The MSK Campaign

Leading Science. Changing Lives.

Think Pink Rocks Fund for Breast Cancer Research

Update From Mark Robson, MD

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I am very grateful for the long-standing partnership and generosity of the Think Pink Rocks community. Since its establishment in 2009, the Think Pink Rocks Fund for Breast Cancer Research has provided [redacted] in support to Memorial Sloan Kettering Cancer Center (MSK), helping advance the research we conduct in MSK's Breast Medicine Service and contributing to important progress in our field. This support has helped our research program grow over time and has been especially important as we work to better understand the disease and translate new scientific discoveries into more effective treatments for patients.

Advancing Breast Cancer Care Through Research and Innovation

Our work at MSK spans the full range of breast cancer care, from understanding and reducing inherited risk to detecting cancer earlier and treating it more effectively once it develops. The greatest challenge remains metastatic breast cancer, the form that has spread beyond the breast to organs such as the bones, liver, lungs, or brain. It is not yet curable, and patients often require ongoing treatment as the cancer evolves and develops resistance. Progress against breast cancer depends on advancing every stage of care, from prevention through advanced disease.

Overview of Research Program

Over the past several years, our work supported by the Think Pink Rocks Fund has contributed to meaningful advances across our key areas of research — from improving risk assessment and decision-making for women with inherited cancer predisposition genes to expanding targeted treatment options and advancing early detection efforts. These accomplishments include:

- We used detailed computer models to show that, for women with changes in the *ATM*, *CHEK2*, or *PALB2* genes, yearly mammography starting at age 40 lowers the risk of dying from breast cancer by about a third, and adding yearly MRI starting at age 30 to 35 raises that benefit to more than half. These findings were incorporated into the National Comprehensive Cancer Network Guidelines that physicians use across the country.
- In a study carried out with colleagues at the University of Pennsylvania and Dana-Farber Cancer Institute of more than 350 women with changes in the *BRCA1* or *BRCA2* genes, we found that giving women a more precise, individual estimate of their risk reduced the distress and uncertainty they felt when deciding between screening and preventive surgery.
- Through a patient registry called PROMPT, we gathered information from more than 50,000 people who carry cancer-risk gene changes. This information has allowed us to see how these patients are managed in real clinical settings and where their care can be improved.

- With help from Think Pink Rocks, we have opened new clinical trials at MSK, including one run through the Translational Breast Cancer Research Consortium that tested whether PARP inhibitors can help women whose cancers are caused by inherited genes other than *BRCA1* and *BRCA2*. We are also studying a new class of drugs called polymerase theta inhibitors and examining tumors before and after PARP inhibitor treatment to learn how resistance develops and how to overcome it.
- These efforts reflect a broader shift in the field toward more personalized and targeted approaches to breast cancer treatment, with the goal of improving both survival outcomes and quality of life for patients.

Looking Ahead

As we look to the future, our focus remains on turning scientific discovery into better treatments and outcomes for people with breast cancer. Continued support from the Think Pink Rocks Fund will help us expand new areas of research, strengthen ongoing studies, and develop more effective treatment strategies. We are deeply grateful to the Think Pink Rocks community for its continued partnership and commitment to advancing breast cancer research at MSK.

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The MSK Campaign is an opportunity for our vibrant community to support MSK's mission of ending cancer for life. Every day, MSK doctors and scientists bring courage and creativity to answer cancer's biggest questions, apply discoveries to care, and train the next generation of leaders. Organized across six strategic initiatives, The MSK Campaign ensures MSK will have the resources needed to create new treatments and cures, turning a legacy of innovation into impact for people with cancer around the world. You are invited to join the Campaign and change lives with us.

To learn more about The MSK Campaign, please visit giving.mskcc.org/msk-campaign.
