

Komen Atlanta Affiliate Newsletter



Join us on Saturday, May 8th for the: **20th Anniversary** **Komen Atlanta Race for the Cure**

We're *Running for Our Lives* at Komen Atlanta and this year, the magic number is **20!!** How can you get involved?

Step 1: Online Registration will open mid-January at www.komenatlanta.org.

- Register early.
- Let everyone know who you are running for by customizing your Personal Page.
- **START FUNDRAISING!** Registration is just the first step to a successful Race. We need everyone's support to reach our goals and it takes additional fundraising to get us there.

Step 2: Join in the magic of **20**...

- Increase your fundraising goal by **20%** this year. Didn't fundraise last year? This year, ask **20** friends for **\$20** each and watch our numbers soar!
- Work with your team to recruit **20%** more team members or commit to creating a team of at least **20** people.
- Send **20** e-mails from your Participant Center asking friends and family for their support.
- Consider making a personal donation of **\$20** on top of your registration fee.

Step 3: Race Day

- Show up at Atlantic Station on Race Day and show your spirit by creating team t-shirts in honor of the 20th Anniversary.
- Consider wearing your oldest Race for the Cure t-shirt and show off your continued commitment to Komen Atlanta.
- Have a **BLAST!**

Step 4: Continued Fundraising

- The Race doesn't stop at the finish line. We accept pledges through May 31st, so continue to solicit friends and family for those extra dollars and we will reward you with a fabulous pledge prize based on fundraising levels.

No matter who you are running for, NOW is the time to get involved and run for their life!

We need your support to reach our goal of
\$2 million with 18,000 participants (a 20% increase from 2009).

For more information on the Komen Atlanta Race for the Cure or to discuss sponsorship opportunities, please call 404-459-8700 or visit www.komenatlanta.org.

See you at the starting line!

Community Events Benefiting Komen Atlanta

Margaret Gilbert Memorial Swim Cobb Aquatic Center Saturday, December 12th

Walton High School will host their annual swim meet on Saturday, December 12th at the Cobb Aquatic Center in Marietta. This meet will host 4 additional Atlanta-area schools and net proceeds will benefit Komen Atlanta. Come out and support these high school swimmers as they swim for the cure!



For more information on this event, please contact Sharon Sheppard at sharon.sheppard@comcast.net.

Shoot for the Cure

with the

Derrek Hamilton Elite Basketball Camp



Shoot some hoops and learn new skills from some of the best basketball coaches Atlanta has to offer. Join Derrek Hamilton as he presents this elite basketball camp featuring former NBA players Derek Anderson and Drew Berry. This camp is open to players of all levels from beginner to all-star. Campers must be between 8 and 16 years old and the registration deadline is December 18th. Slots will fill quickly, so register today!

Two sessions are being offered:

Session 1: Mon-Wed December 21-23

Session 2: Mon-Wed December 28-30

FEES: \$185 per session for MJCCA Members

\$225 per session for non-MJCCA Members

For more information or to register for this event, please contact Jeff Warshaw at 770-335-8500 or jeffwarshaw@bellsouth.net.

Jazzerthon for the Cure

February 14, 2010

Ritz-Carlton, Buckhead

Jazzercise continues to show their strong commitment to a world without breast cancer through the 8th Annual Jazzerthon for the Cure. This year's event will host more than 500 Jazzercise participants at the Ritz-Carlton in Buckhead. Participants will Jazzercise for three hours with special guest instructor, Kenny Harvey while raising funds for Komen Atlanta.

New for 2010: Know someone participating in this event? Want to show your support of their efforts? Visit www.komenatlanta.org or click the box to the right and make a donation online to a participant or team.

Donate to
Jazzerthon
for the cure

Georgia Tech Women's Basketball PINK ZONE

Georgia Tech vs. Duke

Friday, February 19th

8:30pm - Alexander Memorial Coliseum

Come out and support the Yellow Jackets as they take on Duke. Everyone is encouraged to wear pink for the game to show their support for breast cancer awareness. Proceeds from the game benefit Komen Atlanta! Go JACKETS!!!



For more information, please visit <http://ramblinwreck.cstv.com/sports/w-baskbl>.



Georgia Tech Women's Softball

Georgia Tech vs. Virginia

Sunday, April 10th

1pm - Shirley Clements Mewborn Field

Join the Lady Jackets Softball Team as they knock breast cancer out of the park at their double-header on April 10th. Pink out the stadium to show your commitment to the team and the cause.

For more information, please visit, <http://ramblinwreck.cstv.com/sports/w-softbl/geot-w-softbl-body.html>.

Fundraising Programs for YOU!

Have you ever considered hosting an event to benefit Komen Atlanta and just don't know where to start? Are you interested in raising funds yourself, with friends and family, co-workers or a team? Check out the programs below for great ideas on simple ways that you can help in the fight against breast cancer. There's something for everyone, so be part of the cure TODAY!

This Holiday Season, consider participating in Bake for the Cure!

Baking is an act of love and expression...and something we all love to do and share with others. Now baking will help in the fight against breast cancer.



- For each 48-page Bake for the Cure® cookbook purchased for \$2.00, 100 points will be credited to the Affiliate Chapter of your choice.
- For each Bake for the Cure product you register on the Bake for the Cure website, 25 points will be awarded to your Susan G. Komen for the Cure® affiliate.
- Every woman has her own great or unique recipe. Upload your recipe to our collection and 10 points will be awarded to your Komen affiliate.
- Found a recipe on the Bake for the Cure website you know your friend would love? Click the Share this Recipe button and 10 points will be awarded to your Komen affiliate.

