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FOR IMMEDIATE RELEASE



LIVING BEYOND BREAST CANCER ANNOUNCES CONFERENCE DETAILS

PULITZER WINNING AUTHOR, ADDED PROGRAMMING PLANNED FOR OCTOBER EVENT

May 1, 2013 – [Living Beyond Breast Cancer](http://LivingBeyondBreastCancer.org) (LBBC) announced today that *The New York Times* best-selling author, [Siddhartha Mukherjee](#), MD, will open its fall conference, “[News You Can Use: Breast Cancer Updates for Living Well](#),” with a lecture on Saturday, October 26 at the DoubleTree by Hilton Hotel Philadelphia Center City. LBBC CEO [Jean Sachs](#), MSS, MLSP, also reported that the national nonprofit organization’s annual event will expand with an additional half day of educational programming and interactive workshops on Sunday, October 27.

Currently an assistant professor of medicine at Columbia University and a staff physician at Columbia University Medical Center, Mukherjee’s book, “[The Emperor of all Maladies: A Biography of Cancer](#),” was awarded the Pulitzer Prize for General Non-Fiction in 2011. Mukherjee will open the event with “The Changing Landscape of Cancer,” a lecture which, according to Sachs, is “a sweeping and meticulously researched history of cancer treatment through the ages” that details how “our understanding of where we’ve been will help determine where we’re going as clinical treatment of this disease continues to advance.”

Hollye Jacobs, creator of the blog “[The Silver Pen](#),” will close the conference’s first day of programming with a presentation on navigating the healthcare system from the point of diagnosis through treatment and beyond. Jacobs, a pediatric and adult palliative care nurse and social worker with graduate degrees in bioethics and child development, has extensive experience speaking nationally on how families can develop a centered approach when facing a loved one’s life-threatening illness. Sachs described Jacobs as someone who writes “about breast cancer with style and a sense of humor.”

Sunday morning, [Suzanne Dixon](#), MPH, MS, RD, will present “Healthy Eating After Breast Cancer,” the conference’s final general session. Dixon is an author, speaker and internationally recognized expert in nutrition, chronic disease prevention and health and wellness. According to Sachs, Dixon’s ability to translate complex nutrition and science concepts into useful everyday advice will resonate with women looking to make healthy diet choices following a breast cancer diagnosis.

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"LBBC's fall conference is a wonderful way for us to engage women who are at all stages of breast cancer diagnosis. We work collaboratively with conference speakers to target the most important issues facing these women and their families so they leave the conference empowered and educated and, above all, supported," [Elyse Spatz Caplan](#), MA, LBBC's director of programs and partnerships added. She also stated that conference attendees can participate in workshop sessions that consist of "a wide range of topics that explore different medical and quality-of-life questions women, caregivers and families have as they navigate life after a diagnosis."

More details about "News You Can Use: Breast Cancer Updates for Living Well" will be released in the coming weeks. Check lbbsc.org/events for updates on how to register, how to apply for a travel grant or registration fee waiver, additional speakers and workshops.

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LBBC provides services designed to help improve quality of life for women who are newly diagnosed, in treatment, recovery, years beyond their diagnosis or living with metastatic breast cancer as well as resources for family, friends and caregivers. [National conferences](#), monthly [webinars](#), [community meetings](#), the [Guides to Understanding Breast Cancer](#) and a toll-free [Survivors' Helpline](#) are examples of the services that are provided to help them make informed decisions for themselves and their families.

If you are or someone you know is living with a history of breast cancer, regardless of stage of diagnosis, age, race, religion, sexual orientation or ability to pay, LBBC can help. For more information, visit lbbsc.org to download a free copy of [Empower](#), LBBC's general information brochure or call (610) 645-4567.