



The Susan G. Komen
Breast Cancer Foundation

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Greater Atlanta Affiliate Newsletter

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Casual for a Cure Day

To continue to further our mission and educate the local community, Komen Atlanta is proud to announce the first-annual Casual for a Cure Day, to be held on Friday, October 6, 2006. We are inviting companies, schools and organizations throughout the Atlanta area to join in the fight against breast cancer by urging their employees, students, and members to dress casual for the day! The unique part of this fundraising event is that no organization will have to write a big check or do a lot of work.

By allowing people to simply dress casually, and make a personal donation of \$5 to the Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate, you can help us raise funds to provide support for local breast health programs. Seventy five percent of all funds raised are awarded to Atlanta area program that provide screening, treatment, education and support programs, and twenty five percent of funds support research grants awarded by the Komen Award and Research Grant Program.

If your company or organization is interested in participating, please contact the Komen Atlanta office at 404-459-8700 to receive your registration form. Your organization will then be sent a Casual for a Cure Day Participating Kit containing all the tools you need to make this day special in your office(s). To ensure you receive your Participation Kit before October 6th, please register before the deadline, September 15, 2005.

We hope you will consider participating in this inaugural event. If you have any questions about participating in *Casual for a Cure Day*, please contact Komen Atlanta at 404-459-8700 or e-mail, komenatlanta@bellsouth.net.

Worship in Pink Weekend

The Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate is holding the First Annual Worship in Pink Weekend, a grassroots effort with local churches, synagogues and mosques to educate their members on breast health and breast cancer. This effort is being launched to increase the awareness of the importance of early detection. Komen Atlanta will provide breast health information packets to each participating religious organization. Packets will be made specifically for each organization. Each organization is responsible for coordinating the event at their weekend services. Any church, mosque or synagogue in the Affiliate's ten-county service area of Cherokee, Clayton, Cobb, DeKalb, Fayette, Forsyth, Fulton, Gwinnett, Henry and Rockdale is encouraged to participate in spreading the life-saving message of early detection. To register your organization, please call the office at 404-459-8700 or e-mail Erin at eobert@komen-atlanta.org.

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Community Events

Third Annual Kroger Pink Ribbon Saturday

Saturday, October 7 10am – 2 pm

The Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate is partnering with all area Kroger stores to raise money for the cause and increase awareness about National Breast Cancer Awareness Month in October. Komen volunteers will be at the participating Kroger stores from 10am-2pm on Saturday, October 7th. Komen volunteers will staff a table at the front of each store to sell Pink Ribbon Pins, Pink Ribbon Bracelets and Paper Pink Ribbons, and to provide educational information. A fact sheet about breast health and breast cancer will be at every table, with the latest statistics, and there will also be a Komen *Facts for Life* sheet about healthy living, which gives suggestions about ways to reduce your risk. An e-mail will be going out at the end of August regarding volunteering for the event. Keep an eye out for the e-mail and if you have any questions, please feel free to contact Erin at the office.

FIT FOR THE CURE



Receive a complimentary fitting in a Wacoal, DKNY Underwear or Donna Karan Intimates bra from a Wacoal fit specialist. For every woman who participates, Wacoal donates \$2 to the Susan G. Komen Breast Cancer Foundation for breast cancer research and outreach programs. Wacoal will also donate \$2 for every Wacoal, DKNY Underwear or Donna Karan Intimates bra purchased at these events; however, no purchase is necessary.

For more information on Wacoal "Fit For the Cure"® events or locations carrying the Wacoal Awareness Collection, please visit www.wacoal-america.com/fitforthecure.html.

Upcoming Fit for the Cure ® events in the Atlanta area

Thurs, August 10 11am-5pm
Parisian—Phipps Plaza

Thurs, Sept 7 11am-5pm
Nordstrom—Perimeter Mall

Fri, Sept 29 11am-5pm
Macy's—Northpoint Mall

Fri, August 11 11 am-5pm
Parisian—Town Center at Cobb

Fri, Sept 8 11am-5pm
Nordstrom—Mall of Georgia

Mon, Oct 23 11am-5pm
Dillard's—Perimeter Mall

Fri, August 25 11am-4pm
Saks Fifth Avenue—Phipps Plaza

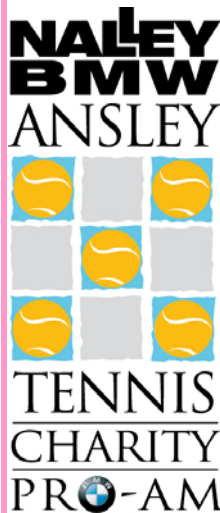
Thurs, Sept 21 11am-5pm
Neiman Marcus—Lenox Mall

