



For Immediate Release

**GREATER ATLANTA HADASSAH BARES IT ALL
FOR BREAST CANCER AND GENETIC RESEARCH**

Art Fundraiser and Gala Set for Saturday, Feb. 20 at The Stave Room at American Spirit Works

ATLANTA, Jan. 5, 2016 – Once again art lovers, as well as members of the medical community, and Hadassah members, friends and guests, will be treated to a unique art auction and gala at *The Big Reveal*, part of *Breast Strokes, Hadassah Bares All for A.R.T. (Awareness, Research & Treatment)*, presented by Greater Atlanta Hadassah. The exhibition will display canvas artworks of 35 women who volunteered to have their torsos painted and photographed to raise money for breast cancer and genetic research programs at the Hadassah Medical Organization (HMO) in Jerusalem, and for breast cancer education, advocacy and prevention in the United States.

The Big Reveal will take place on Saturday, Feb. 20 from 8-11 p.m. at The Stave Room at American Spirit Works (199 Armour Drive NE, Atlanta, GA 30306) and will honor the Schube Women: Maxx, Rochelle and Alana with honorary chair, Diane Z. Alexander, MD, FACS. Special guest host and auctioneer will be CNN correspondent Holly Firfer. *Breast Strokes* is part of a Centennial series of events presented by Greater Atlanta Hadassah, which is celebrating the non-profit organization's 100 years of community involvement.

Maxx Schube and her daughters Rochelle and Alana are all BRCA1 positive. The BRCA1 and BRCA2 gene mutations, which are carried among both men and women, can lead to both breast and ovarian cancer, but those with BRCA1 have a higher percentage chance of

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developing breast cancer by age 70. Maxx's older sister Beverly was diagnosed with ovarian cancer at age 33 and lost her life after a courageous battle with this disease. At the time, there was no other cancer in the family, and no one thought to test her for a BRCA gene mutation. Though the mutations are rare among the general population, Ashkenazi Jewish women – those of Eastern European descent – have 10 times the frequency of BRCA mutations than non-Ashkenazi women, a discovery made by HMO researchers, who also developed a blood test that predicts the presence of harmful BRCA1 and BRCA2 mutations in otherwise healthy women.

“Rochelle, Alana and I are excited to be honorees in this year's Breast Strokes and to be part of a fundraiser that will benefit the Hadassah Medical Organization's continuing genetic research into the causes and treatment for breast cancer,” said Maxx Schube. “As a 13-year breast cancer survivor and the mother of two women in their 20s, one who is currently undergoing treatment for breast cancer and the other who has chosen to undergo a prophylactic mastectomy, this will give us the opportunity to share our stories and help crack the genetic code. My goal is to help eradicate these genetic mutations to spare our future generations.”

Breast Strokes – The Big Reveal's honorary chair is Atlanta plastic surgeon Diane Z. Alexander MD, FACS, who specializes in cosmetic facial surgery, body sculpture, breast rejuvenation and breast cancer reconstruction. In September 2000, she co-founded the first all-women physician plastic surgery practice in Atlanta, now named Artisan Plastic Surgery.

“The BRCA gene mutation unleashes breast cancer in women of all ages, and it did so in Alana Schube when she was finishing college. The gene mutation breaks hearts and devastates families, and this is one reason I'm involved in Breast Strokes,” Alexander said. “In addition, I visited Hadassah Hospital in Jerusalem last summer, and I was so impressed with this incredible organization. They are doing groundbreaking research in breast cancer. The Hadassah Medical Organization will make a difference for our sisters, mothers, daughters and friends who have breast cancer or the genetic predisposition to get it in the future.”

Breast Strokes is a two-part event. Part one, *Paint Day*, took place in October 2015 during Breast Cancer Awareness month. At Paint Day 2015, 35 volunteer models – many who are breast cancer survivors – were body-painted from neck to navel. Each model and her artist discussed the painting beforehand, and the result was a range of torsos featuring artists' interpretations of animated film and comic strip characters and scenes, as well as artists' original

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paintings. Their torsos were then photographed and made into beautiful canvases. All of the artists and photographers donated their time and talent to create these unique works of art.

Part two is *The Big Reveal*, a fundraising gala where attendees can see and purchase the body-painted torsos on canvas, enjoy cocktails, hors d'oeuvres and desserts, and help raise funds by participating in the auctions, which will feature, among other things, autographed items from "The Walking Dead." The canvases on display are 24 inches wide by 30 inches long; however, attendees will be able to order them in smaller sizes. In addition, a commemorative poster of all 35 torsos will be available for purchase.

"This year's Big Reveal promises to be an exciting and fun event as well as one filled with emotion," said Phyllis Cohen, Greater Atlanta Hadassah Centennial chair. "We look forward to attracting a crowd from 20-somethings on up to help our Hadassah Medical Organization researchers continue to work for more precise detection of breast cancer and better ways to treat the disease, to help us in the United States educate the public about genetic forms of breast cancer, and to help women advocate for their health."

One of Greater Atlanta Hadassah's education programs is Check It Out![®], a breast health awareness program for young women. Conducted in partnership with Northside Hospital, the program has been presented in local high schools for more than 21 years, reaching some 35,000 students throughout the Atlanta community.

Tickets for the gala are \$36 per person for those 36 years of age or under and \$54 per person for all others through Feb. 12. After Feb. 12 tickets are \$65 per person. Tickets are available to purchase online at www.hadassah.org/events/breaststrokes or by calling 678-443-2961.

For more information on *Breast Strokes*, visit www.hadassah.org/atlantabreaststrokes.

About Hadassah

Hadassah, the Women's Zionist Organization of America, founded in 1912, is one of the largest women's volunteer organizations in the world. Over 330,000 Members, Associates, and supporters strong, Hadassah is now in its second century and is committed to innovative and life-changing medical care and research, women's empowerment, education, advocacy, philanthropy and building Jewish identity – in Israel, America and around the world. Hadassah enhances the health of people worldwide through its support of medical care and research at the Hadassah Medical Organization in Jerusalem. Hadassah has also developed several groundbreaking national grassroots health education programs, including Every Beat Counts: Hadassah's Heart Health Program[™] and Check It Out[®], Hadassah's breast health education program. For more information, visit www.hadassah.org.

