“Ashley was the light, the spirit, the goodness, the fun, the family-centered daughter, the loyal and effervescent friend, the sports aficionado, the consummate traveler and travel partner. She was my conscience, my partner in crime, my confidante. She was love.”

Merel Grey Nissenberg, Ashley’s Mom
Ashley Nissenberg Joffe passed away on May 7, 2022 after a courageous eleven-month battle with triple-negative metastatic breast cancer. Ashley was an amazing mom to three young children, a loving wife, incredible sister, daughter, and friend, as well as an exceptional attorney with the ability to handle any situation with kindness and grace, inspiring all to be better, more compassionate and joyful.

Ashley was a fast-rising star attorney and partner at the powerhouse Los Angeles-based entertainment law firm Yorn Levine Barnes Krintzman Rubenstein Kohner Endlich and Gellman. “Ashley was an indelible figure in the fabric, life and culture of our firm and our practice,” the firm’s partners said in a statement. “Ashley was a fierce and effective advocate for her clients, whom she loved and cared about in ways that words cannot capture.”

“Ashley’s dedication, legal acumen, and ability to handle any situation with kindness and grace was second to none and she inspired all of us to be better,” said the partners. “Ashley was also a compassionate, joyful and kind human being who meant so much to us – both as a company, and as individuals who had the honor of working alongside her every day. She has touched every one of our lives and we stand together in our dedication to honoring her legacy.”

The Ashley Nissenberg Joffe Fund at SU2C is dedicated to Ashley’s memory and to saving lives through awareness of family cancer history, genetic testing and education about early detection of triple-negative breast cancer, as well as research into new treatments for this virulent disease that strikes 10 to 15 percent of women with breast cancer.
TRIPLE NEGATIVE BREAST CANCER/BRCA FAMILY HISTORY

Triple-negative breast cancer (TNBC) accounts for about 10-15% of all breast cancers. The term triple-negative breast cancer refers to the fact that the cancer cells don’t have estrogen or progesterone receptors (ER or PR) and they don’t express the protein HER2. These cancers tend to be more common in women younger than age 40, who are Black, or who have a BRCA1 mutation, the most common cause of hereditary breast cancer.

TNBC differs from other types of invasive breast cancer in that it tends to grow and spread faster, has fewer treatment options, and tends to have a worse prognosis (outcome). The BRCA1 mutation increases a patient’s risk of early onset breast cancer, requiring increased surveillance at early ages and possible prevention through prophylactic surgery or chemoprevention.

Ashley had both triple-negative breast cancer and carried the BRCA1 mutation.

The goal of this fund is to raise 10M by July 2023 to be part of the SU2C biennial telecast, scheduled to air on all networks and many streamers August 19, 2023, with a recognition of The Ashley Nissenberg Joffe Fund and the efforts to educate the public on early detection and intervention of triple-negative breast cancer and hereditary cancers.

An SU2C public service campaign will also launch to empower patients to know their family cancer history and to ask for genetic testing when appropriate. Screenings for BRCA1 mutations and outreach to family members provides opportunities to decrease incidence and mortality. The fund will also work to implement changes to the collecting of family cancer history on medical forms with a goal of incorporating more robust questions as well as best practices guidelines to educate clinicians of the importance of hereditary cancers.

A portion of The Ashley Nissenberg Joffe Fund will go to UCLA Jonsson Comprehensive Cancer Center for research on triple-negative breast cancer with Dennis Slamon, MD and John Glaspy, MD. Dr Slamon’s work identified the HER2/neu oncogene that is amplified in 25-33% of breast cancer patients and the resulting life-saving treatment trastuzumab.
STAND UP TO CANCER AT A GLANCE

Stand Up To Cancer’s (SU2C) mission is to raise funds to accelerate the pace of groundbreaking translational research that can get new therapies to patients quickly and save lives now.

SU2C brings together the best and the brightest researchers and mandates collaboration among the cancer community. By galvanizing the entertainment industry, SU2C has set out to generate awareness, educate the public on cancer prevention, and help more people diagnosed with cancer become long-term survivors.

Stand Up To Cancer has built a massive bully pulpit that reaches a vast audience. SU2C has galvanized the media and entertainment community along with 900+ global celebrity ambassadors.

SU2C’s biennial telecast brings together over 70 major broadcast, cable, and streaming platforms and the biggest stars in entertainment.
Please consider a donation to the ASHLEY NISSENBERG JOFFE FUND to help us carry on Ashley’s legacy.

You can donate the following ways:

- Visit the Stand Up To Cancer donation portal below:

  SU2C Ashley Nissenberg Fund

- Send a check to the following with ASHLEY NISSENBERG JOFFE FUND in the memo line:

  Stand Up To Cancer
  P.O. Box 843721
  Los Angeles, CA 90084-3721
THANK YOU
ASHLEY NISSENBERG JOFFE

By Merel Nissenberg, Her Mother

For all the years I called Ashley “My Mini-Me”, I finally realized at her service that in fact it was I who was her Mini-Me. She was the light, the spirit, the goodness, the fun, the family-centered daughter, the loyal and effervescent friend, the sports aficionado, the consummate traveler and travel partner. Ashley was a rising star in the entertainment industry as an extraordinary attorney, respected and admired by all who worked with her. She was my conscience, my partner in crime, my confidante. She was love.

In order to honor Ashley’s legacy, we are partnering with StandUp2Cancer to create the ASHLEY NISSENBERG JOFFE FUND, which will (1) Donate research funds to discover treatments for triple negative breast cancer, treatments which are sorely lacking; and (2) Create a public service education and awareness program to improve family medical history forms for more detailed information gathering. We will also create media ads advising patients to let their physicians know about their specific family medical history with cancer: what type of cancer, which family members, and the age of onset for each cancer. In this way physicians will order appropriate genetic testing for those patients who have family medical histories that might reflect genetic mutations. Those patients will then be able to undergo earlier cancer screening and have an opportunity to take preventive measures. Please join us.

We hope you will join us in becoming part of the ASHLEY NISSENBERG JOFFE FUND!