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PETS PAGE

■ Dr. Fox says a cat that becomes agitated when she sees a free-roaming cat outside needs to learn to calm herself. **PAGE E8**

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KEN HOFFMAN

Airports make hay while the sun shines — literally

SOMETIMES I get a reader question about Houston that's so unusual, and sheds a new light on Houston, it can't wait until the Sunday mailbag.

To my great surprise as we flew into Bush Intercontinental last week, I saw what looked like about 100 giant rolled bales of hay sitting between the runways. It seems kind of like a dangerous place to feed deer and cattle. What in the hay are they doing?

— C. R. KECK, Houston

It turns out that the Houston Airport System is growing hay at Bush. Please see **HOFFMAN**, Page E4



JAMES NIELSEN: STAFF

Sound explosion

Co-Cathedral of the Sacred

Ribbons, bracelets, show true colors

■ Supporters demonstrate compassion

By LANA BERKOWITZ
STAFF WRITER

If you wear a pink ribbon, particularly during October, we will be aware that you are aware of breast cancer. If you wear an orange ribbon, you may have to explain whether you are concerned about leukemia, kidney cancer, hunger, cultural diversity, humane treatment of animals, self-injury awareness, attention deficit hyperactivity disorder or multiple sclerosis. Or perhaps it is just a Halloween accessory?

When Susan G. Komen Breast Cancer Foundation supporters were doing a superb job associating pink with their cause, other advocacy groups took notice. Soon ribbon campaigns went crazy. Then rubber wristbands joined the cause.

Now if you want to show empathy for any social concern or raise awareness of a disease, all you need to do is to show your color.

Yellow ribbons usually
Please see **REBIBBONS**, Page 8F



BREAST CANCER AWARENESS



SEPHORA
CHECK YOU OUT: Sephora's compact mirror is \$16 at Sephora stores, with \$1 from the sale of each going to the Breast Cancer Research Foundation.



WWW.BULLETGIRL.COM
BULLET PROOF: The Bullet Girl 45 AUTO bullet cap flower ring sells for \$450 at www.bulletgirl.com, with 100 percent of the proceeds donated to Victory, a chapter of the American Cancer Society.



ELAINE TURNER
FLATS: Elaine Turner's Liz Plum suede ballet flats are \$175 at www.elaineturner.com; 50 percent of the proceeds go to the Lester and Sue Smith Breast Center at Baylor College of Medicine.

GIVE A LITTLE OR A LOT

By JOY SEWING
FASHION WRITER

HOUSTON philanthropist Sue Smith lost her sister to breast cancer in 2000. Seven years later, she and her husband, Lester (a cancer survivor), donated \$30 million for the Lester and Sue Smith Breast Center at Baylor College of Medicine as a way to support research, detection and treatment.

During Breast Cancer Awareness Month in October, opportunities for giving and raising awareness abound, whether you have a little or a lot. Fashion designers and retailers are among those joining the bandwagon, offering pink
Please see **PINK**, Page E3

FOR THE LIPS: Estée Lauder Pink Ribbon Collection Evelyn Lauder Lip Design is \$25 at Estée Lauder counters and www.esteelauder.com. The company will donate \$500,000 in connection with the sale of the collection to the Breast Cancer Research Foundation.



ESTÉE LAUDER

RAINY DAYS: Polo Ralph Lauren celebrates the month with this Pink Pony Logo Umbrella, \$95 at Polo Ralph Lauren stores; all proceeds go to the Pink Pony Fund.

LOVELY TEE: Actress Uma Thurman wears the limited-edition Key to the Cure T-shirt, designed by Donna Karan. It's \$35 at Saks Fifth Avenue, OFF 5TH and saks.com; 100 percent of the purchase price of each shirt sold will be donated to local charity partners.



SEPHORA
LOOK GOOD: Sephora has the Collection eyelash curler, \$16, with \$1 from each sale going to the Breast Cancer Research Foundation.

LILLY PULITZER
TIE ONE ON: Lilly Pulitzer and the American Cancer Society have created a limited-edition "Murfee" scarf, \$118 at www.lillypulitzer.com; \$5 from each scarf sold goes to American Cancer Society's Making Strides Against Breast Cancer campaign.

Wearing awareness bracelets and a watch on Wear Teal Day in September, which was Ovarian Cancer Awareness Month.

