



E-Newsletter | April 2015

2015 National Women's Hall of Fame Inductees

The National Women's Hall of Fame announced its ten 2015 Inductees at a press conference in March. The induction ceremony will be held October 2-4, 2015 in Seneca Falls, New York, the birthplace of women's rights. We are pleased to profile two of the inductees in this month's e-newsletter: Nancy Brinker and Martha Graham.



Nancy Brinker

In 1982, Nancy Brinker made a promise to her dying sister, Susan G. Komen, to improve treatments for breast cancer and work towards the eradication of this dreaded disease. To fulfill these promises, Brinker started the Susan G. Komen Foundation. Since its inception, the Foundation has raised over \$2 billion for research, education, and health services, making it the largest breast cancer charity in the world. Brinker pioneered the concept of cause-related marketing and established the color pink as the iconic representation for breast cancer. Almost 300 global and

national companies are Komen sponsors, providing funding to fulfill the organization's promise to save lives and end breast cancer forever.

Brinker said "At that time, you didn't talk about breast cancer. There were no 800-numbers, no internet. Our government didn't spend much on breast cancer research. There were few major breast cancer centers. . . We found that potential sponsors didn't want to be associated with cancer, especially cancer of the breast. Papers didn't want to print the words 'breast cancer.' " The first race was around a Dallas shopping mall with about 800 people. Later, Brinker would become a breast cancer survivor.



Martha Graham

Martha Graham's impact on the entire field of dance is amazing! It has been described as staggering and compared to that of Picasso on painting, Stravinsky on music, and Frank Lloyd Wright on architecture. She transformed the art form and she revitalized and expanded dance around the world. She created the Martha Graham Dance Company, and as a

teacher, Graham trained and inspired generations of dancers and choreographers.

The Graham technique, now a standard, codified method of training dancers, developed from the movement vocabulary she created for each new work. The technique includes the centrality of breath, the principles of contraction and release, exhalation and inhalation, compression, and explosion of energy. Graham introduced the use of moving scenery, used props as symbols, and combined speech with dancing - creating a whole new

language of dance. She was also the first to integrate by having African Americans and Asians in her regular company. Graham replaced the traditional ballet folk dress with either a straight, dark, long shirt or the common leotard. Using the stage, the floor, and the props as part of the dance, she produced a whole new language of dance. Graham thrust the art of dance into the modern world.

Women's stories continue to inspire us! Congratulations to all of the 2015 Inductees. We are proud to stand on the shoulders of these amazing, accomplished women.

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**Her Story: A Timeline of the Women Who Changed
America**

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