

Komen Atlanta Affiliate Newsletter

PINK POWER PARTY

Komen Atlanta invites you to celebrate Pink Power this October! This year, Breast Cancer Awareness Month is about taking power over the disease. Pink Power is about knowledge, screening and awareness. Pink Power is about taking charge of your health and empowering others in our community to do the same.

At the Pink Power Party on October 17th, Komen Atlanta will honor four Atlanta leaders who share Komen's mission to empower women. We invite you to help us celebrate our honorees and spread Pink Power.

*Dr. Jenny Amerson, Breast Care Specialists
Representative Kathy Ashe
Vikki Locke, B98.5 FM
Kathy Walters, Georgia-Pacific*

October 17, 2009
7pm
Ventanas
*an exclusive new venue
overlooking Atlanta's beautiful skyline*

For invitation and sponsorship information, call 404-459-8700

POWER IS KNOWLEDGE SCREENING AWARENESS PINK

Worship in Pink Weekend

October 23rd - October 25th



Komen Atlanta invites you to Worship in Pink in October. Worship in Pink Weekend is a great opportunity for Atlanta's churches, mosques, and synagogues to spread the life-saving message of early detection and honor their communities' survivors.

Komen Atlanta provides a planning kit for your health coordinator/program planner, including a suggested script about breast cancer and breast health resources, information about the impact of breast cancer on various demographic groups and a listing of local breast health resources, as well as FREE packets of breast health information for the congregation.

Organizations are encouraged to make the day or weekend a celebration of survivors and co-survivors. Some organizations host a special luncheon for survivors, encourage the congregation to wear pink clothes or invite survivors to speak about their experiences. Be creative and get your religious organization involved TODAY!

Online registration is available NOW! Visit www.komenatlanta.org and click on Worship in Pink Weekend to complete the registration form. **The registration deadline is Friday, October 2, 2009.** For more information please contact Laura Murphy at 404-459-8700 or email worshipinpink@gmail.com.

REGISTER NOW!

Events and Promotions

Wacoal Fit for the Cure Events

Wacoal is proud to celebrate the 10th Anniversary of its Fit for the Cure® program benefiting Susan G. Komen for the Cure. According to Wacoal, 8 out of 10 women are wearing the wrong size bra. Fit for the Cure helps women across the country find their perfect fit with professional bra fittings. For every woman fitted at these events, Wacoal will donate \$2 to Komen for the Cure. Wacoal will also donate \$2 for every Wacoal or Be.Tempt'd bra or shapewear item purchased at these events. In addition, Wacoal will offer the "Wacoal Promise", providing every woman who signs up at a Fit for the Cure® event with a complimentary email reminder to conduct a monthly breast self-exam.

Volunteer Opportunity: We will request volunteers to staff an information table at each of the events listed below. And the best part: *Wacoal offers a **FREE** bra order for up to two Komen volunteers at each Affiliate-staffed event.* So keep on the lookout for this volunteer request because you don't want to miss out!

Thursday, October 1st - Belk - Mall at Cobb Town Center
Friday, October 2nd - Belk - Phipps Plaza
Friday, October 2nd - Belk - Lakeland Plaza
Thursday, October 15th - Macy's - Mall at Cobb Town Center
Friday, October 16th - Macy's - Lenox
Saturday, October 17th - Macy's - Northpoint Mall
Saturday, October 24th - Dillard's - Northpoint Mall
Wednesday, October 28th - Dillard's - The Mall at Stonecrest
Thursday, October 29th - Dillard's - Atlantic Station
Friday, October 30th - Dillard's - Perimeter
Saturday, October 31st - Dillard's - Mall of Georgia

PASSIONATELY PINK FOR THE CURE

Turn your passion into action and Go Passionately Pink for the Cure this October!

