

Join Komen Atlanta for Breast Cancer Awareness Month

Worship in Pink Weekend October 24 - 26



Join Worship in Pink weekend to celebrate breast cancer survivors and honor those who have lost the battle. Working with local churches, synagogues and mosques to educate their members on breast health and breast cancer, Komen Atlanta provides breast health information packets to each participating religious organization.

Participating organizations are encouraged to plan other activities for the weekend, such as asking members to wear pink to commemorate the event, or hosting a special luncheon for breast cancer survivors.

To register your organization for Worship in Pink go to www.komenatlanta.org and click on the Worship in Pink Link on the left. Register today!

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.

**For a Low-Cost Mammogram in Your Area:
Call Komen Atlanta at 404-459-8700 or
Visit www.komenatlanta.org.**

Komen Atlanta Events in October



Kroger Pink Ribbon Saturday October 4th, 10am – 2pm



Once again, Komen Atlanta will kick-off Breast Cancer Awareness Month by partnering with Atlanta area Kroger locations to distribute breast health information and generate awareness. Visit your local Kroger throughout October to participate in the Pink Tag Promotion also benefitting Komen Atlanta!!

Casual for the Cure Day - Friday, October 10



Komen Atlanta has invited 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 by making a \$5 donation to Komen Atlanta. Participating organizations will go casual for breast cancer on October 10th. If your organization has not signed up for the 2008 Casual for the Cure Day, but would still like to get involved, please call the Komen Atlanta office at 404-459-8700.

Komen Atlanta's New Fall Fundraiser:



The Call for the Cure



This October, Komen Atlanta is committed to not only raising funds for breast cancer programs in the Atlanta area, but also educating the community with life-saving breast health messages.

We invite you to tune your radio to B98.5 FM on Friday, October 17th for
The Call for the Cure Radiothon!

The day will kick off with the Steve and Vikki Morning Show taking to the airwaves to encourage listeners to pledge their support in the fight against breast cancer. Throughout the day, B98.5 radio personalities will help raise funds for Atlanta's medically underserved community and spread the life-saving message of early detection to a large Atlanta audience. Be sure to listen in and help us raise funds to save lives and end breast cancer forever!

To find out how you can get involved with Komen Atlanta, visit www.komenatlanta.org and click on *Get Involved. Keep the Promise.*

Events and Promotions Benefitting Komen Atlanta



Divas, Dames and Dudes

Head out to Macy's at Lenox Square for the Divas, Dames and Dudes Fashion Show. Support Komen Atlanta volunteers Harriet Grossman and Tracey

Lukas as they strut their stuff and raise funds!! The festivities begin at 5 pm on Saturday, October 4th and Harriet needs our support as she attempts to hold on to her 2007 title of Ms. Dame. Encourage our Dame, Tracey as she models the season's hottest fashions. Monies raised throughout the evening benefit many local breast cancer organizations, including Komen Atlanta, so don't forget your \$1s!! The Diva, Dame and Dude who raises the most money receives a special prize from Macy's and we want our girls to win!!

Come Challenge Atlanta's Top Technology VIP's!

Celebrating their 5th Anniversary, Agile on the Green will host their annual benefit golf tournament on Monday, October 6th. This year the tournament will be held at Bear's Best Atlanta in Duluth.

Registration begins at 10am with a 1:00pm shot-gun start. For more information, please visit www.agileonthegreen.com.



Pink Passion for Bridal Fashion

Pink Passion for Bridal Fashion is a bridal gown and wedding fashion sale. Purchase a designer gown at significant savings while also helping women who have been affected by breast cancer.

This bridal event will be held at Holiday Inn Atlanta/Roswell on Sunday, October 5th from 1pm - 6pm. For more information or to provide your support, please contact Vicki Williams at Treasures Formals and Bridals, 770-587-0221 or visit

www.treasuresformals.com/pinkpassionforbridalfashion.htm

Think Pink Luncheon

Thursday, October 2nd @ 11a.m.
Savannah Rapids Pavilion



On October 1st, The Augusta Chronicle will print their entire paper on pink paper in order to promote awareness and kick-off Breast Cancer Awareness Month. Following that, on October 2nd, the paper will hold a *Think Pink* luncheon. Guests will pay \$25 to attend and will enjoy lunch, a silent auction and guest speaker Amy Breitman. One hundred percent of the proceeds from the silent auction will benefit Komen Atlanta. For more information, please call 706-823-3476.

