

Thanks Through Giving

One of the ways THE EXCHANGE celebrates Thanksgiving is to highlight some of the wonderful things you, our readers, do to make a contribution, a difference in the lives of others.

In our recent Charity Poll, we asked about the charities in which you are involved. Not surprisingly, the responses were moving and motivating. There are so many ways to give...and each person's time, treasures, and talents can make a difference.

If you would like to be in next year's Charity issue, please let us know now so we can reserve your space. Contact Elise at editorial@hmexchange.com.

FREE TO BREATHE

National Lung Cancer Partnership

www.nationallungcancerpartnership.org



National Lung Cancer Partnership
RESEARCH. AWARENESS. CHANGE.

The charitable organization that I support is the National Lung Cancer Partnership. I sit on the Board of Directors, the Executive Committee, and am Chair of the Outreach Committee.

I am involved in fundraising for this group via the national Free to Breathe run/walk on November 7, 2009. This is a special date for me as 11/7/09 marks 23 years since lung cancer took my mom, Clara Pastore, a nonsmoker with a healthy lifestyle. I will run this year on 11/7/09 in her memory, and in memory of my godfather, Anthony Pastore, who also died recently of this dread disease.

I am actively involved and committed because lung cancer is a disease that is so often ignored—it gets the fewest research dollars relative to its impact. With financial support, I know we can make a difference. Lung cancer is the #1 cancer killer of American women (yes, this is true!) and men. Each year, it kills more people than breast, prostate, colon, liver, kidney, and melanoma cancers COMBINED. Five-year survival for lung cancer is a paltry 16% vs. 89% for breast cancer. Research dollars made a difference for breast cancer. It is my hope we can do the same for lung cancer. I wouldn't mind support or fellow walkers in New York City. You can make a donation at: www.freetobreathe.com/national-walk.html. Or contact me at lorraine.pastore@reagentusa if you'd like to join me!



Lorraine Pastore

Lorraine Pastore is Managing Partner, Reagent, LLC, 148 West 24 Street, #12, New York, NY 10011. She can be reached at 917-664-1397 or lorraine.pastore@reagentusa.com.

FAMILY SUPPORT

Emmanuel Cancer Foundation

www.emmanuelcancer.org



Emmanuel Cancer Foundation

As a business owner, I feel an obligation to contribute to the communities in which we operate. So for a little over two years now, we have been making an ongoing contribution of 1 percent of my firm's service income to the non-profit charity the Emmanuel Cancer Foundation (ECF). Founded in 1983, ECF offers free, in-home counseling and support services to families with a child who has been

diagnosed with cancer. Since its inception, ECF has helped nearly 1,800 families in New Jersey as they faced the emotional and physical difficulties associated with pediatric cancer. I lost my father to cancer over four years ago, so I know the struggles firsthand. As both a daughter and a parent, I feel Emmanuel is a perfect fit for Ablaze.

To find out more about the Emmanuel Cancer Foundation, please go to www.emmanuelcancer.org.



Jennine Arena

Jennine Arena is the Owner of Ablaze Communications, 181 Hillside Avenue, Suite 201, Piscataway, NJ 08854. She can be reached at 877-214-4904 or arenaj@ablaze.biz.