CONTACT US! Send us your feedback, and please include your contact information. Letters may be edited for clarity and space.
info@keep-a-breast.org



EARLY ACT Passed Into LAW

Why is The Keep A Breast Foundation so excited that President Obama signed the healthcare reform legislation into law? Not only will the bill eventually extend coverage to 32 million uninsured, the bill may also ensure coverage despite pre-existing conditions (breast cancer for example), increase coverage in case of job loss and increase access to treatment.

As part of the health reform package, we are sooo stoked, the Breast Health Education and Awareness Requires Learning Young Act, or EARLY Act, has also become law!!! The EARLY Act creates an education and outreach campaign highlighting the breast cancer risks facing young women and empowering them with the tools they need to fight the disease. It's super important to remember that changes to the bill could still take place! KAB encourages you to make your voice heard by contacting your senators and letting them know how you feel about important issues!

KEY POINTS OF THE EARLY ACT STARTING THIS YEAR:

- If you are young and have breast cancer with no access to employer coverage of your own, you will be able to remain on your parents' health insurance plan until you turn 26.
- Your insurance company will not be able to cancel your policy or charge you more because of a breast cancer diagnosis or your gender.
- If you have insurance, your plan will be prevented from putting a lifetime cap (dollar limit your insurance plan will pay in benefits over your lifetime) on your coverage.
- Starting in 2014, insurers will no longer be able to refuse insurance or charge you more because of a breast cancer diagnosis.
- Will teach young women that breast cancer can and does occur in young women and help them establish good breast health habits to follow as they mature as well as increase awareness among healthcare providers/ doctors to improve their knowledge of the risk factors for breast cancer in young women.
- Support services for young women with breast cancer.

The Keep A Breast Foundation Speaks Out about US Task Force's Recommendations

Earlier this year the U.S. Preventive Services Task Force gave their recommendations on screening mammography, clinical breast exam and self-examination. Keep A Breast is taking a stand against what we believe is a huge step back in progress towards educating younger generations!

Keep A Breast strongly recommends that women know and understand their bodies. We believe that regular self screenings can and do save lives. We stand behind The National Breast Cancer Foundation, Inc. (NBCF) and other organizations that will continue to recommend breast self-exams as a detection method in conjunction with the advice of a qualified physician.

Everyone should not run out and get a mammogram. Learn the benefits and



harms of routine mammograms for early detection of breast cancer. We highly recommend being aware of your own personal risks, family history, as well as your body and working with your doctor to find screening appropriate for your risk level.

Mammograms in younger women are found to be less effective due to dense breast tissue and we do not recommend mammograms for women under 40. We need new screening approaches, new risk assessment tools and individualized recommendations.

The validity of the clinical breast screening has been compromised by the Task Force recommendations. Please discuss the Pros and Cons with your doctor.

Visit keep-a-breast.org/health to download a Check Your Self Card!

Take Oil Out of Our Oceans & Our Products!

As this is being written, oil continues to spew into the Gulf of Mexico for over a month's time. Thousands of barrels of disgusting oil are pouring into the ocean and destroying our environment on a daily basis. Officials frantically are trying to find a way to put a stop to these toxic chemicals in response to the pressure and concern of the public. This is for good reason, but the Gulf is not the only place you can find these toxic chemicals. They are closer than you think...

Petrochemicals, from oil, are found in A TON of household products like cleaning products,



makeup, deodorants and lotions. Did you know there are 17,000 petrochemicals that are approved for home use in cleaning products—and only about 30% of which have been tested for human and environmental safety? And 150 chemicals that are found in the home are connected to disease—including cancer.

We don't stand for these toxic chemicals pouring into our oceans and we shouldn't put up with these chemicals being distributed into our own homes. Its time to put pressure on companies to use safer products—Join Keep A Breast's Non Toxic Revolution!

KAB Is Turning from Pink to Green

This October KAB is launching a new Campaign called The Keep A Breast Non toxic Revolution.

As Keep A Breast grows we want to stay true to our word of living non toxic. We are doing everything we can to turn our foundation completely GREEN from the inside out! We are evaluating everything we do from shipping, touring, product production and even what we eat at lunch. We want to be a role model for other foundations to become sustainable and non toxic.

