

“When I heard the diagnosis...breast cancer...It felt like I was hit by a ton of bricks.”
Ellen Bernstein Ganson

Announcing the
9th Annual Breast Cancer Brick Auction
Bricks Along the Journey
Sunday, October 10th, 2010 ♦ 2-5 p.m.
Cintas Center ♦ Xavier University ♦ Cincinnati, Ohio 45207



Bricks Along the Journey

Dear Friends,

The Breast Cancer Brick Auction is a loving tribute of hope and determination to every woman, her family & friends, who live or have lived with breast cancer.

Ellen Bernstein Ganson, who co-founded Bricks Along the Journey with Marcia Levitas, lost her battle to breast cancer in 2006 at the age of 49. In celebration of Ellen's life and her determination to fight breast cancer, friends, artists, and family are committing themselves to the continuation of the Brick Auction. In her memory, The Ellen B. Ganson Memorial Foundation has been established. All proceeds benefit breast cancer research, education, advocacy and patient support in the Greater Cincinnati area.

Last year's auction in October 2009 raised **over \$40,000 from the sale of bricks, raffle prizes & advanced sponsorships.**

Artists transform bricks into beautiful objects of art. This symbolizes the journey women with breast cancer experience as they struggle with the debilitating nature of this disease, yet commit themselves to rejuvenate, rebuild and beautify life.

We are thrilled to share with you that on July 2, 2009 the first Bricks Along the Journey Auction took place in Netanya, Israel! Our collaboration with the Israel Cancer Association and the Netanya-Cincinnati Jewish Federation Partnership Committees brought 80 exceptional Israeli artists together.

“Ellen's vision to turn her personal misfortune of being stricken with this disease at such a young age into hope of finding a cure for others that now extends to Israel, which was always very dear to her heart, is a true blessing for her legacy.” Jonathan Bernstein, M.D.

Your support of Bricks Along the Journey is greatly appreciated. Please consider making a tax deductible contribution to The Ellen B. Ganson Memorial Foundation & mail to:

Bricks Along the Journey c/o Marilyn Boskind 9436 Southgate Drive Cincinnati, Ohio 45241

All charitable contributions are appropriately acknowledged and included in our Auction Program Booklet. We appreciate your considering our foundation throughout the year as you make donations in memory or in honor of family and friends.

Please visit our web site at www.breastcancerbricks.org for information and to view bricks from past years. Any questions please contact **Beth Goldfarb at 513-673-7420 or by email, beth@breastcancerbricks.org**

On behalf of our entire committee, we would like to thank you in advance for your participation and support of this colossal project. We could not do this journey without you!

Sincere best wishes and appreciation,

Beth Goldfarb

Bricks Along the Journey
Executive Director

2010 Bricks Along the Journey Beneficiaries

- *Breast Care Center at Bethesda North Hospital*
- *Cancer Family Care*
- *Cincinnati Children's Hospital Medical Center; Hereditary Cancer Programs*
- *Force: Facing Our Risk of Cancer Empowered*
- *Mercy Hospital Anderson Women's Center*
- *The Wellness Community of Greater Cincinnati*
- *YWCA of Greater Cincinnati's Great Beginnings Teen Breast Health Program*