

Komen Atlanta Affiliate Volunteer Newsletter



OCTOBER 2011

2012 Race for the Cure Registration is OPEN! 5k/1 mile walk

Register NOW at www.komenatlanta.org. Recruit your family and friends this October to join you or make a donation on your behalf.

We are reaching for our \$2 million goal this year and it will take your dedication to get there. We look forward to seeing you on May 12th!

2012 Race for the Cure

Saturday,
May 12th

Atlantic
Station

1 in 8 women will be diagnosed with breast cancer – whose life will you run for?



October 28th
thru
October 30th

WIP is a free, grassroots effort with local synagogues, churches and mosques to educate their respective members about 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.

Kroger Pink Ribbon Saturday

VOLUNTEER POSITIONS AVAILABLE



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, please e-mail Lacy Kerkhof at lkerkhof@komenatlanta.org.

**3455 Peachtree Industrial Blvd
Duluth, GA 30096**

**5665 Ga Hwy 9
Alpharetta, GA 30004**

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

Row for the Cure © Atlanta

On September 17th, The Atlanta Rowing Community hosted Row for the Cure to benefit Komen Atlanta. The weather was perfect and guests participated to celebrate the 5th Anniversary at Azalea Park in Roswell! For more information or to make a donation to this event, visit www.headofthehooch.org/r4tcatlanta or send an email to rowfortheure@headofthehooch.org.

Many Thanks to Our 2011 Row for the Cure Sponsors



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Journal-Constitution
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SCANA
ENERGY

If You Find a Lump

Breast tissue naturally has a bumpy texture that varies from one woman to another. For some women, the lumpiness is more pronounced than for others. In most cases, this lumpiness is no cause to worry. If the lumpiness can be felt throughout the breast and feels like your other breast, it is likely just normal breast tissue.

Lumps that feel harder or different from the rest of the breast tissue (or the tissue of the other breast) or that feel like a change are a concern. When this type of lump is found, it is more likely to be breast cancer, though some benign breast conditions can cause similar changes. See your health care provider if:

- You find a new lump or change that feels different from the rest of your breast.
- You find a new lump or change that feels different from your other breast.
- You feel something that is different from what you felt before.

If you are unsure whether you should have a lump checked, it is best to see your provider.

Community Events Benefiting Komen Atlanta

SEE WHAT IS HAPPENING IN OCTOBER

Komen Atlanta Kicks Off “**Breast Cancer Awareness Month - Less Talk. More Action**” in October! Our goal is simple: We want to see measurable increases in breast health screening and mammography rates especially during the month of October, but also throughout the year.

If your business, company, or neighborhood wants to do something to support Komen with Less Talk. More Action., please contact Lacy Kerkhof at lkerkhof@komenatlanta.org.

J. Christopher’s Pumpkin Pancakes



Kick off October and Fall weather with pumpkin

pancakes at J. Christopher’s locations around Atlanta. Komen Atlanta is proud to partner with J. Christopher’s during the month of October. For every customer that orders a tall stack of pumpkin pancakes, J. Christopher’s will donate a portion of the proceeds to Komen Atlanta. If you go to breakfast or lunch at J. Christopher’s in October, be sure to try this special menu item!



Community Events Benefiting Komen Atlanta

Pink! The Color of Life: 2nd Annual Breast Cancer Walk

Athleader Fitness and Training will host a breast cancer walk at Stone Mountain on Saturday, October 15th beginning at 9:00am. Registration is \$15 per person. Participants will receive a t-shirt with registration and will enjoy refreshments throughout the morning. For more information on this event, please contact Quinton Cole at qcole@athleader.com.



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

Clayton State Soccer “Kick for the Cure”

Support the men’s and women’s soccer teams of Clayton State on October 15th and wear your pink! Clayton State Athletics will benefit Komen Atlanta at the double header.

Join us at Laker Field at Clayton State University and cheer the Lakers on against the University of North Carolina – Pembroke.



The Earl Smith Strand Theatre located on the Marietta Square will be showing Moulin Rouge at 8pm with a cupcake and coffee tasting at 7 pm for guests! If you are looking for a girls’ night out or date night, this is the perfect opportunity! \$5 per ticket will benefit Komen Atlanta.

For tickets, go to www.earlsmithstrand.org.

Try Flip Burger’s Boutique Go Pink Milkshake Throughout October!

Participating Locations: Roswell Road and Howell Mill Flip Burger

Time: October 1st-31st



Flip Burger created a special Go Pink Shake, designed by Richard Blais, for the month of October. Stop in and help others as you treat yourself! How often can you taste a milkshake created by a Top Chef contestant and support a great cause at the same time!