How to go Passionately Pink:

- Get a group of friends or co-workers together to go Passionately Pink for the Cure.
- Choose a team captain to register your group at passionatelypink.org.
- Select the date(s) for your Passionately Pink day(s).
- Plan your event. Dress in crazy pink outfits. Honor a breast cancer survivor with a nice luncheon. The day's activities are completely up to you!
- Invite your team members, letting them know to wear pink!
- Collect donations from each team member on your Passionately Pink day. (Make sure each personal check has your team ID written in the memo area!)
- Send the donations to Susan G. Komen for the Cure.



When your team captain registers your group, he or she will receive a free kit. This kit will include everything you need to get started — event day ideas, a promotional poster, a Passionately Pink guidebook, collectors' pins that feature the Passionately Pink logo, basic breast health information, a donation reply form, a matching gift checklist and a reply envelope to make it easy to return donations to Komen. You can find additional materials and ideas for your day at passionatelypink.org.



KROGER PINK RIBBON SATURDAY



In an effort to increase breast cancer awareness, Komen Atlanta will staff information tables at each of the Kroger locations below on Saturday, October 10th. Volunteers will hand out breast health information from 10am - 2pm at each of the participating locations. If you are interested in volunteering for one of the locations listed below, please e-mail Jessica Murdock at jmurdock@komenatlanta.org.

Kroger
5341 Old Highway 5
Woodstock, GA 30188

Kroger
2626 Rainbow Way
Decatur, GA 30043

Kroger
2875 North Decatur Road
Decatur, GA 30033

Kroger
2205 Lavista Road
Atlanta, GA 30329

Kroger
3479 Memorial Drive
Decatur, GA 30032

Kroger
1225 Caroline Street
Atlanta, GA 30307

Kroger
3030 Headland Drive, SW
Atlanta, GA 30311

Kroger
2385 Wesley Chapel Road
Decatur, GA 30035

Kroger
725 Ponce de Leon Ave., NE
Atlanta, GA 30306

Kroger
6055 Old National Highway
College Park, GA 30349

Kroger
6678 Covington Highway
Lithonia, GA 30058

Kroger
227 Sandy Springs Place
Sandy Springs, GA 30328

Kroger
3559 Chamblee-Tucker Road
Atlanta, GA 30341

Kroger
1160 Moreland Avenue
Atlanta, GA 30316

Kroger
3871 Peachtree Road, SE
Atlanta, GA 30319

Kroger
5665 GA Highway 9
Alpharetta, GA 30004

Kroger
12460 Crabapple Road
Atlanta, GA 30316

Kroger
3959 A Lavista Road
Tucker, GA 30084

Kroger
3455 Peachtree Industrial Blvd.
Duluth, GA 30096

Kroger
455 Nathan Dean Blvd.
Dallas, GA 30132

Kroger
3425 Cascade Road
Atlanta, GA 30311

Kroger
4920 Roswell Road
Atlanta, GA 30342



GO PANTHERS!

On September 26th, Georgia State Volleyball will take on UNC-Wilmington at the Georgia State Arena at 2pm. Proceeds from the pink Powerade sales plus the team donation will benefit Komen Atlanta. For more information on the game, please visit www.georgiastatesports.com.



COOLING FOR THE CURE



Stay cool this fall with Casteel Heating and Cooling! Casteel will donate 5% of all proceeds to Komen Atlanta for the remainder of 2009 through their key-tag promotion. For more information on this promotion and how you can get involved, please contact John Hillis at jhillis@castelair.com or visit www.castelair.com.



ENZO'S AUTOMOTIVE SERVICE

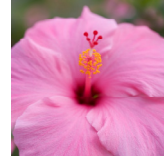
Visit either of Enzo's two automotive service locations for all of your car service needs this Fall. Enzo's has agreed to donate \$100 each month to Komen Atlanta through 2009.



As part of their annual fundraiser for Komen, Atlanta Area Sage Stores will kick off Breast Cancer Awareness Month with a "Passion for Fashion" event in the store on October 1st from 6pm - 9pm and will then sell specially designed t-shirts throughout October with a portion of the proceeds benefiting Komen Atlanta. For more information, contact Shannon Kitchens at 404-815-0339.

