

For Immediate Release

Contact: Janice Barlow, [janiceb@zerobreastcancer.org](mailto:janiceb@zerobreastcancer.org)  
Zero Breast Cancer, 415-507-1949



### **The Breast Biologues Wins Award of Distinction at 2011 Communicator Awards**

San Rafael, CA (May 31, 2011) –The winners of **The 2011 Communicator Awards** have been announced by the International Academy of the Visual Arts. The Bay Area Breast Cancer and the Environment Research Center has been honored with an Award of Distinction in the international competition for the video *The Breast Biologues: A biology dialogue about breast cancer and the environment*.

The Breast Biologues video, released in 2010, tells a story of scientific discovery about breast cancer and the environment that is relevant, timely and actionable. The video is part of an education kit that also includes a comic book available in English and Spanish. Copies of the education kit can be accessed electronically and ordered for free, while supplies last, from the Center's website at <http://bayarea.bcerc.org/cotcpubs>. The Breast Biologues is the direct result of research by scientists at two Bay Area institutions, University of California San Francisco and Lawrence Berkeley National Lab, who have collaborated over the past seven years in the Center. As leader of the Center's community outreach project, Zero Breast Cancer is charged with integrating the community's interests and concerns into the research agenda and with disseminating and explaining research findings to the community at large. That "Biology Dialogue," or "Biologue," gave rise to the video and bilingual comic books about breast cancer and the environment.

"The most important aspect of creating the Breast Biologues video was to communicate basic science research to the public. Getting this recognition means that we got it right!" said Zena Werb, PhD., professor and vice-chair of Anatomy, Biomedical Sciences Program and the Helen Diller Family Comprehensive Cancer Center at UCSF and principal investigator for the Center's basic science study.

"Communicating basic science research is a challenge because of the complex concepts and technical language. In the Breast Biologues, we tried to show the latest research about breast cancer and the environment in a way that many audiences could understand using animation and time-lapse microscopic images," said Casandra Aldsworth, MPH, Community Outreach and Translation Core Coordinator at Zero Breast Cancer.

With thousands of entries received from across the US and around the world, the Communicator Awards is the largest and most competitive awards program honoring creative excellence for communications professionals. Please visit [www.communicatorawards.com](http://www.communicatorawards.com) to view the full winners list.



formerly Marin Breast Cancer Watch

4340 Redwood Highway  
Suite C400  
San Rafael, California 94903

415.507.1949 phone  
415.507.1645 fax  
info@zerobreastcancer.org

The Communicator Awards are judged and overseen by the International Academy of the Visual Arts (IAVA), a 550+ member organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current IAVA membership represents a "Who's Who" of acclaimed media, advertising, and marketing firms including: Condè Nast, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, HBO, Keller Crescent, Monster.com, MTV, Polo Ralph Lauren, Sotheby's Institute of Art, Tribal DDB, Victoria's Secret, Wired, Yahoo!, and many others. See [www.iavisarts.org](http://www.iavisarts.org) for more information.

### **Background**

The Breast Biologues is supported by award number U01 ES012801 and U01 ES019458 from the National Institute of Environmental Health Sciences and the National Cancer Institute. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institute of Environmental Health Sciences, the National Cancer Institute or the National Institutes of Health.

The Bay Area Breast Cancer and the Environment Research Center (BABCERC) is one of four centers nationwide that studies the environmental causes of breast cancer by focusing on mammary gland development during puberty when the breast may be especially vulnerable to environmental influences. The Center is based at the University of California, San Francisco, under the leadership of Dr. Robert A. Hiatt, Director of Population Sciences, UCSF Helen Diller Comprehensive Cancer Center. The Center includes a basic science study, an epidemiology study, and the community outreach and translation core. It is a collaborative project involving University of California, San Francisco, Kaiser Permanente Division of Research, California Department of Public Health and Zero Breast Cancer. More information about the BABCERC can be found on its web site: <http://bayarea.bccerc.org>.

Zero Breast Cancer is a nonprofit 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 the development of breast cancer at all stages of life and across generations. For more information, visit: [www.zerobreastcancer.org](http://www.zerobreastcancer.org).

###