

hope



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Dedicated to raising significant funding for breast cancer research; committed to helping individuals realize their own power to make the world what we dream it can be.

Give a Sister Hope

A SISTERS HOPE



Exchanges join A Sister's Hope to launch International Breast Health Month

On October 1, 2012, stock exchanges across Europe join forces with A Sister's Hope to officially launch International Breast Health Month.

A Sister's Hope, which will open Breast Health Month for the fifth consecutive year at NYSE Euronext, is a non-profit organization focused solely on raising funds for breast cancer research to save lives, and its primary event is the annual 60K Walk held each October in The Netherlands. Over the past five years, A Sister's Hope events and their participants have funneled more than 3.5 million euro into the promising work of breast cancer researchers in Holland and an additional \$100,000 toward vital projects in New York and Chicago. Mark Spanbroek, a participant and supporter of A Sister's Hope since the very first event, orchestrated this multi-city opening bell ceremony to broaden exposure of the disease that claimed his wife in early 2007.

"The embracing support from NYSE Euronext and Deutsche-Boerse comes at a critical point for the breast

cancer community," said Cathy Seabaugh, founder/executive director of A Sister's Hope. "A challenged worldwide economy is especially stressful for those seeking out funding for research and weighs heavily on the hope of those facing life-threatening diseases who are dependent on new research. A spotlight from leaders like these exchanges reminds everyone of the importance of keeping cancer research funding as a high priority."

Joining A Sister's Hope in the opening bell ceremonies in Frankfurt, Lisbon, Paris, Brussels and Amsterdam will be Bernhard Lapke of Projekt "Schmetterling" e.V. in Frankfurt; Dr. Leonor Belez, president of the Champalimaud Foundation in Lisbon; Prof. Dr. Jacques Bonnetterre, director of the Breast Unit of the Centre Oscar Lambret, Regional Comprehensive Cancer Centre in France; Heidi Vansenant, president of Think-Pink breast cancer organization in Belgium; and 2012 Olympic field hockey gold medalists Maartje Paumen (team captain) and Carlien Dirkse van den Heuvel in Amsterdam.

The president of each exchange will personally host these guests in their respective cities as a statement of their commitment to these breast cancer organizations' efforts.

"We are glad to be there Monday," said Olympian Dirkse van den Heuvel. "We think what you do with A Sister's Hope is great!"

Breast cancer strikes 1 in 8 women around the world. In every 200 diagnoses, one is a man. The disease is the leading cause of death in women ages 35-55 in The Netherlands and ages 40-55 in the United States. Researchers are drawing closer to identifying a cure, yet the journey continues and NYSE Euronext and Deutsche-Boerse want to help move things along more quickly. Money raised each year by A Sister's Hope is placed directly into the hands of researchers under the guideline that funds are to be spent within a 12- to 15-month period. This assures that as many research teams as possible each year can move forward with their promising work.