

Komen Atlanta Affiliate Volunteer Newsletter



FALL 2011



October 28th
thru
October 30th

WIP is a free, grassroots effort with local synagogues, churches, and mosques to educate their respective members on breast health and breast cancer. The vision of Worship in Pink Weekend is to empower our community through breast health education.

Online Registration is **NOW OPEN** at www.komenatlanta.org



Join us on Facebook! Find us at Komen Atlanta
Worship in Pink Weekend.



Follow us on Twitter @komenatlanta.

For more information, call (404) 459-8700 or visit www.komenatlanta.org.

Speakers Bureau Volunteers Needed!



Komen Atlanta is currently recruiting new members to join our Speakers Bureau. Speakers Bureau members are trained and dedicated volunteers with an interest in and commitment to raising awareness about the importance of breast cancer early detection. Speakers Bureau members lead breast health workshops for organizations, corporations, schools and community groups. At the breast health workshops, the Speakers Bureau Educators provide general information about breast cancer—including risk factors, diagnosis, treatments and new developments in the field.

**Speakers Bureau Training
September 22 at 6 p.m.**

If you are interested in joining the Speakers Bureau, please contact Eryn Marchiolo at emarchiolo@komenatlanta.org.

Kroger Pink Ribbon Saturday



In an effort to increase breast cancer awareness, Komen Atlanta will staff information tables at Kroger locations on Saturday, October 8th. 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 areas listed below, please e-mail Lacy Kerkhof at lkerkhof@komenatlanta.org.

Alpharetta
Buckhead
College Park
Decatur
Dallas
Lithonia
Sandy Springs
Stone Mountain
Tucker
Woodstock

Jeffrey Fashion Cares *Atlanta's Most Giving Night of Fashion*

On Monday, August 29th, fashionistas came together for Jeffrey Fashion Cares. This fashion show held at 12th & Midtown benefitted Komen for the Cure Greater Atlanta Affiliate and Atlanta AIDS Fund.

Thanks to over 60 volunteers, the evening was a huge success and guests enjoyed the night. Jason Wu, a Manhattan-based fashion designer, was the guest designer for the 2nd year and really wowed the audience.

Many thanks to the Jeffrey Fashion Cares Event Chairs-

- Lila Hertz
- Jeffrey McQuithy
- Louise Sams

Without the committee's hard work and dedication, this event wouldn't be possible. Jeffrey Fashion Cares celebrated its 19th Anniversary in August and we, the staff at Komen Atlanta, want to say thank you to each of you who play a role in making this night a wonderful evening to remember!



Komen Atlanta Invites You to Become a Pink Promise Partner

Do you believe in the promise?

We do. Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure, made a promise to her dying sister Susan that she would do everything in her power to end breast cancer forever.

You are invited to join OUR promise by becoming a Pink Promise Partner through a donation at the \$1,000 level or above. We believe every woman in our community deserves the promise of a full life so we fund screening services and education programs right here in Atlanta that allow them to detect breast cancer early to survive it.

Please contact Kelly Dolan at kdolan@komenatlanta.org, for more information

Community Events Benefiting Komen Atlanta

SEE WHAT IS HAPPENING IN SEPTEMBER

Row for the Cure © Atlanta

The Atlanta Rowing Community will keep boats on the water for 12 hours on Saturday, September 17th, to benefit Komen Atlanta. Row for the Cure is celebrating its 5th Anniversary and organizers have set its highest goal to date- \$75,000 . You can enjoy the day on the Chattahoochee, learn to row, and support a good cause. Come out and join the fun!

2011 Row for the Cure Sponsored By:

When: Saturday, September 17th
Drop by anytime between 7 AM-7 PM

Where: 2011 Azalea Park Pavilion
Roswell, GA

For more information or to make a donation to this event, visit www.headofthehooch.org/r4catlanta or send an email to rowforthecure@headofthehooch.org.



North Fulton Hospital Presents

Power of Pink

BREAST CANCER AWARENESS LUNCHEON

Friday, September 23, 2011
Country Club of Roswell
11 am - 2 pm

Silent Auction
11 am

Luncheon
Noon

Survivor Fashion Show
12:30
Sponsored by Dillard's

Purchase tickets online at www.PowerofPink.co
or by Phone at 770-751-2660

Table of 10 for \$750
Tickets \$75 per person

NORTH FULTON HOSPITAL

Would Like to Thank Our Sponsors!

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IN COMPASS HEALTH INC.