Events and Promotions Benefitting Komen Atlanta

Drink Pink

October 7th - 6:30pm - 9:00pm

She Speaks Inc! will host a live radio interview with actress Maria Howell, who will star in the upcoming Lifetime Movie about breast cancer called "Living Proof", also starring Harry Connick, Jr. and Regina King and directed by Renee Zellweger. The interview will take place at Kat's Cafe where signature pink Champaign will be served. Admission to the event is \$5, with all admission fees benefiting the Greater Atlanta Affiliate of Susan G. Komen for the Cure.

For more information, please contact Lakara Foster, lakarafoster@aol.com.



BLACKOUT PRODUCTIONS specializes in corporate events, private events, social networking events, marketing strategies, and graphic design and will be hosting their official launch event Friday October 10, 2008 at The View at King Plow from 8pm- 12am. The launch will serve as an upscale showcase event for current clients, close friends, potential clients, and Atlanta's elite professionals. Guests will enjoy an open bar from 8pm- midnight, culinary creations, a sweet bar, and entertainment throughout the night. The launch is an exclusive invite only event. For the event, 100% of the proceeds from the silent auction and 25% of sponsorship will benefit Komen Atlanta.



Pink Party

As a fundraiser for Komen Atlanta, Olde Towne Athletic Club will hold a Casino Night on Friday, October 10th from 7:30pm - 11pm in the Club's Grand Ballroom. Tickets for the event are \$50 and 100% of the proceeds benefit Komen Atlanta. For more information, please contact Karen Colonnese at 770-616-8894.

Race Judicata

For the 5th year in a row, Emory University Law School will host Race Judicata on Saturday, October 11th. This 5K run/walk has been an annual event benefitting Komen Atlanta and is a great way to raise funds and awareness. This year's race is sponsored by LAWS and donations from local businesses. To find more information, please contact Devon Winkles at devon.winkles@emory.edu.



Canter for the Cure

St. Francis' Equestrian Team will host an IEA show for equestrian team competition on Sunday, October 12th. The event will be held at the Equestrian Center in Alpharetta beginning at 10am. St. Francis Equestrian Team has agreed to donate 100% of the donations collected as well as 100% of the proceeds from bracelet sales and the silent auction to the Greater Atlanta Affiliate of Susan G. Komen for the Cure. For more information, please contact Joan Wasser at joanwa@mindspring.com.



Events and Promotions Benefitting Komen Atlanta

Oktoberfest

Love, Douglas and Pope, Inc. will host their annual "open house" event for their staff, as well as many insurance industry contacts on Thursday, October 16. The event will take place at the Love, Douglas and Pope office in Alpharetta and will include food, drinks, and a silent auction. Proceeds from the silent auction will benefit Komen Atlanta. For more information, please contact Brian Bandrowsky at bbandrowsky@ldpi.com.



Fall Festival and Fundraiser

On Friday, October 17th, Sensational Skin by JATA will offer complimentary facials and makeovers with dramatic savings on other treatments and products. Enjoy food, door prizes and gift bags for everyone. Call now to schedule your appointment between 9am and 6pm at 770-437-0866.



Tickled Pink

Saturday, October 18th
Cobb Galleria Centre
6:30 p.m.

In celebration of Breast Cancer Awareness Month, join B98.5FM for an evening of laughter as we remember those we've lost, support those who have survived and raise money to fight this disease. Emceed by B98.5FM's Steve McCoy, Jordan Graye and Kelly McCoy and featuring national comedienne Elayne Boosler, this unique fundraising event includes dinner, live entertainment and a silent auction. Proceeds from the silent auction benefit Komen Atlanta.

To purchase your tickets, visit www.ticketalternative.com.

BroadRiver Race

The Broad River ATV & MX Park in Carlton, GA will host a Race for women on Saturday, October 18th with five trails marked around the park. Each trail will be have numbered pink ribbons throughout the trail. Whoever returns within the allotted time with the correct numbers from all of the trails will be entered into a drawing for prizes. Entry fee for the race is \$30 with \$20 from each entry fee benefiting Komen Atlanta. For more information, please contact Jackie Nix at 706-949-0166; Stephanie Free at 770-519-9835; or Janice Folks at 770-910-4100.