PINKALICIOUS

Book your Pinkalicious facial with Village Health today! Ten percent of all proceeds from this hibiscus inspired facial through the month of October will benefit Komen Atlanta. So pamper yourself PINK! For more information or to book your Pinkalicious appointment, please contact Joretta King at Village Health at 770-369-1958.



Coldwater Creek

TRY IT ON FOR THE CURE

In support of Komen for the Cure's vision of a world without breast cancer, Coldwater Creek will host Try It on for the Cure on Sunday, September 13th. For every shopper who visits the store during these dates and tries on clothing, \$1 will be donated to the local Affiliate. No purchase necessary. One donation will be made per customer. In addition, 10% of all merchandise purchased during the event will be donated to the local Affiliate. So visit Coldwater Creek this Sunday and tell them you want to Try it on FOR THE CURE!



Help beat breast cancer on September 15th at one of Massage Envy's 18 Atlanta-area locations! In one day, Massage Envy hopes to raise \$500,000. \$10 of each \$35 massage will be donated to Komen for the Cure. All funds raised in Atlanta will benefit Komen Atlanta, so pamper yourself and help make a difference in your community. Visit www.massageenvy.com today for more information.



BEADING FOR A CAUSE

Beading for a Cause will showcase their custom-made jewelry and accessories at the Shakerag Arts and crafts Festival in Peachtree City on Saturday, September 19th and Sunday, September 20th. Twenty percent of the proceeds will benefit Komen Atlanta so come see what all the beading is about!



SCRUBS, CHEFS AND SHOES

Scrubs, Chefs and Shoes will sell pink ribbon scrub tops, pink ribbon visors and pink ribbon teddy bears with 50% of the proceeds benefitting Komen Atlanta. For more information, please contact Stan Raymond at wesellscrubs@windstream.net.



BLACK+WHITE+PINK PARTY

Six Degrees Magazine will partner with Three Olive Vodka and Blackout Productions to produce the Black+White+Pink Party on Friday, October 2nd. The event will be held at the Mood Lounge beginning at 8pm with a \$10 cover charge. Guests will enjoy music from three Atlanta female DJs, art, photography, fashion and a silent auction. Seventy-five percent of the cover charge and one hundred percent of the silent auction proceeds will benefit Komen Atlanta. For more information please contact Jeremy Brown at jeremy@sixdegreesmag.com.



Spend a day on the green with Atlanta's top technology VIP's, Georgia corporations, friends, family and breast cancer supporters on Monday, October 5th. The event kicks off with registration at 10:00am and a 1:00pm shot-gun start with a cocktail reception and dinner to follow. For more information, please visit www.agileonthegreen.com.

The Pink Party: A Celebration of Survivorship

T&S Shoes For A Cause presents "The Pink Party: A Celebration of Survivorship" on Saturday, October 10th at the Georgia World Congress Center with 5% of proceeds and 100% of donations benefitting Komen Atlanta. This event will celebrate breast cancer survivors while building awareness and raising funds to support breast health programs in the Atlanta area.

The event, hosted by Eva Pigford of "America's Next Top Model" and "The Young and the Restless," will feature performances from well-known musical acts such as MTV's Day 26, as well as the Shades of Pink Breast Cancer Survivors Mass Choir. In addition, there will be 300 vendors on site, free health screenings and a Kids Area.

For more information, please contact Isadora Belle at reigningevents@gmail.com.



Batter Up!!

Reinhardt College Softball will host a varsity softball game against Darton College on October 11th at the Reinhardt softball field at 2pm and 4pm. Proceeds from donations, raffle tickets and concessions will benefit Komen Atlanta. For more information, please contact Leigh Wintter at law@reinhardt.edu.



Runway Fashion Fundraiser

The Klein Group, Inc. will host a fashion show with some of Atlanta's top designers. The event will be held at Legends Event Facility on Sunday, October 18th from 7pm – 11pm. Proceeds from the event will benefit Komen Atlanta. For more information, please contact Derrick Lawson at dlawson@kleingroupinc.com.