RIBBONS: Wearers motivated by empathy

CONTINUED FROM PAGE E1
 e a salute to the troops,
 hile yellow wristbands



PRETTY IN PINK:
 The Breast Cancer Research
 foundation will receive 5 per-
 cent of each sale of this \$99
 dress from select Macy's
 and macys.com.

signify Lance Armstrong's
 LiveStrong Foundation's
 fight against cancer. The
 red ribbon is most often
 associated with AIDS.

Sarah E.H. Moore at
 the University of London
 traces the origins of
 the yellow, red
 and pink ribbon
 campaigns
 in her book
*Ribbon Culture:
 Charity, Compassion
 and Public Awareness*

(Palgrave Macmillan, 240
 pp., \$80).

Moore says the
 ribbon is a kitsch fashion
 accessory, as well as an
 emblem that expresses
 empathy; it is a symbol
 that represents awareness,
 yet requires no knowledge
 of a cause; it appears to
 signal concern for others,
 but in fact prioritizes self-
 expression.

In her research, Moore
 found the main motivation

for wearing a ribbon —
 pink or otherwise — was to
 show awareness.

"I was actually quite
 surprised by this, because
 I'd imagined that a lot
 of wearers would talk
 about wanting to 'spread
 awareness.' Yet when
 I asked if this was a
 motivation, most people
 were very clear in saying
 that this wasn't really a
 concern for them," Moore
 wrote in an e-mail. "One

young pink-ribbon wearer,
 for example, answered,
 quite characteristically,
 that 'I think it's more that
 you yourself are aware.'"

Julie S. Luman's mother
 died of breast cancer
 when Luman was 10,
 and she loves the success
 of the pink for breast
 cancer campaign. When
 Luman was diagnosed
 with ovarian cancer in
 2007, her color became
 teal, and she now wears
 multiple bracelets to raise
 awareness of that disease.

"I love it when
 somebody asks me about
 all my bracelets," said
 Luman, who lives in
 The Woodlands. "They
 comment on all of my teal,
 and I use that opportunity
 to tell them what it's all
 about because ovarian
 cancer symptoms are so
 quiet, and the more people
 that know about it, the
 better."

The awareness ribbon
 phenomenon became hot
 in the 1990s, but it got
 a start during the Iran
 hostage crisis (1979-81)
 when Penelope Laingen
 tied a yellow ribbon
 around a tree while
 waiting for her husband to
 be released as a hostage.
 Laingen was inspired
 by the song *Tie a Yellow
 Ribbon Round the Old Oak
 Tree*, which was inspired
 by a folk tale about a
 released prisoner looking
 for a sign from his family
 that it was OK for him to
 come home.

Yellow ribbons as
 symbols of waiting for
 loved ones to return
 became popular again
 during the Gulf War in
 the early 1990s. Magnets
 shaped like yellow ribbons
 were popular on cars
 during Desert Storm.

In the Reagan years
 of the late '80s school
 kids started wearing red
 ribbons during special
 weeks to just say no to
 drugs. But in the early
 1990s, acquired immune
 deficiency syndrome
 activists chose red ribbons
 as their symbol for the
 fight against AIDS and
 HIV.

After yellow and
 red were taken, pink
 became the international
 symbol for breast cancer
 awareness for the Komen
 foundation in 1992, with
 a big push from cosmetics
 giant Estée Lauder.

Looped ribbons
 continue to pop up to
 represent compassion or
 public mourning. Blue
 ribbons with 11 gold stars
 honoring the men who
 died in the offshore rig

myeloma, Williams
 syndrome, adults with
 disabilities

■ **PURPLE:** Pancreatic
 cancer, testicular
 cancer, thyroid cancer,
 domestic violence,
 Alzheimer's, religious
 tolerance, animal
 abuse, victims of 9-11,
 Crohn's disease and
 colitis, cystic fibrosis,
 lupus, fibromyalgia

■ **PERIWINKLE:** Eating
 disorders, pulmonary
 hypertension,
 esophageal cancer

■ **BLUE:** Child abuse,
 acute respiratory
 distress syndrome,
 alopecia, Epstein-
 Barr virus, colon and
 colorectal cancers,
 Huntington's disease,
 chronic fatigue
 syndrome, arthritis,
 child abuse prevention,
 victim's rights, free
 speech, water safety

■ **LIGHT BLUE:** Prostate
 cancer, scleroderma,
 Addison's disease

■ **TEAL:** Ovarian,
 cervical and uterine
 cancers, sexual assault,
 polycystic ovarian
 syndrome

■ **GREEN:** Childhood
 depression, missing
 children, open
 records for adoptees,
 environmental
 concerns, tissue/organ
 donation, homeopathy,
 bipolar disorder,
 Tourette syndrome,
 cerebral palsy

■ **ORANGE:** Leukemia,
 kidney cancer, hunger,
 cultural diversity,
 humane treatment of
 animals, self-injury
 awareness, attention
 deficit hyperactivity
 disorder, multiple
 sclerosis.

