

FOODSERVICE EAST | GUEST COLUMN | APRIL 15, 2017
**GET INVOLVED & HELP IN THE FIGHT AGAINST
BREAST CANCER WITH JUST A DESSERT!**



By Carol Brownman Sneider, Founder, Boston Bakes for Breast Cancer

Bakes for Breast Cancer, a nonprofit breast cancer organization, raises money for breast cancer research through dessert-oriented events such as Boston Bakes for Breast Cancer, now in its 18th year which takes place the Monday before Mother's Day and runs through Mother's Day, Rhode Island Bakes for Breast Cancer which starts on Mother's Day and runs through the following Saturday, Cape & Islands Bakes for Breast Cancer which takes place the first full week in June. In addition, we organize Bakes for Breast Cancer Cooking Classes, Bake Sales and the Office Bake Sale.

Our events are designed to be simple and to fit into everyone's lives! A simple dessert sold at a participating restaurant, bakery or retail store can make a difference in the fight against breast cancer.

With grants for breast cancer at an all-time low, what we do is more important than ever. Getting involved with one or more of our events, is not only easy but shows your guests of your community good-will in a disease that touches so many we know. We make it easy for you to make a difference.

We know how often the hospitality industry and restaurants in particular are asked to give and donate. We are grateful to those who support us year in and year out and to the new establishments that join our events. We need to do more, we need the support of more which will enable us to raise even more money for a cause that touches so many!

With our active website and media outreach, we have been told we reach 400 million viewers. We can reach more with more participating. We can do more with sponsorship. We need your help to do more. We have big dreams and have only touched the surface of what we want to do.

For us, what we do is a labor of love for we have in one way been touched by this indiscriminate disease called breast cancer. Our participants become a part of our family, helping to make a difference. We need more to help us make a bigger difference. The research we fund helps support the research of the young investigators. There is so much research to be done that can benefit those in our community and beyond. The research leads to clinical trials.

Without the research, where would those with breast cancer be? Each small discovery added on to the discovery from the year is where the progress is. We need to make more progress.

This year we are funding the research of Dr. Shom Goel, physician scientist and his research on immunotherapy (which works well on other cancers but not breast cancer) and CDK4/6 inhibitors. It is fascinating research.

For more information on how you can get involved or to learn more about our organization Bakes for Breast Cancer and what we support please visit our website www.bakes4bc.org. Join us! Get involved!

About the Author:

Carol Brownman Sneider founded Boston Bakes for Breast Cancer 18 years ago as a tribute to her mother who died of the disease. Today, the organization has expanded beyond Boston and last year, began raising funds for research in Rhode Island and on the Cape and the Islands.