The KAB Non Toxic Revolution's aim is to inform and educate young people about the dangers of toxic chemicals (in our environment and food supply) and their link to breast cancer initiation. NTR's aim is to inspire a focus on prevention as a means to maintain long-term health and well-being. As part of this Non Toxic

Revolution we also provide alternative choices so that young people everywhere can make smart choices. And we couldn't tell you to do something that we haven't tried ourselves! So follow us in this six month journey as we turn KAB from Pink to Green by October!

Make sure to stay tuned to see what changes we have made! First step—check the back of this magazine which has been printed using FSC paper, soy inks, wind paper and awesomeness. We have offset our shipping with a Carbon Neutral program UPS has set up and during the Zumiez Couch Tour we launched a guerilla gardening program by throwing seed bombs into urban sites to temporarily reclaim and transform them into places worth looking at and caring for

by planting area specific trees! (find out how you can get your own on page 21!)

Send us your tips and idea's and stories on how you are greening your community.



WHY DO CELEBS GET ALL THE COOL STUFF?

Keep A Breast has teamed up with Warped Tour, ASEC and Klean Kanteen to get the entire staff of the Vans Warped Tour 2010 aluminum water bottles for the road to cut down plastic waste.

Some plastics leach toxic chemicals into the food we eat, the water we drink and the air we breathe. Protect your body and the environment by choosing non-plastic alternatives whenever possible.

Swap plastic water bottles for stainless steel or aluminum options. Plastic water bottles slowly leak a chemical called Dioxin overtime into the water that has been directly linked to breast cancer.

Visit keep-a-breast.org/KleanKanteen to win 1 of 10 limited edition I Love Boobies Klean Kanteen!

Ask Miss Nixon

Have questions about breast cancer? Wonder what chemotherapy is like? Want to know the side effects of radiation? I am out of treatment and here to help YOU in any way that I can- just ASK MISS NIXON!

If I don't know the answer to your questions, I will find you someone who will be able to give you answers!

Have questions about breast cancer?

My story: In January of 2006 at age 27, I was diagnosed with the most aggressive form of the many types of breast cancer. What a party killer! Breast cancer was the furthest thing from my mind. Sure I lived in a toxic environment, ate meat, didn't pay attention to the ingredients in my beauty products, used antiperspirant, etc....but so did all of my girlfriends? What the f@*#?

I had 3 months of chemotherapy, lost all my hair, had a mastectomy, 3 more months of chemotherapy, 8 weeks of radiation, and two reconstructive surgeries. I had every scan, Xray and blood test you could possibly imagine. Now I volunteer at hospitals, participate in clinical studies and am involved with multiple breast cancer organizations. I strive to know the most current information coming down the pipeline about breast cancer and especially how this affects younger people.



Photo by Jody Tongco

My aunt, Sue, was just diagnosed with Breast Cancer. What should I do for her? I feel so helpless right now. Thanks!

—Stephanie (Salt Lake City, Utah)

Hi Stephanie! I am so sorry to hear that your Aunt has been diagnosed with Breast Cancer. Here is a short list of some easy things you can do right now:

- Bring over a variety of herbal teas.
- Pamper her by shampooing her hair (Try Pristine Beauty "No Scary Hairy" on page 21) or painting her nails with a non toxic brand.
- Drop by with a yummy fruit or veggie smoothie (Try Jason Mraz's raw chocolate mousse on page 20!)
- Get her a gift certificate for a healing massage or acupuncture session.
- Create a fun Do Not Disturb sign for her door...just in case.
- Drop by and do some laundry (bring your own non toxic brand (Check page 21 for our faves!))
- Cook a meal for her and her family on a specific day (medicine day, doctor's appointment day).
- Help with her yard work or set up a free house cleaning from the non-profit service for women undergoing treatment: cleaningforareason.org
- Try some art therapy (coloring books work too).
- Pets have special healing powers—encourage her to get or borrow a pet.

Hope this helps!—Miss Nixon

I'm so confused! When should I perform my Self Breast Exam?

