



**The Catherine Peachey Fund  
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**GIVE US A CHANCE! TO BEAT BREAST CANCER!  
ASKS PEOPLE TO BUY LOTTERY TICKETS  
TO SUPPORT BREAST CANCER RESEARCH**

INDIANAPOLIS, NOVEMBER 18, 2010 -- The Catherine Peachey Fund, a grass-roots group of Indiana activists who support breast cancer research, is asking supporters to buy and send in lottery tickets to fund the next wave of research. The *Give Us a Chance! To Beat Breast Cancer!* campaign was launched today.

The Catherine Peachey Fund is partnering with the Hoosier Lottery on this effort. Information is posted on the Catherine Peachey Fund website, [www.catherinepeacheyfund.org](http://www.catherinepeacheyfund.org). The website can also be accessed from a link on the Hoosier Lottery website, [www.hoosierlottery.com](http://www.hoosierlottery.com), and the Catherine Peachey Fund has established a Facebook fan page and is reaching out through social media.

The Catherine Peachey Fund has funded breast cancer research at institutions across Indiana for more than a decade.

“I describe us as venture capitalists,” said Connie Rufenbarger, Director of Project Development and a trustee of the Catherine Peachey Fund. “We strategically invest our funds where they will make the most difference, and our investments have, in turn, attracted more funding and additional research. Projects we have funded are impacting the treatment of breast cancer patients all over the U.S. and have the potential to make a difference all over the world.”

Several years ago when breast cancer researchers remarked they were not able to complete funded research because they did not have access to samples of normal breast tissue, the Catherine Peachey Fund led the effort to start a repository of healthy breast tissue samples. The first collection was called Mary Ellen’s Tissue bank in memory of Mary Ellen Alerding of Indianapolis, a young mother and breast cancer patient who died in 2002. This effort has grown to become the Susan G. Komen for the Cure® Tissue Bank at the IU Simon Cancer Tissue Bank.

Said Rufenbarger: “As far back as 1998 the National Cancer Institute Progress Review Group identified the need to study the normal mammary gland as number one on a list of 13 steps going from the bench to the clinic needed to advance breast cancer research. “We hoped a well-funded and powerful organization would fill that need. Seven years later, when that still hadn’t occurred, we at the Catherine Peachey Fund partnered with the I.U. Simon Cancer Center and stepped up to make it happen.

“People didn’t think it was possible, but volunteers by the hundreds donated at collection events in Indiana and California. All of the doctors and medical professionals collecting samples donated their time. We now have tissue samples and detailed donor annotation from over 7000 donors in the Susan G. Komen for the Cure® Tissue Bank at the Indiana University Simon Cancer Center.”

“With these advances we are poised on the brink of a new world of discovery,” said Rufenbarger. “When I heard researchers excitedly discuss the research projects that will now be possible and what the next research projects might cost, I left the meeting saying, ‘We just need to win the lottery.’”

That idea took hold when the Hoosier Lottery agreed to work with the Catherine Peachey Fund on ***Give Us a Chance! To Beat Breast Cancer!***

The goal is to raise \$5 million to fund additional research projects to move science closer to understanding the cause and the potential cures for breast cancer.

“Even if we don’t win a big lottery prize, a significant portion of lottery ticket sales goes to pension and disability funds for police officers and firefighters and pensions for retired teachers in Indiana,” said Rufenbarger. “Those are worthwhile causes, and we support that. It is a win-win for everyone.”

“We extend a special request for teachers, police officers and firefighters to support ***Give Us a Chance! To Beat Breast Cancer!*** They have an extra stake in the success of this effort.”

Tickets sent to the Catherine Peachey Fund are donations to the Fund.

“This is a great group project and a way to possibly fund breast cancer research,” said Rufenbarger. “Whether or not we get a big lottery win, we are determined to raise money and continue to be venture capitalists for the next wave of breast cancer research,” said Rufenbarger. “The question is: Will it take 10 years of fund raising in traditional ways? Or can we make it happen more quickly with traditional fund raising AND this campaign? I am going to hedge my

bets and play all of the options available, because if it takes another 10 years, another 400,000 women will die before we get there. I'd rather get it done now – give those 400 thousand women a better chance!”

Those purchasing lottery tickets should sign the back of the ticket with *The Catherine Peachey Fund* or *Peachey Fund* and send the ticket to:

The Catherine Peachey Fund  
P.O. Box 1823  
Warsaw, Indiana 46580

Do not scratch off tickets before you mail them; the Catherine Peachey Fund will scan the tickets for processing. Any lottery ticket is accepted, including scratch-off tickets of any type or value, as well as draw game tickets such as Powerball, Mega Millions, Hoosier Lotto, Mix & Match, Lucky 5 tickets and more.

The Catherine Peachey Fund also accepts cash donations, which may be sent to the same address. One hundred percent of all cash donations will go directly to breast cancer research in Indiana. Innovative research originating in Indiana is also a bridge to collaborations with researchers across the country and around the world.

The Catherine Peachey Fund is a 501(c)(3) organization. For more information, visit [www.catherinepeacheyfund.org](http://www.catherinepeacheyfund.org).

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