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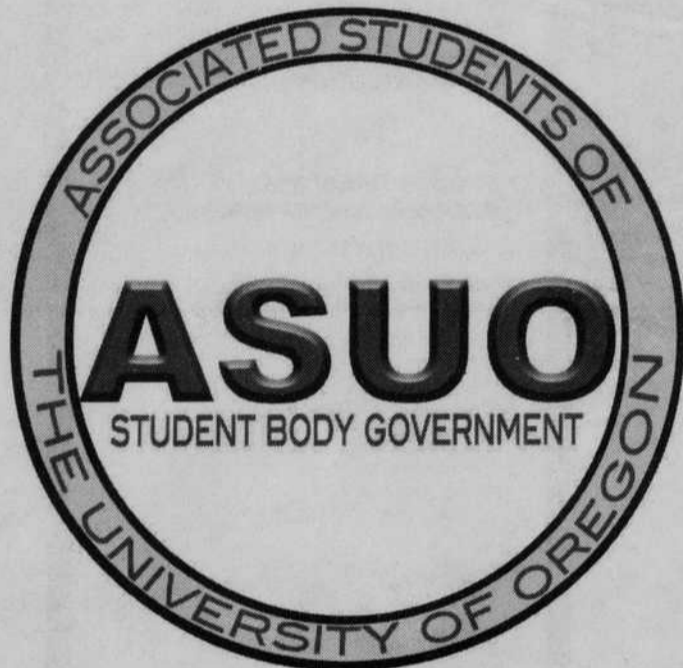
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Cancer: One in eight women diagnosed

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physical activity, the value of drinking alcohol not at all or in moderation, and the value of fruits, veggies and whole grains," she said.

Dochnahl said these things can moderate estrogen, a female hormone that can facilitate tumor growth.

Alcohol can increase breast cancer risk, Dochnahl said. "People may be saddened to see that it's as little as two drinks a day," she said.

She also said binge drinking, a practice common among some college students, can increase breast cancer risks.

The event will also discuss myths about what might cause breast cancer, such as wearing deodorant or a tight bra.

New forms of birth control containing estrogen are also not likely to

increase breast cancer risk, she said.

Dochnahl said the importance of self examinations will be stressed during the show.

"For 20-year-olds, self exams are tools at your fingertips to detect early tumors," she said.

The American Cancer Society recommends that women perform self examinations every month beginning at age 20.

Because of breast density and radiation from the exam, women are not recommended to receive a mammogram until they are in their 40s, Dochnahl said.

A 25-year-old woman has about a one in 20,000 chance of having breast cancer, she said. But one in eight women will be diagnosed with breast cancer in their lifetime.

Chase followed cancer society recommendations and received a

mammogram about every year. If her cancer had not been caught so early, her condition today may have been much worse, she said.

"Breast cancer doesn't spell out death and doom," she said.

At any stage of breast cancer, women of all ages have an 85 percent chance of surviving, Dochnahl said.

In its fourth year, the fashion show will feature models wearing clothing from several Eugene boutiques, such as The Juice, REI and Greater Goods.

Models will include student health educators, Health Center staff and a young mother from the community.

Between 400 and 500 people are expected to attend the event, Dochnahl said.

Contact the crime, health and safety reporter at kgagnon@dailyemerald.com

Tree walk: Mild climate promotes variety

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said. Other campus trees, such as the sugar maples between Huestis Hall and Deschutes Hall, were planted as recently as 12 to 15 years ago.

Many of the trees on campus are not native to the Eugene area. Lueck said Eugene can support a greater variety of trees than many places because its climate is moderate enough to accommodate trees from both colder and warmer areas. This led to campus becoming a "de-facto arboretum," he said.

However, planting non-native trees displaces local trees, Lueck said.

For future tree selections on campus, Lueck said a stronger emphasis on native species would "really turn the campus into a classroom rather than a collection that doesn't make

a lot of sense other than being a collection."

About 40 students and community members participated in the Outdoor Program-sponsored walk, which Outdoor Program Assistant Director Suzanne Hanlon said has become bigger and more popular every year.

Senior Carin Berg said her favorite tree to learn about was the Eastern black walnut, located next to Gerlinger Hall and currently surrounded by its fallen seed pods, nuts encased in green fruits.

"I've noticed it before, but I didn't really notice the history," Berg said. "(The tour) definitely opened my eyes to how diverse the trees are on campus. I enjoyed the history lesson."

Lueck said the tree was brought to Eugene for its flavorful nuts, which are commonly eaten by squirrels now but

can be used to flavor ice cream.

Many cities, including Eugene, have outlawed planting Eastern black walnut trees because they fear getting sued by people who are injured by the tree's falling nuts, Lueck added.

"They see it as an aerial harassment this time of year," Lueck said.

Another tree that drops seed pods that can create messes is the American Sweetgum in the parking lot by the EMU.

Lueck said botanists are working to engineer a version of the tree that does not drop little spiky balls.

"This is a tidy society we live in," Lueck said. "This tree's just trying to reproduce. Live with it."

Contact the business, science and technology reporter at esylwester@dailyemerald.com

Bach: Research may help boost festival attendance

Continued from page 1

enable us to bring new people out and do exciting things," Evano said. "It helps us stay innovative."

Evano said by engaging a consultant and asking the festival's audience the right questions, the research can be used to implement new ideas and attract a younger audience to the festival.

"Last year, sales were below average," Evano said. "We thought, 'How do we get modern and contemporary audiences to attend?' We know the music is timeless; we just need to know how to make it relevant."

The grant money will be used over the course of three years to research new ways to attract a wider audience. By conducting surveys, the grant

money will fund audience research in areas such as marketing, audience demographics and programming. Once the research is complete, the Oregon Bach Festival hopes to share this information with other classical music organizations.

Royce Saltzman, executive director of the Oregon Bach Festival, said that with the help of an outside professional company that conducts audience research at a national level, the festival will be able to apply questions to its audience to innovate and expand its outreach.

"Classical music organizations everywhere are experiencing a decrease in ticket sales," Saltzman said. "We just ask ourselves 'What has happened around the country? Why the decrease? Are people's spending

habits changing? Is it because the arts is being taken out of schools? How do we reach out and share our appreciation for this music?'"

The programming for the 37th-annual Bach Festival beginning in June will include, for the first time, a jazz interpretation of classical music with Bach's Goldberg variations and a multimedia production.

"The great thing about Eugene is so many people enjoy and appreciate what we do and find it valuable to the community," Evano said. "We just try to let people know what great music we've got."

Contact the people, culture and faith reporter at bmclenahan@dailyemerald.com

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