—Amy (Palo Alto, CA)

Great question! The very best time to examine your breasts is when they are not tender or swollen. Shoot for a few days after the last day of your period. You are feeling for anything that is not normal to you. And remember to do your breast self-exam every month at this same time. Download our iphone app that

MISS NIXON TIP:

If you have been diagnosed with Breast Cancer and have any breast surgeries most major insurance companies allow 2 free bras EVERY YEAR (Kaiser allows 3 free bras each year and Medicare allows 3 free bras every 6 months). Fine department stores, like Nordstrom, can convert any sexy bra they carry into a post mastectomy bra by adding a pocket. Under NO circumstances should you be stuck wearing an old lady bra!

will send you an automatic text reminder every month learn more on page 21!—Miss Nixon

Someone in my office was recently diagnosed. I am afraid I will say something offensive to them but I don't want to just ignore the situation. What should I say?—Brian (Houston, TX)

Brian, You are so awesome for asking and thank you for not ignoring the situation!! Some people say things they think are comforting but are actually kind of insulting when you have been diagnosed with Breast Cancer. People say, "I had a grandma/aunt who died of that,"—and it is NOT helpful. The most helpful things to say involve letting that person know you are listening and you care. For example, "It sounds like you're tired of talking about cancer, lets go watch a movie." By now your co-worker is probably tired of telling their story over and over! You could also offer to do something specific for him/her (cook a meal, baby-sit, lend your ipod). Hope this makes sense!—Miss Nixon

Ask Miss Nixon at missnixon@keep-a-breast.org

Treasured Chest

The Keep A Breast Foundation's Treasured Chest program strives to give women whom are newly diagnosed with breast cancer a unique opportunity to document their body and their feelings at a specific time in their treatment by turning their casted torso into a beautiful piece of art. The Keep A Breast Foundation Breast Casts™ are part of KAB's unique education and support programs that harness the power of art and artistic expression to communicate complex feelings and thoughts about health, the female form and ultimately about breast cancer.

"It is the most valuable possession I have. Because it's representative not just of what my body used to be like, but of that transformation. And, I'm so proud of that transformation. From that day being so scared, and being bald, and to the woman I am today and all the things that happened during that time."—Allison

Newly diagnosed women may be facing a dramatic change to their female form resulting in the loss of a breast (mastectomy), partial removal of a breast (lumpectomy) or

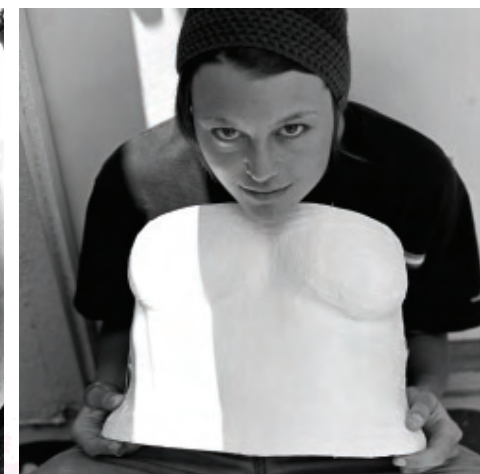
shrinkage of a breast caused by radiation. The psychological changes that accompany a breast cancer diagnosis are just as important as possible physical changes. Others who are diagnosed with breast cancer will not have these procedures and the program is also designed to support these women.

Keep A Breast would like to invite newly diagnosed women to take part in this unique support program. To learn about our casting events at participating San Diego County Spa locations or to receive a kit to be casted in the privacy of your home please visit keep-a-breast.org/programs/treasuredchest

"I keep my cast on display in my home and I view it with pride and gratitude. Although I am still coming to terms with the loss of breasts, my cast is a powerful symbol of this transformation. It reminds me to focus on the positives of my experience and to feel love for myself, my body, and my family and friends."—Allison Briggs, 4 year survivor, diagnosed at age 26



Photos by Desirée Astorga



AVA for KAB

“Like millions of others, I have been plagued by the devastating effects of cancer hitting not one, but multiple members of my family. Keep A Breast creates events that are not only inspiring and beautiful, they provide a call to action for the millions of teens and young adults are searching for a cause to support.”—Tom Delonge

Sleepily wandering off the bus at the Canadian inspection at 8am and its freezing cold, that's when it hit me. So long San Diego and hello world of Keep A Breast's Traveling Education Booth. KAB was on tour with Angels and Airwaves and Say Anything to talk to you about breast cancer prevention. KAB's Traveling Education Booth program is a huge part of being able to interact with all of you. We're on the road exploring the cities by day and rocking them away by night all the while talking to our new friends about what they can do to try to lower their risk of cancer and making our peers more aware of methods of prevention.

