Campaign Launches at New York Luncheon
On Monday, September 26, NOF hosted its 4th Annual A Gift from Mothers and Daughters® luncheon at the Pierre Hotel in New York City. Nearly 200 guests were in attendance as we launched Generations of Strength: A Mothers and Daughters Campaign and honored Freda Lewis-Hall, M.D. and Lisa Oz.

Spokeswoman Gail Sheehy to Participate in Satellite Media Tour
On Wednesday, November 2, bestselling author and our National Honorary Committee Chair, Gail Sheehy, will rise well before the sun to help spread the Generations of Strength Campaign messages to TV viewers and radio listeners across the country.

Gail will conduct nearly 30 interviews via satellite with TV and radio stations in local markets ranging from Los Angeles to Wichita, Kansas, encouraging mothers and daughters to start conversations with one another, as well as their family, friends and doctors about topics like bone health, calcium, vitamin D and effective exercise to protect against osteoporosis.

Through these interviews, Gail will saturate local broadcast outlets across the country, reaching millions of women and planting the seeds for conversation needed to prevent this disease for generations to come. We thank Gail for the exposure she is bringing to our campaign and for her ongoing dedication to elevating osteoporosis and bone health as issues worthy of national concern.

Amy Porter Debuts a Pearls of Strength® Collection Piece at the White House
NOF executive director Amy Porter had the opportunity to attend the presentation of the National Medals of Science and National Medals of Technology and Innovation at the White House on October 21 (and she even shook the hand of President Obama)! While there, she had this photo taken in the Blue Room, debuting a pearl earring and necklace set from jewelry designer Mariquita Masterson of Houston, Texas.

To complement NOF’s own Pearls of Strength® bracelets, we will be partnering with designers around the country to sell signature pieces – each incorporating pearls, a symbol of family tradition – with a portion of sales benefiting the campaign. If you know of a jewelry designer who may be interested in participating in the Pearls of Strength® Collection, please contact Kelly Austin at (202) 549-5164 or kelly.austin@nof.org. And stay tuned for information on our updated pearl bracelet with designer Me&Ro’s special charm – to be ready in time for the holidays!

In addition to inspiring remarks from our honorees, bestselling author and campaign National Honorary Committee Chair, Gail Sheehy, spoke about the importance of understanding your risk factors and establishing an ongoing dialogue with those you love about osteoporosis prevention. One of our youngest national committee members, Molly Lippert, shared a heartfelt memory of her mom, Connie, to inspire guests to participate in the campaign’s “Let’s Get Talking” online contest. The day after the campaign launch, activity on our Web site was up 20 percent.

NOF is grateful to those of you who were able to attend and support the event, and extends special thanks to our National Host Committee Chair and Chair of the luncheon, Sharon Marantz Walsh, for helping to raise more than $85,000 through ticket sales, table sponsorship, the Judith Ripka shopping boutique and silent auction.

Photos from the event can be viewed at www.nof.org/gift. Please save the date for next year’s luncheon at the Pierre – Monday, September 24, 2012 – where we will celebrate campaign successes.

Photo credit: Craig X. Sotres

(From L-R): Anne Akers, Gail Sheehy, Dr. Marie Savard, Sharon Marantz Walsh, Lisa Oz, Susan Laubach and Dr. Tracy Pfeifer.
Join the Conversation

The Generations of Strength “Let’s Get Talking,” online contest is underway and we would love to hear about one of your most memorable moments or conversations with your mom. Enter the contest today at: www.nof.org/startaconversation/lets-get-talking for a chance to win mother-daughter weekend in New York City complete with Judith Ripka shopping spree, a private Carlisle Collection shopping experience and an overnight stay at The Pierre, A Taj Hotel. If you don’t have time to enter, email us a photo and caption of you and your mother and we’ll take care of the online entry for you.

Join us for our first Pearls of Strength® Salon Series event, Calcium & Collagen: What Your Wrinkles Say About Your Bone Health, on Tuesday, November 15 in Washington, DC at the General Federation of Women’s Clubs National Headquarters. Visit www.nof.org/startaconversation for event details and to RSVP.

Community Spotlight: Spring Hills Senior Communities

NOF is proud to be partnering with Spring Hills through the Generations of Strength Campaign to establish NOF Support Groups at their sites across the country. Spring Hills Senior Communities manages innovative and distinctive senior living where residents live each day to its fullest. They accomplish this in a supportive home-like environment with a fresh approach to assisted living or in their own home, with the same Caring with Commitment of Quality through Spring Hills Home Care Services.

In addition to providing a venue where patients can share information and provide support to one another, the Spring Hill Support Groups will plan community fundraisers benefiting NOF. We also look forward to working with Spring Hills Hunters Creek to host a Pearls of Strength® Salon Series event in Orlando, Florida next year to share information and resources with residents and their families.

NOF currently has 56 active Support Groups in 26 states across the country (including the District of Columbia). We aim to increase this number by 25 percent over the next 5 years, so this new partnership with Spring Hills is very exciting!

National Committees

Our National Committee listing has gotten so long and impressive, the list below includes names only. For a complete listing, including titles and affiliations, please visit www.nof.org/startaconversation/nationalhonorarystaff. And we welcome our new members since our last newsletter, marked with an asterisk.

NATIONAL HONORARY COMMITTEE
Chair
Gail Sheehy
Members
Countess Nubia Braschi and Francesca Braschi-Gumina*
Buffy Cafritz
Jan Chipman
Matilda Raffa Cuomo
Carlene A. Garner
Janet Hubert*
Meagan Johnson
Lainie Kazan
Cloris Leachman, Dinah Englund and Hallelujah Lindsay
Ethel LeFrak, Denise LeFrak Calicchio and Francine LeFrak Friedberg*
Freda Lewis-Hall, M.D., Erin Harris and Randy Hall*
Susan Lucci*
Ann Lurie*
Joan and Melissa Rivers*
Carol Saline
Marie Savard, M.D.
Paula Zahn

PEARLS OF STRENGTH® COLLECTION
Zoe’ DuFour-Hofmann, Celia and Jacqueline Hofmann*
Mariquita Masterson*
Robin Renzi and Ella de Oliveira*

Have questions or ideas about how you can help? Email us at GenerationsofStrength@nof.org