



The Susan G. Komen
Breast Cancer Foundation

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Greater Atlanta Affiliate Newsletter

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Breast Cancer Awareness Month



October is National Breast Cancer Awareness Month. This month is dedicated to raising awareness of the importance of early detection of breast cancer. To celebrate and promote October, many local organizations and companies are having events to celebrate survivors, raise money and of course, increase awareness of breast cancer. We at Komen Atlanta thought that it was important to put together a special "Breast Cancer Awareness Month" Newsletter, highlighting activities throughout the metro-Atlanta area during October. We know there are many other events happening this month, and thank everyone who is helping in raise awareness of early detection and appreciate your support in the fight to eradicate breast cancer as a life-threatening disease.

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Komen Events

Komen Atlanta Pink Tie Ball

Saturday, October 14th

The Seventh Annual Pink Tie Ball is set for Saturday, October 14 at the Grand Hyatt Buckhead. The formal dinner-dance features a silent and live auction, dancing with musical entertainment from "Atlanta's Rock and Roll Band" The Psychics and program led by Mistress of Ceremonies Jovita Moore of WSB-TV. As one of Atlanta's largest gala events, the ball is expected to sell out with more than 550 guests and raise more than \$750,000. Tickets for the event are still available, please contact Komen Atlanta at 404-459-8700 for more information.

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 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. Kroger will continue to sell the pink ribbon items throughout the month.

Community Events



**October 5th, 2006—Kick-Off Event
Sage Midtown—Brookwood Station
5 p.m.—9 p.m.**

Atlanta Area Sage Stores will sell specially designed t-shirts throughout October with a portion of the proceeds benefiting Komen Atlanta. The month long event will kick-off on October 5th at the Sage store in Midtown.

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 and also donates \$2 for every Wacoal, DKNY Underwear or Donna Karan Intimates bra purchased at these events.

Oct. 23 11am-5pm
Dillard's at Perimeter

Oct. 24 1pm-7pm
Dillard's at Stonecrest

Oct. 26 10am-4pm
Dillard's at Mall of Georgia



Bobby Jones®

Bobby Jones
in partnership with the
Susan G. Komen Breast Cancer Foundation
cordially invite you to an
Exclusive Women's Shopping Event

Wednesday, October 4th, 3-6 pm
Bobby Jones Retail Store - Lenox Mall, Atlanta

20% discount at event
Percentage of proceeds to Susan G. Komen Breast Cancer Foundation

Enter to Win: 1st prize - Set of Bobby Jones Golf Clubs by Jesse Ortiz
2nd prize - \$250 Bobby Jones Gift Certificate
Champagne and Strawberries will be served

Preview your purchases at www.bobbyjonesshop.com
RSVP: 212-826-3513
or RSVP@bobbyjonesshop.com



You And A Guest Are Cordially Invited To Join

My Jeweler, Inc.

At An Exclusive Diamond Extravaganza
Showcasing Millions of Dollars In Loose Diamonds

Exquisite Mountings, Fine Watches
Silent Auction

~ One Day Only ~
Saturday, October 7, 2006
5:00 p.m. - 9:00 p.m.

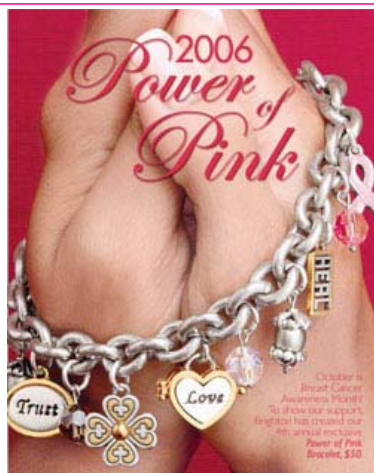


Renaissance Waverly Hotel
2450 Galleria Parkway
Atlanta, Georgia 30339

A Portion of the Proceeds Will Benefit
Susan G. Komen Breast Cancer Foundation
sponsored by: The Atlanta Every Company



Please RSVP by September 30, 2006
For special requests please call or e-mail us,
770.541.1965 - myjewelerinc@myjewelerinc.com



Brighton Collectibles Power of Pink Bracelet

These inspirational bracelets will be in Brighton stores during October. \$10 of every bracelet sale benefits the Susan G. Komen Breast Cancer Foundation. The Phipps Plaza store is hosting an event on Sat, September 30th to kick-off the promotion.

Wine Gallery and Market October 2006

Wine Gallery and Market will be offering special pink items during October. Look for an assortment of pink wine accessories, and delicious treats that include teas, chocolates, cookies and chips. A portion of all pink item sales will be given to Komen Atlanta. Go to Wine Gallery and Market at the corner of Piedmont and Sidney Marcus to check out these great items.



Golf Outings

American Safety Insurance Golf Tournament at BridgeMill



Canton, GA - October 5th

Enjoy a fabulous day of golf for a great cause. Contact Bob D'Olympio at 770-485-4391 for more information about the tournament.

ZC Sterling Golf Tournament at Eagle Watch Golf Club Woodstock, GA — October 19th

This tournament is a four-person best ball and open to any golfer. Your registration fee includes lunch, greens fees and range balls. For more information visit, www.zcsterling.com/golf.



Agile on the Green at Crooked Creek Golf Course Alpharetta, GA— October 30th www.agileonthegreen.com

Join Atlanta's local technology VIPs and Celebrities for the 3rd Annual Agile on the Green. Contact Katie Wesinger, for more info at 770-576-1786.



Rally for a Cure at BridgeMill October 7th

This is the 6th Annual Rally for a Cure Event at BridgeMill, hosted by the BridgeMill Ladies Golf Association. This year, the event is in memory of Madelyn Monaco. For more information, please contact the BridgeMill Golf Shop at 770-345-5500, ext. 1



Theater Tickets

Dirty Rotten Scoundrels - October 31– November 5 - Fox Theatre

Ticket buyers get \$5 off each ticket with an additional \$5 from every ticket sold through this offer benefiting the Atlanta Affiliate of the Susan G. Komen Breast Cancer Foundation. So, we encourage you to share this with others to help increase the proceeds for Susan G. Komen! In order to access this special offer, visit <http://www.ticketmaster.com/venueartist/114694/1008967> and use the password KOMEN.

Pink Fact

Guidelines on Nutrition and Physical Activity for Cancer Prevention

The American Cancer Society publishes the *Guidelines on Nutrition and Physical Activity for Cancer Prevention* every five years. These guidelines are developed by panels of experts in many areas. The guidelines are for men and women and their individual choices on diet and physical activity. The five major areas are: Maintain a Healthy Weight Throughout Life, Adopt a Physically Active Lifestyle, Consume a Healthy Diet, with an Emphasis on Plant Sources and If You Drink Alcoholic Beverages, Limit Consumption.

The full article, written for health care professionals, is published in the September/October 2006 issue of *CA: A Cancer Journal for Clinicians*, and is available for free online at: <http://caonline.amcancersoc.org/content/vol56/issue5/>.

Check out the Winter Volunteer Newsletter for updates on the success of Casual for a Cure Day, Pink Tie Ball, Kroger Pink Ribbon Saturday and Worship in Pink Weekend!