In order to reach young people with the message of breast cancer prevention, Keep A Breast travels on the road with music tours, cancer walks, action sports events and fashion gatherings. We will be on the road a total of 241 days, we will set up in 55 different cities, 4 providences and 10 countries as well as set up at 9 festivals with millions of young people being reached in 2010. We are there to help raise breast cancer awareness through an informative and artistic display of breast casts, information materials and interactive activities.

Tom Delonge from Angels and Airwave has been a huge supporter from day one and has gone above and beyond for us. (he even lets us share his office space in San Diego with Macbeth, Loserkids and Modlife!) Not only is he an amazing musician and role model but he is also passionate about our organization and helping make the youth aware of breast cancer.

“Like millions of others, I have been plagued by the devastating effects of cancer hitting not one, but multiple members of my family. Keep A Breast creates events that are not only inspiring and beautiful, they provide a call to action for the millions of teens and young adults are searching for a cause to support.”—Tom Delonge

Angels and Airwaves has a new album out called LOVE and we LOVE IT. Download their full album at angelsandairwaves.com for free. AVA wants to encourage kids to not only listen to their music but really understand where they are coming from and hear their positive messages for the world. Check it out at angelsandairwaves.com



Photo by Kassia Meador

KAB Music For Awareness

Boobies, bands, ballads and barre chords coming together for one common mission! Makes sense right? We thought so, too! The Keep A Breast Music For Awareness campaign was launched to acknowledge and enable the fact that young people do want to be activists, to play a part of a bigger and better good. MFA allows anyone to inform educate and inspire his or her communities about breast cancer awareness and preventative action through music.

We have worked with many talented musicians who have donated their time and influence to inspire fans and so much more. Artists including: No Doubt, Envy On The Coast, Katy Perry, Circa Survive, Fall Out Boy, Pink, Therefore I Am, Travie McCoy and so many more, have all been apart of our KAB MFA campaign. These artists have donated their time to help us educate today's youth through their music, art and inspiration and in turn make a difference in the lives of their fans.

As part of The Keep A Breast Music for Awareness Campaign, we are inviting everyone (not just bands) out there to really step in and start making a difference. This campaign will allow anyone to play a role with KAB MFA and throw his or her very own benefit show in support of the cause. From a rock festival to a local carwash YOU CAN increase awareness and raise needed funds for Keep A Breast's education and prevention outreach programs!

SO WHAT ARE YOU WAITING FOR, GET OUT THERE AND SAVE SOME BOOBIES! HERE ARE SOME AMAZING PEOPLE WHO HAVE HELPED IN THE PAST!

Tracy M. from Brooklyn, NY endured snow from the previous day but did not let that stop her! She **raised over \$2,000** for MFA.

Ashley V. and two other friends from Philadelphia, PA raised over **\$2,320** for Keep A Breast and made a direct impact with the people who came to the event. Ashley had a lady come up to her at the end of the show who

told her how much it meant that the venue was bringing awareness about breast cancer because she had been directly affected by breast cancer.

Speakeasy Tiger in Denver, CO talks about the massive success from their benefit show **raising nearly \$1,000**. Lyrics from their song, "I can feel it in my chest" were painted on to torso canvases and there was a step-by-step process on how to check yourself for breast cancer. The show brought immense awareness to the audience and was an overall success!



Rody Walker of Protest The Hero Photo by Erin Caruso

Shanti Wintergate for Keep A Breast!



Photo by Reena Chitkara

Through Keep A Breast's MFA campaign, we hope to spread breast cancer awareness through music and we have encountered a ton of supportive artists. Adorable pop-rock singer and songwriter, Shanti Wintergate, has been a supporter since 2004 when she met us in the Girls Garage on the Vans Warped Tour. First volunteering in our booth, performing acoustic sets we recently casted her torso for the Women of Rock and Soul collection, and took it a step further by bringing Keep A Breast's printed educational materials with her on tour through Europe!

Words of wisdom: “Just remember... You are Beautiful, and you are Loved. Believe it and Know it.”