Grand Hyatt's Cook for the Cure

For those who love cooking and sharing good food, join Grand Hyatt Atlanta on October 18th for a gourmet culinary cooking package. Grand Hyatt's Executive Chef Martin Pfefferkorn will give diners inside access to the Chef's Kitchen and a private cooking lesson followed by a full-course menu with wine pairings at the Chef's Table.

The cost for the Cook for the Cure package is \$500 with all of the proceeds going directly to the Greater Atlanta Affiliate of Susan G. Komen for the Cure.

For more information, please contact Terri Ward at tlward@hyatt.com

Events and Promotions Benefitting Komen Atlanta



Pink Golf Cart Raffle

Georgia Golf Course Owners Association & Southport Golf Group, Inc. are currently holding a Pink Golf Car Raffle to benefit Komen Atlanta. The drawing will be held on October 25 at the PGA Tour Superstore in Roswell.

To purchase your raffle ticket now, visit www.ggcoa.com.

Enough is Enough: The Sequel

For the second year in a row, Cactus Car Wash will hold a 100 meter race at Grady Stadium between the Owner, Frank Lynch and General Manager, Antonio Douglas raising funds for Komen Atlanta. The Race will be held on Sunday, October 26th at 7pm and admission is \$3. One hundred percent of proceeds benefit the Greater Atlanta Affiliate of Susan G. Komen for the Cure. For more information on this event, please contact Lennox Bundy at lennox Bundy@aol.com.



MERLE NORMAN®

Merle Norman Cosmetics will benefit Komen Atlanta through the month of October by accepting donations and providing gift cards to customers who donate. On Saturday, November 1st, Merle Norman will host a Pink Party at the Paces Ferry location recognizing breast cancer survivors. The party will also include a silent auction and light refreshments. For more information, please contact Whitney Hale at whithale@gmail.com.



As part of their annual fundraiser with Komen, Atlanta Area Sage Stores will sell specially designed t-shirts throughout October with a portion of the proceeds benefiting the Susan G. Komen for the Cure Greater Atlanta Affiliate. For more information, contact Shannon Kitchens at 404-815-0339.

Lise Libby

Throughout the month of October, Lise Libby agrees to donate a percentage of sales from the pink-pearl McCrea bracelets to benefit Komen Atlanta in order to increase breast cancer awareness. To order your McCrea bracelet, please visit www.liselibby.com today!

Chocolate, Chocolate, Chocolate!!

Throughout the month of October, The Chocolaterie, Inc. in Cumming will donate 50% of proceeds from the sale of the all pink chocolate strawberry heart truffles to the Greater Atlanta Affiliate of Susan G. Komen for the Cure. Visit www.thechocolaterie.com to find more information.



California Dreaming in Kennesaw will benefit Komen Atlanta through the month of October through the sale of specially designed t-shirts sold both in their restaurant and at local festivals for \$10 each. The t-shirts will be available at the Cobb Food and Arts Festival as well as the Taste of Acworth. Komen Atlanta will receive 50% of the proceeds.



Facelogic, located in Kennesaw, specializes in affordable facial services and products. For the month of October, Facelogic will benefit Komen Atlanta with \$5 from each Think Pink Mask upgrade going straight to Komen. Then on October 19th, Facelogic will open its doors to breast cancer survivors and patients to offer free facials. For more information, please contact Douglas McGuire at facelogicinfo@bellsouth.net.

National Promotions

Pink Petito

Through October 31st, ATP Electronics, Inc. will be giving out Pink Ribbon Petito USB drives to selected winners for stories about how breast cancer has affected their lives or the lives of their loved ones.



ATP has also committed to donate 10% of the Pink Petito sales to Susan G. Komen for the Cure, so order yours today at pinkpetito.atpinc.com.



Calling all cat-lovers!! By visiting, www.catchow.com and clicking on the Think Pink box, you can complete a simple 5-question quiz about breast cancer while also contributing to Susan G. Komen for the Cure! For every person who completes the breast cancer awareness questions, Cat Chow will donate a \$1.00 to Susan G. Komen for the Cure. So go online today and test your breast cancer knowledge!

**** Log onto www.komenatlanta.org for a complete list of events and additional breast health information****



Save the Date:

**Komen Atlanta Race for the Cure
Saturday, May 9, 2009
Atlantic Station**

**Online Registration will open
mid-January**

www.komenatlanta.org