Gwinnett Football League

The Gwinnett Football Officials would like to show their support for Komen Atlanta. On September 26th, officials will contribute earnings from their officiating fees and spectators will be encouraged to make a donation as they enter the different football sites. Fourteen different sites around Gwinnett will be utilized for the youth football games to help raise awareness and funds. For more information, please contact Rob Underwood at runderwood@gwinnettfootball.com.



Town Square Jewelers

In conjunction with the Pandora company, Town Square Jewelers in Fayetteville will be hosting a Pandora Pink Event on Oct. 22, 2009 for which the store will extend their hours until 8pm and will serve refreshments. Pandora has created a Pink Ribbon charm designed to promote breast cancer awareness as well as to honor all who have been affected by this disease. Town Square Jewelers will donate ten percent of the proceeds from Pandora sales on October 22nd to Komen Atlanta. For more information, please contact Town Square Jewelers at 770-460-7787.



Breast Cancer News

Early Diagnosis of Second Breast Cancers Improves Survival

Early detection of second breast cancers (prior to symptoms) results in a diagnosis of early-stage cancer and improves survival by 27-47%, according to the results of a study published in the *Annals of Oncology*.^[1]

Breast cancer survivors are at an increased risk of developing secondary breast cancers, either in the same breast if they have undergone breast-conserving surgery or in the opposite breast. As a result, it is important that this population of women undergoes regular screening. However, the impact of early detection of second cancers remains unknown. Some research has indicated that breast cancer survivors are inconsistent with mammography screening in the years following cancer treatment.

Researchers in Florence, Italy, used the clinical and pathology archives of the Centro per lo Studio e la Prevenzione Oncologica (CSPO) to identify 1,044 women who survived breast cancer only to be diagnosed with a second breast cancer more than six months later. CSPO is the main breast screening and diagnostic center in Florence and follows a standard protocol for follow-up screening after treatment for breast cancer:

- Women treated with lumpectomy are followed up with clinical examination every six months and annual mammography for the first five years. After five years, these women undergo annual clinical examination and annual or biannual mammography.
- Women treated with mastectomy undergo annual clinical examination and annual or biannual mammography.

Upon diagnosis of the second cancer, 699 women (67%) were asymptomatic and 345 (33%) had symptoms. The researchers found that mammography was more sensitive than clinical examination, with 86% of second cancers detected by mammography versus 57% by clinical examination. However, 13.8% of second cancers were only identified by clinical examination. Asymptomatic cancers tended to be smaller than those that were symptomatic and they were also more likely to be early-stage cancers: 58% of asymptomatic cancers were early-stage, and 23% of symptomatic cancers were early stage. There was also a lower incidence of metastatic disease among the asymptomatic women.

The researchers concluded that early detection of second breast cancers, when they are still asymptomatic, leads to the detection of early-stage cancer and improves relative survival by 27-47%.

[1] Houssami N, Ciatto S, Martinelli F, et al. Early detection of second breast cancers improves prognosis in breast cancer survivors. *Annals of Oncology*. Early online publication: March 17, 2009. Doi: 10.1093/annonc/mdp037.

Breast Cancer Screening Guidelines

Know Your Risk

Talk to your doctor about your personal risk factors. Talk with your family to learn about your family health history.

Get Screened

Have a mammogram every year starting at age 40 and clinical breast exams at least every 3 years starting at age 20 and every year starting at age 40.

Know What is Normal for You

Know how your breasts look and feel. Report any changes to your doctor. If you notice any lumps, redness, warmth, dimpling or puckering, tell your doctor.

Make Healthy Lifestyle Choices

Be sure to eat healthy foods, exercise regularly, maintain a healthy weight and limit your alcohol intake.

Log onto www.komenatlanta.org to visit Komen Atlanta's resource guide or call 404-459-8700 for information about local resources.