Check out Shanti on the road in July with her husband, Greg Attonito, from the Bouncing Souls riding around the country on Vespa scooters playing acoustic sets on the Vroom Vroom Vespa Tour or at shantiwintergate.com

Beyond being an amazing Ambassador for KAB we love Shanti because she's a vegetarian and her favorite things include making mud pies! “I was raised as a vegetarian, and I still am today. I love eating healthy and simple foods.”

Her Favorite things? “Being grateful for what I have, the Sun, working hard, creating (art, music, food, laughter), my horse Paloma, good hugs and rubs, making mud pies.”



"I met the girls that started The Keep A Breast Foundation while we were on Warped Tour and I was immediately inspired by their passion and dedication to their cause. Since then we have made it a personal goal to be involved with these amazing people and to help them in their fight against breast cancer. And besides...everyone loves boobies!"—Vic Fuentes of Pierce The Veil

KEEP A BREAST 

**PIERCE
THE
VEIL**



Ryan Smith. Noseblunt. Photo by Joey Shigeno

Skating For A Cause

Skateboarding is giving back! Keep A Breast was so excited that Mystery skateboards wanted to use their iconic Heart logo to give back and influence the lives of their fans and so much more. Mystery skateboards has collaborated with Keep A Breast by coming out with a limited edition line of “I

\$ With every purchase, Mystery will donate \$3.00 from the sale to the Keep A Breast Foundation.

Love Boobies” skateboard decks and tee’s. This collaboration has been designed to raise awareness and support for Keep A Breast’s continuing efforts to eradicate breast cancer.

With every purchase, Mystery will donate \$3.00 from the sale to the Keep A Breast Foundation.

Featured in the Mystery Summer 2010 catalog, you can find KAB products at your local skate shop and for more info visit blackboxdist.com

Why not support Keep A Breast by buying a skateboard that could actually save your life? Just 30 minutes of aerobic activity 3-5 times a week can lower the risk of breast cancer by 30 to 50%.



YES, MEN GET BREAST CANCER TOO!

Men can get Breast Cancer too! Although it usually occurs in women, men have breast tissue and can develop breast cancer. About 2,000 new cases of invasive breast cancer are diagnosed in men each year and approximately 450 men die from breast cancer annually.



Keep A Breast Foundation “I Love Boobies!” Campaign

Here at The Keep A Breast Foundation we have received many letters, emails, Facebook comments and other communication from people wanting to talk about our “I Love Boobies” campaign. We’ve received letters from breast cancer survivors thanking us for putting a positive spin to breast cancer awareness in a sea of pink ribbons. We have also seen these bracelets be questioned at several schools. It has been great to see students, parents and teachers rally behind Keep A Breast and become advocates for our cause.

Keep A Breast’s “I Love Boobies” campaign is a unique national campaign that develops a new approach and positive style of communication about breast cancer. The campaign is meant to encourage young people to target their breast health. The T-shirts and bracelets act as an awareness-raising tool, allowing young people to engage and start talking about a subject that is scary and taboo and making it positive and upbeat.

Keep A Breast’s target audience is young people. Whether you are a teenager, young at heart, or just not the obvious candidate other organizations gear their breast cancer awareness campaigns towards, Keep A Breast wants to talk to you. Across the nation, health classes are being cut, P.E. scaled back, and art and music are nearly non-existent. We think these are pivotal ways of teaching this group health, self confidence and creative expression. We fully understand the I Love Boobies campaign is not for everyone; however, we also feel that “boobies” is not a four-letter word.

As you are aware when breast cancer

hits a family everyone involved are impacted, and for some a pink ribbon might not resonate with them as passionately as a foundation that works with artists and musicians that young people look up to, at venues that they are already at. Many schools have overturned bans on the bracelets after students and parents explained how Keep A Breast resonates with them.

The campaign allows young people impacted by breast cancer to get a chance to express their inner feelings, make connections with others and learn coping strategies helpful to them and their loved ones. It is a message about how important it is to appreciate, respect and love your breasts and yourself. Many women develop a negative attitude towards their breasts and put so much energy into criticizing them or wishing they were different somehow. Keep A Breast wants to break down the shame that is so deeply rooted in body image and let you realize your breasts are an amazingly important and beautiful part of you, and their vital role in our body. Knowledge is power! By knowing your body and knowing your breasts you are taking the first step to prevention. Prevention is the Cure.

