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Brookline Resident Diane Sokol Supporting Against the Tide

Mass Breast Cancer Coalition's Against the Tide: premiere event to raise money for breast cancer prevention

By [Grahame Turner](#) | [Email the author](#) | June 8, 2011 [Print](#)

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The following is a press release from [Mass Breast Cancer Coalition](#).

Celebrating its 20th Anniversary, Massachusetts Breast Cancer Coalition (MBCC) calls on mothers, daughters, sisters and their loved ones to support breast cancer prevention by participating in the organization's annual *Against the Tide* swim, kayak, walk or run fundraising event. The 2011 [Against the Tide](#) will be held in Hopkinton, Mass on June 18 and in Brewster, Mass on Cape Cod on August 20th.

Brookline resident Diane Sokal recognizes the importance of breast cancer prevention. For eleven consecutive years she has participated in MBCC's *Against the Tide* event held each June in Hopkinton. Diane strongly advocates for the MBCC because of its active support of scientific research studying possible environmental links to breast cancer.

As she noted recently, "Massachusetts currently has one of the highest incidence rates of breast cancer in the nation," which begs the question "Are local environmental factors causing the increased breast cancer risk for Massachusetts women?"

It is clear that Diane wants this question answered, and her determination to get answers can be seen through her fundraising efforts for the MBCC. She is the organization's top *Against The Tide* fundraiser and has brought in over \$40,000 for the MBCC through her eleven years of participation in the event.

Cheryl Osimo, MBCC's Director of Events says, "Diane's passion for breast cancer prevention is contagious, she has been one of the MBCC's greatest supporters throughout the years and her efforts are paramount in determining the causes of breast cancer so that it may be prevented in the future".

As a woman's lifetime breast cancer risk has risen steadily over the past few decades, Diane asks for your support of breast cancer prevention to slow down the tide of new diagnoses. More than 1 in 8 women risk a breast cancer diagnosis during their lifetime; while breast cancer is typically a disease affecting older women, more and more younger women are being diagnosed with very aggressive forms of the disease.

This year Diane will be fundraising for MBCC's *Against the Tide* event, although she is unable to participate in the June 18 event in Hopkinton due to a commitment in New York City on the same day. Instead, Diane will be doing her own 32-mile bike ride around the island of Manhattan the following day – a personal challenge greater than the 1-mile swim, 2-mile kayak and 3-mile walk "nature triathlon" that Diane typically completes at the Hopkinton event. You can support Diane's fundraising for *Against the Tide* at <http://www.firstgiving.com/fundraiser/diane-sokal/dianesokal>.

"We are so fortunate to have such tremendous support from citizens of Massachusetts demanding greater protection of their loved one's future health, in our effort to stop breast cancer before it starts," says MBCC's Interim Executive Director Erin Boles.

Massachusetts Breast Cancer Coalition (MBCC) is a statewide grassroots advocacy organization that

seeks answers to what is *causing* breast cancer in order to offer changes that will lead towards breast cancer *prevention*. Massachusetts' breast cancer rate is nearly 10% higher than the national average, with some women in Greater Boston and Cape Cod bearing some of the highest risk for breast cancer in the world.

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