Community Events Benefiting Komen Atlanta

Brighton Collectibles POWER OF PINK

The Avenues at West Cobb

From October 2-October 30, Brighton Collectibles, The Avenues at West Cobb, will host the POWER OF PINK! Join us Saturday October 15th for a special day of shopping and POWER OF PINK PARTY from 2-4.



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



EAST POINT JAGUARS BASKETBALL GAME



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.

For more information go to www.ABAlive.com

Brest Self Awareness

- 1. Know Your Risk**
- 2. Get Screened**
- 3. Know What Is Normal For You**
- 4. Make Healthy Lifestyle Choices**

Pink Pole balance walking™

local area, and \$5 goes to national research.

To purchase your Pink Pole Balance Walking Poles, go to www.footsolutions.com or visit a Foot Solutions store nearest you. Stores located in Buckhead, Marietta, Roswell, Alpharetta, Kennesaw, Douglasville, and Cumming.

Foot Solutions Balance Walking Coaches are proud to be involved with and sponsor Susan G. Komen for the Cure®. Many of our walkers have been impacted by breast cancer and Balance Walking is a great way to help a survivor lead a more active life. \$5 from each sale stays in the



Komen Atlanta Pink Pole Walkers



Shop Online at www.sageclothing.com

FASHION *with* PASSION

Join Sage for our 3rd annual "Fashion with Passion" event Friday, September 30th from 5pm-close at all Sage store locations to benefit Susan G Komen for the Cure.

Shop our new Fall arrivals and check out our Breast Cancer awareness tees: "Treasured Chest," "Save the Twins," "Breast Friends," "Saving Second Base," and Stomp out Breast Cancer" in support of Breast Cancer Awareness Month.

The first 10 customers to make a purchase will receive a FREE tee! Enjoy cocktails courtesy of VanGogh vodka and cupcakes while you shop.

A percentage of the evenings sales will benefit Susan G Komen for the Cure. All tees will remain on sale throughout the month of October with a percentage of the proceeds benefiting the charity.

Sage is a proud sponsor of Susan G Komen for the Cure and has supported the cause for the past five years.



Jersey Mike's Hosts Mike's Way To A Cure



October 5th, 2011

At Jersey Mike's, giving back to the communities they serve is a key component of the mission so we are thrilled that the majority of donations collected by our Jersey Mike's Subs locations will go to the local Susan G. Komen affiliates. We would like to do everything we can to raise the most funds possible in the remaining month and a half of the initiative.

Jersey Mike's Subs locations in our area will be contributing 25% of their proceeds on October 5, to Susan G. Komen for a Cure. Make sure you swing by for lunch or dinner to help Komen Atlanta!

Chemotherapy Effective Whether Given Before or After Breast Cancer Surgery

New Research Finds

Giving chemotherapy before breast-conserving surgery is as effective against breast cancer recurrence as giving chemotherapy after breast-conserving surgery. These results were presented at the 2011 Breast Cancer Symposium.

Breast-conserving surgery (also referred to as lumpectomy) involves removal of the breast cancer and some surrounding normal tissue. For some women, giving chemotherapy prior to surgery can shrink the cancer and make it easier to remove. There's been some uncertainty, however, about whether chemotherapy followed by breast-conserving surgery is as effective against local-regional recurrence (cancer recurrence in or near the breast) as breast-conserving surgery followed by chemotherapy.

To evaluate whether risk of breast cancer recurrence varies by timing of chemotherapy, researchers collected information about roughly 3,000 women who underwent breast-conserving surgery and radiation therapy between 1987 and 2005. Roughly three-quarters of the patients underwent surgery first and the remaining patients underwent chemotherapy first. Women who received chemotherapy first tended to have cancers with worse prognostic features.

- Factors that were linked with an increased risk of breast cancer recurrence were young age (less than 50 years), clinical stage III cancer, grade 3 cancer, cancer that was estrogen receptor-negative, and close or positive surgical margins (cancer at or near the edge of

the tissue that was surgically removed).

- After accounting for tumor characteristics, risk of breast cancer recurrence was similar among women who underwent surgery first and women who underwent chemotherapy first.

These results suggest that tumor characteristics - rather than the timing of chemotherapy - influence risk of breast cancer recurrence.

Breast Cancer Awareness Month— Less Talk. More Action



Komen Atlanta thanks our volunteers for your continuous support! Without your help, we wouldn't be able to do it all. Please take a moment this month to remember all of those who are battling this illness, all of those who are survivors and all of those we have lost.