Bottom line we hope you love boobies as much as we do! Visit keep-a-breast.org/programs to download our I Love Boobies campaign letter and information on how to educate your peers about why you love boobies!

i ♥ boobies!





All photos were taken on supporters of The Keep A Breast Foundation at the 2009 Vans Warped Tour in San Diego at our Traveling Education Booth.

"Though the primary focus of the Vans Warped Tour is about having fun, the presence of organizations such as Keep A Breast gives our fans a chance to learn something that could eventually save their lives."—Kevin Lyman, Warped Tour founder





When you purchase any Keep A Breast product at a KAB event 100% of the donation goes directly to KAB. When you support KAB at stores 50% of the proceeds goes directly to support KAB's education, awareness and breast cancer prevention programs!



KAB Awareness

SURFER JEN SMITH

World champion surfer and KAB Ambassador, Jen Smith, helps us spread the word about breast cancer prevention, early detection and the importance of living a healthy, toxic free, lifestyle.

“KAB is all about awareness and education. Living a healthy lifestyle, eating right, staying active and staying happy are all things we can do to try and keep our bodies healthy. I think it’s great that KAB works to educate young people about breast cancer through art, music, and culture”—Jen

Be sure to check out Jen competing in many upcoming surf contests KAB will be attending including the Roxy Jam in Biarritz where she will try to defend and reclaim her world title. (See inset)



ARTIST CHRIS DEL MORO

Pro surfer, Chris Del Moro, takes his part with SOS! His art is displayed on the breast cast of pro surfer, KAB ambassador and official photographer Kassia Meador. The cast will travel with the Keep A Breast SOS exhibition starting in Europe this summer and ending in Los Angeles, California. This event will feature breast casts from professional surfers painted by surf artists and will be on display and auctioned with the athletes and artists attendance, live music and first ever KAB Awards on Sept 10th. Become a KAB member for info on how to attend.



SURFER JULIE COX

Close your eyes and imagine a beautiful world filled with blue.

Its more beautiful than you can even imagine, and it’s in IMAX 3-D. Are you picturing Pandora? Well stop - those blue guys are last years news. We’re talking about the upcoming surf film, *Physics of Surfing*. A new movie featuring Julie Cox, professional surfer (she’s ranked 5th in the world!) and KAB ambassador. Make sure to check out this 3D celebration of surf, science and music, coming Fall 2010 at a IMAX theatre near you. To learn more about Julie, her own line of surfboards called the Jule Collection or get info on the California Surf Museum she manages and curates visit julecollection.com

UPCOMING EVENTS

KAB is so excited to be involved in many surf contests and art exhibitions this summer. If you get a chance, check out our original KAB art events or Traveling Education Booth all over the world!

- WOW - WOMEN ON WAVES** California Surf Museum Running all summer
- SWITCHFOOT BRO-AM** Encinitas, California June 26
- À SAN SEBASTIEN SURF FILM FESTIVAL** San Sebastien Spain June 8th-13th
- GARAGE MODERNE À BORDEAUX** Bodeaux France August 9th-13th
- ROXY JAM BIARRITZ** Barritz France July 10-14
- MALIBU SURF CLASSIC** Malibu, California September 10-13
- SOS SAVE OUR SISTERS EXHIBITION** Los Angeles California September 10

Holy Guacamole!

Eating healthy doesn’t mean you can no longer indulge your sweet tooth! Jason Mraz’s gives us his home recipe for Raw Chocolate Mousse aka “Holy Guacamole!” straight from his Avocado Farm in San Diego, California. In Joy.—*Jason*

WHAT YOU’LL BE NEEDIN’:

- | | |
|--|--|
| 4 ripe avocados | 1 tsp vanilla |
| 2 cups of yummy dates, finely chopped or pureed...or, 8-10 dates per avocado | Dark Agave nectar (sweeten to your liking) |
| 1 cup raw cacao (raw chocolate powder) | To make the dish taste darker—try a heaping spoonful of raw carob powder as well |

WHAT TO DO:

1. Mash, blend, or whip the avocados into your preferred pudding—like texture. Eliminate any lumps or chunks!
2. Slowly add dates while mashing.
3. Dump in the remaining ingredients (chocolate powder, vanilla, and Agave nectar) Mix well so that the ‘avocado green’ color is hidden in rich chocolaty awesomeness!