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ALPHARETTA

Ageless Remedies
Prescription & Over-the-Counter

Roswell Junior Women's Club

MEDIA SPONSOR

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Stroud's Printing

Community Events Benefiting Komen Atlanta



TICKETS ON SALE NOW!

**Blondie Panic of Girls Tour
Friday, September 23rd
at**



A portion of each ticket will be donated to Komen Atlanta !




**Tickets available at all Ticketmaster outlets including:
Publix
www.ticketmaster.com
1-800-745-3000
Venue Box Office**

SEE WHAT IS HAPPENING IN OCTOBER

**All American Skating Center
"Skate for the Cure"**

5400 Bermuda Road ● Stone Mountain, GA
Ages 18 & up ● \$5 Admisson ● Midnight-4AM

ALL proceeds benefit Komen for the Cure
Atlantna Affiliate



**Georgia State Volleyball
"Dig for the Cure"**

Watch the GSU Panthers Volleyball Team "Dig for the Cure." The first 200 fans will receive a Panthers Pink T-shirt! 100% of proceeds benefit Komen Atlanta.

Friday, October 28th 7 PM ● GSU Sports Arena

EAST POINT JAGUARS BASKETBALL GAME

TO BENEFIT KOMEN FOR THE CURE ATLANTA AFFILIATE

Come to Rock Spring Baptist Church on October 22nd, 5900 Reynolds Road, in Jonesboro to watch the East Point Jaguars. The game will begin at 3:00. The Jaguars will donate 50% of ticket sales to Komen Atlanta.



HALF OFF DEPOT and CACTUS CAR WASH

Host a Deal for Komen for the Cure!



Look for a special offer from Cactus Car Wash on Half Off Depot in early October! 25% of the proceeds from the sale benefit Komen Atlanta.



The Real Chow Baby Restaurant

Enjoy lunch or dinner at The Real Chow Baby to benefit your local Komen for the Cure Affiliate! The restaurant is donating a nickel for every Coca-Cola product sold throughout the month of October to Komen Atlanta!

Howell Mill and Ponce de Leon Locations



BREAST CANCER STATISTICS

KNOW YOUR RISK!

National

Breast Cancer Incidence:	232,620 expected diagnoses Nationwide (both sexes)
	230,480 expected diagnoses Nationwide (female)
Breast Cancer Deaths:	39,970 expected deaths Nationwide (both sexes)
	39,520 expected deaths Nationwide (female)

Georgia

Female Breast Cancer Incidence:	7,030
Female Breast Cancer Deaths:	1,120

UAB Scientists Work to Uncover the Role of a Gene that May Trigger Breast Cancer Metastasis with Funding from Komen

University of Alabama at Birmingham scientists will try to determine whether a gene involved in several other cancers also plays a role in the growth and spread of breast cancer, with research funding announced today by Susan G. Komen for the Cure®.

The \$600,000 grant to UAB is part of Komen for the Cure's **\$66 million investment** in new research, patient support and scientific conferences in 2011. Komen has spent more than **\$685 million** for breast cancer research in its 29 years, making it the largest non-profit funder of breast cancer research outside of the federal government.

"Our research investments are geared to bringing results to the table – and soon – for the most difficult questions remaining in breast cancer," said Ambassador Nancy G. Brinker, founder and CEO of Susan G. Komen for the Cure.

UAB scientists, led by

Andra Frost, M.D., will try to determine if an oncogene (a gene that has the potential to cause cancer) called Gli1, known to help drive the progression of colon, pancreas, skin and prostate cancers, may also be responsible for the spread of breast cancer.

"This grant may guide our understanding of how and why cancers spread, and lead to more effective treatment strategies," said Komen President Elizabeth Thompson. "This ties squarely to our mission to fund cutting-edge breast cancer research along the entire cancer continuum – from prevention to early diagnostics, disparities in outcomes, more effective treatments, and answers for aggressive and metastatic disease."

The 2011 national research grants augment more than \$93 million in community grants provided in local communities by Komen's 120 Affiliates nationwide. Seventy-five percent of funds raised by Komen Affiliates stay in the community for screening,

treatment, education and support programs; the rest helps fund national research programs.

"The projects we're investing in today are critical to the momentum we've built during the last 30 years in our quest to understand, and ultimately solve, the many questions surrounding breast cancer," said Eric Winer, M.D., Komen's chief scientific advisor, chief of the Division of Women's Cancers at Dana-Farber Cancer Institute and Professor of Medicine at Harvard University.

**All grants and awards are contingent upon receipt of a fully executed agreement.*