



FOR IMMEDIATE RELEASE
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**BIBI RUSSELL, FASHION DESIGNER AND FORMER INTERNATIONAL MODEL
JOINS FORCES WITH LOCAL BREAST CANCER RESEARCHER**

MADISON, WI— Bibi Russell, the remarkable model who rose to stardom in the late 70s and early 80s, now works for causes that are much closer to her heart: the plight of the hand woven textile industries, their workers – and now breast cancer research – in her native Bangladesh.

Madison resident Dr. Richard R. Love, MD, who conducts clinical breast cancer research in Bangladesh, recently invited Ms. Russell to become an Ambassador for The Amader Gram Breast Care Program (www.agbreastcare.org). Dr. Love and Nobel Peace Laureate, Muhammad Yunus, met with BiBi Russell to tell her the Amader Gram story.

Amader Gram (www.amadergram.org) is a rural ICT (Information Communication Technology) development initiative in Bangladesh. As a result of her collaboration, Ms. Russell will create a signature scarf and bangles for the Amader Gram breast care team members to wear during their service to Bangladeshi women.

Dr. Love is a Professor of Internal Medicine and Public Health, The Ohio State University and Scientific Director, International Breast Cancer Research Foundation, Madison, WI. Dr. Love is a medical researcher whose focus is on hormonal control of breast cancer. For the last 15 years his NIH and Breast Cancer Research Foundation-funded research has been done in collaboration with colleagues in Vietnam, and more recently in the Philippines and Bangladesh.

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His clinical trial of adjuvant surgical oophorectomy and tamoxifen established a new global standard of care, of significant importance to 500,000 poor women diagnosed with breast cancer annually around the world.

Bibi Russell was born in Chittagong, Bangladesh. She studied at the London College of Fashion, earning a graduate degree in 1975. She has modeled for *Vogue*, *Cosmopolitan* and *Harper's Bazaar*. She also worked as a fashion model in fashion shows until 1994, working with Yves Saint Laurent, Kenzo, Karl Lagerfeld and Giorgio Armani.

In 1994, Ms. Russell opened *Bibi Productions*, her own fashion house which infused Bengali cultural elements into her line. She organized her first European fashion show in Paris in 1996. Her company employs thousands of weavers in rural Bangladesh. Her entrepreneurship has earned her many awards. *Asiaweek* named her as "one of the 20 people to watch in the millennium".

When Ms. Russell agreed to collaborate with the Amader Gram Breast Care Program, she did so enthusiastically, proclaiming, "Amader Gram is part of my life!" "Amader Gram" means "Our Village" in Bangladeshi.

In 1992 Dr. Love founded the International Breast Cancer Research Foundation (IBCRF) with a number of other cancer physicians. Currently at Ohio State University, Dr. Love directs IBCRF research projects all over the world. These projects in 22 countries provide opportunities to conduct research on the significance of genetic, dietary, lifestyle and hazardous exposure differences.

In its 17th year, IBCRF is committed to practical, cost-effective, breakthrough research that takes advantage of the most promising opportunities and ideas everywhere in the world. This research – especially clinical research – holds the key to understanding, preventing and curing breast cancer.

IBCRF is located at 660 John Nolen Drive in Madison, Wisconsin. For more information, visit www.ibcrf.org

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