RECOMMENDATIONS: Don’t waste the avocado skins! Use them as little serving cups. / The flavor and texture will sit better if refrigerated overnight. / Garnish with a strawberry or something sweet!



Photo by Kassia Meador

MRAZ USES

AVOCADOS are high in oleic acid, which has been shown to prevent breast cancer in numerous studies. Avocados are an excellent source of glutathione, which researchers say is important in preventing aging, cancer, and heart disease.

DATES have innumerable health benefits. This fruit is rich in natural fibers, which aid in digestion. Dates also contain calcium, iron, potassium, phosphorus, manganese, copper and magnesium, all of which are advantageous for health.

CACAO has more antioxidant flavonoids than any food tested so far. Antioxidants protect from environmental and metabolic toxins. They help repair and resist damage caused by free radicals, and may reduce risk of certain cancers.

Compare Mraz’s recipe to regular chocolate mousse, which contains ingredients like heavy cream, butter, refined sugar, and raw eggs.

Surf Into Yoga

Studies have shown that stress actually can promote cancer indirectly by weakening the immune system’s anti-tumor defense or by encouraging new tumor-feeding blood vessels to form. In fact, stress is one of the major causes of disease.

Keep A Breast Ambassador, Rochelle Ballard recently stepped away from the Association of Surfing Professional’s (ASP) World Championship Tour after 17 years, and is currently enjoying life in the Hawaiian Islands and creating

Take a moment, breathe, stretch and be less stressed anywhere...

a passionate journey of expression through surfing, yoga, the environment, and film. She took a moment to teach us a move from her Yoga DVD “Surf into Yoga” on how to take a moment, breathe, stretch and be less stressed anywhere with the Asana pose.

You can grab a copy of the DVD at surfintoyoga.com



Photo by Spencer Stitt

1. Start with your feet shoulder width apart, taking a deep breath through your diaphragm opening up the side and back of the ribcage and exhaling with a “ha” breathe to release any tension out of your jaw and neck.
2. On your exhale clasp hands behind back, inhale and lift head to the sky.
3. With the knees bent to keep the curve in the spine, exhale and extend forward.
4. Extend out of your hips and slowly allow your breath to deepen into the pose, releasing tension from the shoulders, the neck is long and soft, and the legs are grounded and strong, yet softening deeper into the pose.
5. Inhale using your breath and your hands to lift your up into standing.
6. Release your hands to your side.

Cool Stuff



check your self!!!

Pony’s “Check Your Self” is a creative collaboration that brings together some of Keep A Breast’s top artists to customize Pony Shoes, \$3 from the sale of each shoe from Pony’s new line of vegan styles will be donated to KAB! This year’s collection is designed by renowned artist and Keep A Breast supporter Laurie Shipley and will retail from \$45 to \$55. The low profile vegan styles are a perfect sneaker for style and symbolizes a youth based sensibility that epitomizes the personality of KAB. With the use of nature, Native American and old world sailor imagery Shipley incorporates KAB’s messaging of taking a stand to make the world a better, healthier place for future generations. pony.com/keepabreast



ultra-concentrated so you only use a little. CLEAN DOES NOT HAVE A SCENT. I know we have all been programmed to correlate lemon and pine with clean (It’s Pine Fresh!), but clean doesn’t smell like lemon or pine. That magic fresh car scent is actually chemicals. Clean smells like nothing. And here at KAB we like nothing! methodhome.com

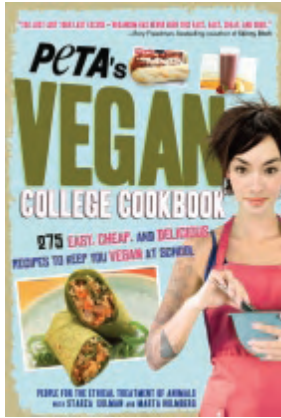
THE SMELL OF CLEAN

If the label mentions causing dizziness and nausea or to “allow venting with fresh air” after usage, it’s probably toxic. Try Method’s whole line of non toxic products. We love Method Unscented Laundry Detergent—Perfect laundry detergent. No scent and