■ **WHITE:** Violence
 against women, victims
 of terrorism, peace,
 bone cancer

■ **PEARL:** Emphysema,
 lung cancer

■ **BLACK:** Melanoma,
 gang prevention, sleep
 disorders

■ **BROWN:** Anti-tobacco

■ **GRAY/SILVER:**
 Diabetes, asthma, brain
 cancer, children with
 disabilities, Parkinson's
 disease, mental illness

■ **GOLD:** Childhood
 cancer, chronic
 obstructive pulmonary
 disease

■ **PINK AND BLUE:**
 Miscarriage, stillbirth,
 infant death

■ **RAINBOW:** Gay pride

■ **LIME:** Lyme disease

■ **VIOLET:** Hodgkin's
 lymphoma

Sources: Trinitylondon.com,
 Butyoudontlooksick.com,
 Chemoangels.net, MDjunction.com

explosion that triggered
 the Gulf oil spill were
 given to attendees at a
 memorial service in May.

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PINK: Awareness month

CONTINUED FROM PAGE E1
 products from umbrellas to fine jewelry.
 A portion of each sale goes to designated
 breast cancer research, awareness or
 prevention programs.

"I think most people get strongly
 involved with a cause when they have
 been touched personally," Sue Smith
 said. "My sister never gave up. I saw her
 time and time again find the strength
 to remain optimistic even during the
 darkest times."

"We have the privilege of knowing
 many survivors, and their stories of hope
 greatly inspire us to continue to find a
 cure. And the memory of those who lost
 that battle inspire us to work harder."

Brenda Coffee of Boerne has her own
 way of helping. After 10 surgeries and
 eight rounds of chemotherapy, Coffee,
 who was diagnosed with breast cancer
 in 2004, is on a mission to help families
 cope with life after a breast-cancer
 diagnosis.

Now cancer free, Coffee last year
 launched a website, www.BreastCancerSisterhood.com, to help families
 deal with everything from helping
 children cope with a parent's diagnosis to
 keeping a marriage intact. Her site now
 receives about 20,000 hits monthly and is
 among the most popular cancer blogs in
 the country. The San Antonio native also
 has written two books, *The Breast Cancer
 Sisterhood and Husbands and Heroes*
 (available on her site and amazon.com for
 \$12.95).



CASUAL CHIC: This Ellen Tracy T-shirt,
 \$29.50, is available at select Macy's stores
 and on macys.com. Ten percent of each
 sale goes to the Breast Cancer Research
 Foundation.

Her advice to family members,
 especially spouses: "You won't have to
 have all the answers. You just need to be
 there."

joy.sewing@chron.com

CHIC: Designer Andrea Montgomery
 created these gold vermeil lotus hoop
 earrings with pink sapphire drops, \$110 at
www.andreamontgomery.com. One
 hundred percent of the proceeds will go
 to the Stehlin Foundation for Cancer
 Research.



ANDREA MONTGOMERY

FERGIE-LICIOUS:
 Singer Fergie is
 offering her Hope
 shoe, \$45, during
 QVC's FFANY Shoes
 on sale Oct. 15;
 100 percent of the
 net proceeds go
 to breast cancer
 research.



QVC

FIT FOR THE CAUSE: New Balance's new toning Truebalance
 1100 sneaker, \$110, is available at various
 retailers and newbalance.com. Five
 percent of sales will go to Susan
 G. Komen for the Cure, with
 a guaranteed mini-
 mum donation of
 \$500,000.



NEW BALANCE

An apple a day
 keeps hunger
 away.



Nearly 900,000 people in southeast Texas don't have enough
 to eat. Almost half are children. We need your help, as the need for
 more food continues to grow. Go to houstonfoodbank.org or
 text FOOD to 82442 to volunteer or donate money and food.

houstonfoodbank.
 Filling pantries. Filling lives.