

Komen Atlanta Affiliate Newsletter

Introducing 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!

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. The registration deadline is October 3rd!



SURVIVOR EVENT: Braves Breast Cancer Awareness Game

Saturday, September 6, 2008 @ 7 p.m.
Atlanta Braves vs. Washington Nationals / Turner Field

Survivors receive:

- 1 Free Lower Level ticket [additional tickets @ \$12]
- Atlanta Braves Breast Cancer Awareness T-Shirt
- Access to pre-game hospitality tent
- "A Walk in the Park," on-field ceremony/balloon release

For more information visit www.braves.com/community or call 404-614-2305.

Volunteer Opportunity!



Kroger Pink Ribbon Saturday



Once again, Komen Atlanta will kick-off Breast Cancer Awareness Month with Atlanta area Kroger locations on Saturday, October 6, 2007. Komen volunteers will staff a table from 10am - 2 pm at each participating location with breast health information to increase awareness. If you are interested in volunteering for one of the locations listed below, please e-mail Jessica Murdock, jmurdock@komenatlanta.org.

Kroger
5341 Old Highway 5
Woodstock, GA 30188

Kroger
2626 Rainbow Way
Decatur, GA 30043

Kroger
2875 North Decatur Road
Decatur, GA 30033

Kroger
590 Cascade Road
Atlanta, GA 30310

Kroger
3479 Memorial Drive
Decatur, GA 30032

Kroger
1225 Caroline Street
Atlanta, GA 30307

Kroger
3030 Headland Drive, SW
Atlanta, GA 30311

Kroger
2385 Wesley Chapel Road
Decatur, GA 30035

Kroger
725 Ponce de Leon Ave., NE
Atlanta, GA 30306

Kroger
6055 Old National Highway
College Park, GA 30349

Kroger
6678 Covington Highway
Lithonia, GA 30058

Kroger
227 Sandy Springs Place
Sandy Springs, GA 30328

Kroger
3559 Chamblee-Tucker Road
Atlanta, GA 30341

Kroger
1160 Moreland Avenue
Atlanta, GA 30316

Kroger
3871 Peachtree Road, SE
Atlanta, GA 30319

Kroger
5665 GA Highway 9
Alpharetta, GA 30004

Kroger
12460 Crabapple Road
Atlanta, GA 30316

Kroger
3959 A Lavista Road
Tucker, GA 30084

Kroger
3455 Peachtree Industrial Blvd.
Duluth, GA 30096

Kroger
455 Nathan Dean Blvd.
Dallas, GA 30132

Kroger
3425 Cascade Road
Atlanta, GA 30311

Kroger
2205 Lavista Road
Atlanta, GA 30329

Kroger
4920 Roswell Road
Atlanta, GA 30342



Events and Promotions

Save the Date:
Casual for the Cure Day
Friday, October 10th

Dress Casually.
Join the Promise to End
Breast Cancer Forever.



Donate \$5 to Susan G. Komen for the Cure Greater Atlanta Affiliate and dress casually to work on Friday, October 10.

For more information or to register your organization for Casual for the Cure Day go to www.komenatlanta.org or call 404-459-8700.

Registration deadline
Friday, September 19.



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.

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 an 1:00pm shot-gun start.

For more information, please visit www.agileonthegreen.com.



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!

Events and Promotions

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.

Chattahoochee High School

Come out and support Chattahoochee High School on September 12th as the football team, cheerleading team and school band raise funds for Komen Atlanta through t-shirt sales and donations collected during halftime. The game will begin at 7:30pm at the CHS football field. Contact Elizabeth Somers for more information at eksomers@aol.com.
Go Cougars!!



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, 404-815-0339.



 try it on
for the Cure®
sunday, september 21st.
one day only!

Stop in for some serious fun!
Simply try on anything you like, and we'll give \$1 per customer to Susan G. Komen for the Cure®, no purchase necessary.
What's more, with anything you buy that day, we'll donate 10% of your total purchase price!
Stop into your favorite Coldwater Creek store.
You'll find that giving is always in fashion!

Coldwater Creek

National Series Sponsor
Susan G. Komen Race for the Cure®

Events and Promotions

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 or Dame who raises the most money receives a special prize from Macy's and we want our girls to win!!



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.

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 is calling for stories about those who have battled breast cancer or about their friends or relatives who are fighting the disease.

Stories can be sent to pinkpetito@atpinc.com and featured stories will be posted online at pinkpetito.atppinc.com.

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.



Event Update:

Thank you to all Komen Atlanta supporters who participated in the Massage for the Cure event on July 28th. Hundreds came out to the 18

participating locations and enjoyed massages in exchange for a donation to Komen Atlanta. At the end of the day, Massage Envy raised **\$32,388.00!!!**



Thank you, thank you, thank you to the entire Massage Envy team for all of their hard work and dedication to Susan G. Komen for the Cure! We look forward to a long, prosperous partnership.

Livial® Reduces Breast Cancer Risk but Increases Stroke Risk

Livial® (tibolone), an agent used to reduce menopausal symptoms as well as bone loss, significantly reduces the risk of breast cancer and prevents bone loss and fractures; however, it doubles the risk of stroke among postmenopausal women. These results were recently published in the *New England Journal of Medicine*.

Historically, women have often been treated with hormone-replacement therapy (HRT) in order to reduce menopausal symptoms. However, research has emerged indicating that HRT is associated with an increased risk of breast cancer. Since these studies have been published, the use of HRT has decreased dramatically.

Livial is an agent that is approved in 45 countries to relieve menopausal symptoms and in 90 countries to prevent bone loss. It contains properties that mimic both female and male hormones.

Researchers affiliated with the Long-Term Intervention on Fractures with Tibolone (LIFT) trial recently conducted a clinical trial to evaluate Livial among postmenopausal women with osteoporosis. This trial included 4,538 women between the ages of 60 and 85 years; one group of patients was treated with Livial, and the other group received placebo (inactive substitute).

- Patients treated with Livial had a significantly decreased risk of developing both breast cancer and colon cancers.
- Patients treated with Livial had a significantly decreased risk of both spinal and non-spinal fractures.
- Patients treated with Livial had more than a twofold increased risk of a stroke, an endpoint that prompted the study to be stopped early due to safety risks.
- There were no significant differences of heart disease or blood clots between the two groups of patients.

The researchers concluded: "Tibolone reduced the risk of fracture and breast cancer and possibly colon cancer but increased the risk of stroke in older women with osteoporosis."

Reference: Cummings S, Ettinger B, Delmas P, et al. The Effects of Tibolone in Older Postmenopausal Women. *New England Journal of Medicine*. 2008;359:697-708.

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.