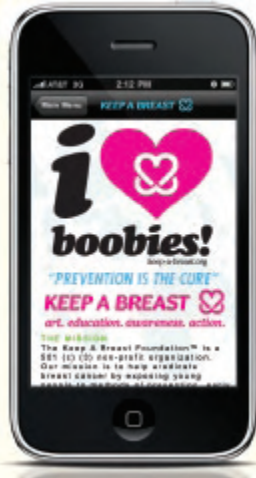
NO SCARY HAIRY

Founder of Pristine Beauty
Blaire Kessler created her line of 100% natural, carcinogen free products after being diagnosed with Breast cancer in 2005. Suffering from major hair loss and scarring, Blair struggled to find natural chemical free products that could help her through this tough time. The solution: She created her own. Not only are Pristine Beauty’s products filled with all natural goodness on the inside, the 1940’s Hollywood inspired packaging is sure to make you feel a bit more glamorous during treatment. shoppristinebeauty.com



BEING HEALTHY HAS NEVER BEEN SO EASY

Peta’s Vegan College Cookbook has 275 easy cheap and delicious recipes that anyone can make. Our faves are the Rachel – A Vegetarian Rueben (if you live in Southern California try one at Hensley’s Pub - owned by pro skateboarder and Flogging Molly member Matt Hensley) or the “The Pretty Much The Best Burrito” a Tatorito—a sweet potato and a burrito mixed together! peta2.com



FREE!

KAB iPHONE APP

Can’t get enough of KAB? Get us on your phone! The KAB app teaches you how to Check Your Self and sets a automatic reminder to do your breast self exam at the same time every month, an important key to prevention. You can educate yourself on the facts with our Breast Cancer Glossary, become a member, and keep up with the KAB, our Ambassadors and our traveling education booth with our Blog! keep-a-breast.org



GUERRILLA GARDENING

Check out these amazing seedbombs from Greenaid made up of a mixture of clay, compost, and seeds. We recently picked up a few of these seed bombs to guerrilla garden along our tours to offset our carbon footprint by planting trees and plants in unexpected places across the country. Visit thecommonstudio.com to get your own bombs with native seeds specific to your area. thecommonstudio.com

keep-a-breast.org

ANGELS & AIRWAVES

DOWNLOAD THE NEW ALBUM

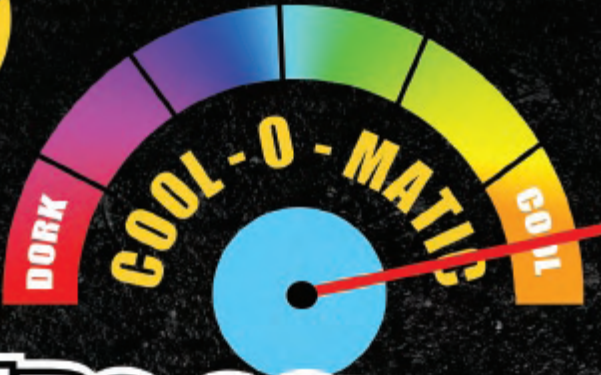
LOVE

FOR FREE AT WWW.ANGELSANDAIRWAVES.COM

LIMITED EDITION 12” PICTURE DISC
COMING SOON



After shopping at
LOSERKIDS.COM I became
a chic magnet!



LOSERKIDS.COM

Clothing | Shoes | Accessories

SINCE '99



JOIN KEEP A BREAST TODAY AND HELP ERADICATE BREAST CANCER!

Anyone can become a Keep A Breast Foundation Member with as little as a \$25 donation! Join the KAB Foundation to help increase breast cancer awareness among young people so they are better equipped to make choices and develop habits that will benefit their long-term health and well being. Your tax deductible donation will help eradicate breast cancer by supporting our efforts of exposing young people to methods of prevention, early detection and support.

YOUR \$25 KEEP A BREAST MEMBERSHIP INCLUDES:



A unique Members Only license plate frame

Exclusive KAB Member Newsletter

Official KAB Membership sticker

KAB Members will be first to hear of upcoming events, art and memorabilia auctions, new programs and volunteer opportunities

KAB Memberships include exclusive discounts from our growing number of partnering brands, free downloads from the coolest musicians and other awesome perks like a chance to win a custom Venture Guitar & SJC Snare Drum and other awesome prizes!

Visit keep-a-breast.org/member To Become A Member Today!



Keep A Breast is a "green" organization.
Please reuse and recycle.