The more points we earn, the larger the donation to Komen Atlanta. For more information on this program, please visit www.bakefortheCure.com. Now GET BAKING!!

PASSIONATELY PINK FOR THE CURE

Turn your passion into action and go Passionately Pink for the Cure! It's never too late to go Passionately Pink, so start planning...

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.

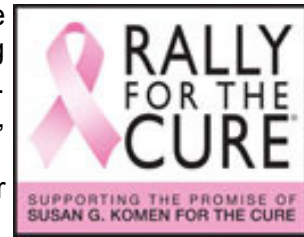
Let's Rally!

It's easy to Rally! Whether you want to host a golf event, dinner with your girlfriends or incorporate breast cancer awareness into an existing event, Rally can help. A coordinator at Rally Headquarters will help guide you through the process and give you many ideas for a successful event. You designate a date as the group's Rally for the Cure® day and start rallying!

Participants pay a \$20 entry fee, automatically entering them in the contest. The Rally will award the winner of each contest a significant prize. Most importantly, all participants receive detailed breast cancer awareness materials from Komen for the Cure, as well as a pin designed exclusively for Rally for the Cure®.

But don't stop there! Additional funds raised at Rally for the Cure events benefit Komen Atlanta. So, consider holding a raffle, collecting donations or hosting a silent auction in conjunction with your event. These are the dollars that help fund the life-saving screening, treatment and education programs for our Atlanta Community.

Visit www.rallyforthecure.com to start your rally for breast cancer awareness!



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.

On behalf of the Komen Staff and Board, we would like to wish each and every one of you a wonderful Holiday Season with family and friends.

Thank you for all that you do for Komen Atlanta. We look forward to a prosperous 2010!

Breast Cancer News

**With breast screenings, every woman counts
'We must send a strong message to private insurers and government funders: We'll be watching for any changes to the coverage of routine mammograms and other cancer screening. Our goal should be more and better screening, not less.'**

By Nancy G. Brinker

Amid the news media firestorm since the release of the U.S. Preventive Services Task Force [recommendations regarding mammography and breast self-exam](#), one fact remains undisputed: Screening saves lives. Looking carefully at the data considered by the panel, I see a call to action. We need to improve screening technology and make sure that every woman has access to it.

The new recommendations [suggest no routine mammograms](#) for women of average breast cancer risk ages 40 to 49. Among the factors cited were risk of overtreatment in this age group whose tumors might be detected on a mammogram, and the questionable nexus between breast self-exams and breast cancer mortality. The panel further discussed "anxiety" over mammograms as a factor in its decision to change its guidelines.

According to the data the panel used, we must screen [1,904 women ages 39-49 for a decade](#) to find one with breast cancer. A little perspective:

- One woman out of 1,900 in a town the size of Auburn, Maine, would be a little more than half a dozen women — or the entire staff at Betty Lou's Beauty Nook.
- One out of 1,900 in New York state could fill the Metropolitan Opera to capacity, from the cheap seats to the orchestra pit.
- About 17 million people visit Disney World a year. One of 1,900 is 8,947 — or nearly 25 people a day. If that many died riding Pirates of the Caribbean daily, would anyone oppose potentially life-saving precautions?

I'm one woman whose life was saved by early detection. My sister, Susan G. Komen, died before she had the opportunity to be screened. Both of us were diagnosed with breast cancer in our 30s.

We've come a long way in the 30 years since my sister, Suzy, died. The [five-year survival rate](#) for cancers that haven't spread from the breast is up to 98%. There are more than 2.5 million breast cancer survivors alive in the U.S. today.

The fact that breast cancer is in the news and being discussed openly is a tremendous step forward. Yet every five years or so, we come up against this baffling idea that too much information is hazardous to a woman's health; that any woman who discovers a lump in her breast dissolves into a puddle of anxiety, incapable of intelligently weighing her options in consultation with her physician. I was stunned to hear self-exams characterized by some as a "search and destroy mission" that "makes enemies of our breasts." Our breasts are not enemies; the cancer is.

Think about this for a second. It's never recommended that we skip our kids' back-to-school checkups because the average child probably wouldn't die. An X-ray that reveals a sprain instead of a fracture isn't considered "unnecessary." Driving into the mechanic's bay for a routine inspection, we aren't told that we're treating our Chevy like an enemy. Yet for some reason, routine maintenance of breast health is periodically scrutinized and blustered against.

If we're attempting to quantify esoteric elements such as "anxiety" and "inconvenience," it seems appropriate to consider what a year of life truly means to a woman, her family and her community — something raw survival statistics don't reflect. For example, if a young mother is diagnosed when her child is in kindergarten and she lives just long enough to see her graduate from high school, or even elementary school, statistically, her death has not been prevented, but the scope and impact of her life and the lives of her family have changed dramatically.

One thing that this debate has done is to highlight the flaws in today's technology. My sincere hope is that this dialogue will result in a clarion call for better screening tools and greater outreach to underserved women.

We must invest in improved imaging technology to facilitate informed, targeted treatment decisions. At the same time, we must improve access to screening for vulnerable populations not well served by the current system. More than half of eligible women do not receive screening.

We must also send a strong message to private insurers and government funders: We'll be watching for any changes to the coverage of routine mammograms and other cancer screening. Our goal should be more and better screening, not less.

I'm not willing to lose that one woman in 1,900. We're working to save as many lives as we can while we race toward a cure. Let's build on what we know is working: awareness, early detection, research and treatment. And, yes, that includes screening, self-exams and mammograms.

Nancy G. Brinker is the CEO of Susan G. Komen for the Cure, the world's largest grassroots breast cancer organization, and the U.N. goodwill ambassador for cancer control. Her memoir, Promise Me, will be published by Broadway Books next fall.