Tues, Oct 24 1pm-7pm
Dilliard's—Stonecrest Mall

Wed, Sept 6 11am-5pm
Nordstrom—Phipps Plaza

Thurs, Sept 28 11am-5pm
Macy's—Perimeter Mall

Thurs, Oct 26 10am-4pm
Dilliard's—Mall of Georgia



Take a Swing in the Fight Against Breast Cancer

**Nalley BMW Ansley Tennis
Charity Pro-Am
August 3-6, 2006**

Raise a racquet for Komen Atlanta by participating in the Nalley BMW Ansley Tennis Charity Pro-Am. Proceeds from the event benefit Komen Atlanta. For more information about signing up for the event, please contact Ronnie Haas at 404-897-7707.

FASHION CARES 2006 August 28, 2006

FashionCares 2006 will be held Monday, August 28th at 7:30 p.m. "Under the Tents" at Phipps Plaza. The event will feature collections from Jeffrey. The event benefits the Atlanta AIDS Partnership Fund and the Susan G. Komen Breast Cancer Foundation Greater Atlanta Affiliate. Tickets can be purchased at Jeffrey, Phipps Plaza. For more information, please contact Tenley Gilstrap at 404-237-9000.

Volunteer Spotlight

Haley Fleming — Diane Jones— Kate Selbitschke

Fall 2006

Volunteers of the Quarter

The *Casual for a Cure Day* committee has been named our Fall 2006 volunteers of the quarter. These three women have used their talent, expertise and time to develop and implement our first *Casual for a Cure Day*. All three women have the passion to educate and raise awareness about breast cancer in the Atlanta area. Each have their own talents, which complement each other and will bring success to any program that they work on! Here's to a successful *Casual for a Cure 2006!*

Pink Fact

Weight Gain Linked to Increased Risk for Breast Cancer

According to an article published in the *Journal of the American Medical Association*, postmenopausal women who have gained weight after the age of 18, or after menopause, have a significantly increased risk of developing breast cancer. Conversely, postmenopausal women who have lost weight or maintained a healthy weight in their adult life have a significantly decreased risk of developing breast cancer.

Researchers evaluated data from the Nurses' Health Study, which included over 87,000 postmenopausal women who did not have cancer when the trial began and were followed for up to 26 years. Weight gain since the age of 18 was documented in all of these women; nearly 50,000 had documented weight gain since menopause.

A weight gain of 2.0 kg (4.4 lbs) or more since the age of 18 increased the risk of developing breast cancer by 15 percent after menopause.

A weight gain of 2.0 kg (4.4 lbs) or more since menopause increased the risk of developing breast cancer by 4.4 percent after menopause.

The study's lead researcher A. Heather Eliassen, Sc. D., of Harvard Schools of Medicine and Public Health "Of all the factors that people have no control over, weight is one of the few risk factors women can actually do something about. And our study suggests it is never too late to lose weight to reduce breast cancer risk."

For more information, go to www.komen.org and click on the, *In the News* Section.

Community Events Continued...

Skanska Motorcycle Ride

August 5, 2006

The motorcycle ride begins at the Georgia World Congress Center in downtown Atlanta and ends in a celebration at Granite Mountain Harley Davidson in Conyers. Registration begins at 9 a.m. and the ride begins at Noon. Contact Caroleen Woods at 404-946-7542 for more information.

Structural Outlook Services Show Home

Sept 30—Nov 5 Oxford, GA

The master of ceremonies is a multi-million dollars estate home with uniquely design architectural tray ceilings, niches, columns, and arches throughout. This theatrical event is one you want to see. Open Wed-Sun, 10am-7pm. Contact Paula Malone at 770-922-7913 for more information.

Breast Cancer Awareness Month Newsletter

Be on the look-out for the special Breast Cancer Awareness Month Newsletter. It will contain information about special events, awareness messages and how to get involved in events going on around the metro Atlanta area.