

Subject: RE: FIRST OF ITS KIND NEW CHILDREN'S BOOK ON BREAST CANCER

You may be thinking, "why do children need to learn about breast cancer?" Well, that's because this disease is striking women in their 40's, 30's, and even 20's at increasing rates—women who either have young children or are still in their childbearing years and are hoping to have children.

Furthermore, in January, a study showed that kids may actually suffer clinical depression and other emotional problems when a mother is diagnosed with breast cancer. (See: <http://www.medpagetoday.com/Pediatrics/Parenting/tb/2489>). In April, the British Medical Journal published an online article showed that parents with cancer need to figure out how to talk to their children about cancer. Two recent studies released in 2006, one in the British Journal of Cancer, and the British Medical Journal have both concluded that behavioral and emotional problems occur in families of women with breast cancer. This impact can be minimized with proper education for the children affected.

Metu and Lee Learn About Breast Cancer by Dr. Shenin Sachedina is a book for children five and up that will help them understand this disease and how it may affect the adult women in their lives. Dr. Sachedina is a board-certified general surgeon specializing in breast disease and is the founder of The Central Florida Breast Center in Winter Park, Florida.

“Over the last ten years as a breast surgeon, I have come to the conclusion that breast cancer is a physiologic disease of the woman involved, and a disease of the family and society at large,” stated Dr. Sachedina. “With the statistics as compelling as one in eight women who will face this disease in their lifetime, the resources for families facing this disease need to be expanded.”

A portion of the proceeds will be donated to The Metu and Lee Fund through the Community Foundation of Central Florida. The purpose of the fund is to assist middle class families who are facing the challenges of dealing with a child who has cancer.

To learn more and to order the book, please visit www.metuandlee.com. Books can be ordered through Amazon or at select Border's Book Stores in the Central Florida Area.

Since the release of the book on May 13, 2006, the book has sold over 500 copies. We have received ***extensive local media support***, and the national press kits have been released over the 2 weeks. Over the last 6 weeks, Dr. Sachedina has been on WESH, FOX, CHANNEL 13, DAILY BUZZ, MAGIC 107.7.

Michael Winslow, the comedian from Police Academy Series, is the voice of Chemo Commando, and other character's in the book.

Trans Contential Records, and Lou Pearlman, have donated a song . The Song, **Metu and Lee Told Me**, is written by Jack Kapanka. Vocals are by Sarah and Hannah Peasall, form the Peasall Sisters, who won the Grammy for their song in the movie **Brother Where Art Thou**, with George Clooney. The song is to be released in the next few weeks.

Please put **Metu and Lee Learn About Breast Cancer** as a resource for the patients that use your web site.

For further information, please feel free to contact **Media Relations at 407-394-7072.**

"Learning that someone you love has breast cancer can seem overwhelming. This book shows that family relationships can strengthen through the adversity of such a diagnosis. Written with easy to understand concepts for children, this book will inspire the family to continue their conversations about living with breast cancer with those you love."

***--Dr. S.Eva Singletary, Professor of Surgical Oncology,
University of Texas, M.D. Anderson Cancer Center***

Thank you for your consideration.

Sincerely

Torri Benyard
Media Relations Team Representative
Metu And Lee Project
2200 Glenwood Drive, Suite 201
Winter Park, Florida 32792

Phone: 407-394-7072(Media Relations Team for Metu and Lee Project)
407-740-5127(Dr. Shenin Sachedina's office)
email: Metuandlee@aol.com