



## Making Strides Against Breast Cancer of Parsippany

# Event Information

*It is with great pleasure that we acknowledge the generosity and commitment of our  
Flagship Sponsors:*

**Atlantic Health System**  
**BASF Corporation**  
**Beacon Healthcare Communications**  
**Quest Diagnostics**  
**Realogy Corporation**

**Date:** Sunday, October 16, 2011

**Location:** Mack-Cali Business Campus  
1 Campus Drive  
Parsippany, NJ 07054

**Registration Start Time:** 8:00 a.m.

**Warm-Up Sponsored By Velocity Sports Performance:** 9:30 a.m.

**Walk Start Time:** 10:00 a.m.

### Important Event Details:

- The walk takes place rain or shine.
- The Mack-Cali Business Campus does not allow pets, so please leave your pets at home.
- Dress in layers. Bring hats and gloves. Sneakers are the best footwear for the day.
- Smoking and alcohol consumption are prohibited.
- For the safety of the walkers, we strongly discourage the use of bicycles, skateboards or roller blades on the route.

**Parking** – Plenty of parking will be available at several lots across the street from 1 Campus Drive. Parking can be accessed via 7 Sylvan Way and Route 202/Littleton Road onto Campus Drive. Look for our event signage marking the way. No cars will be allowed to enter the main staging area for any reason unless you have the proper permit. We strongly encourage car-pooling to ease the parking crunch.

**After you park** - The first thing you should do is go to the Registration Tent and turn in your Registration Form and donations. If you are a team leader, please inform your walkers that they each need to hand in their own Registration Form and donations.

**Pacesetters Tent Sponsored By Enterprise Rent-A-Car** - Every individual walker who raises \$2,500+ will automatically become a member of Pacesetters Club! Encourage all your team members to reach a personal/individual fundraising goal of \$2,500 and on the day of the walk, each individual will get public recognition. The Pacesetters Tent will have special activities exclusively for Pacesetters.

**Survivors Tent Sponsored by PricewaterhouseCoopers** – All breast cancer survivors are welcome to visit the Survivors Tent – the pinkest tent at the event. You won't miss it! Breast cancer survivors should stop by the Survivors Tent to pick up their Survivor Shirt and a Survivor Medal.

**Refreshment Tent Sponsored By Tilton Automotive Group/Gearhart Chevrolet** – Healthy snacks and water will be available for all walkers at the Refreshment Tent. No coffee will be provided.

**Making Strides Stage Sponsored By Avis Budget Group** – Our entertainment will include a live performance from our favorite Motown group, The R&B Show. DJ Josh from Over the Edge DJs will be our emcee for the day. A warm up for all our walkers will be given by Velocity Sports Performance. The Fairleigh Dickinson University Dance Team will do a live performance.

**Family Entertainment Area** - Face painting artists, Jese Monsalve from Face Painting by Jese and Mike Iradi from Fun 4 All Entertainment, will be painting a beautiful pink breast cancer awareness ribbon on any walker who would like it. Daniel Wood of Ultimate Bounce is bringing a moon bounce for the kids. Al Pal the Morristown Clown will be joining us. Pony rides will be provided by the staff at Willow Creek Farm in Montville. Students from Anthem Institute in Parsippany will be doing chair massages.

**A meeting place for your team** - It's not always easy finding your team mates in such a big crowd. Plan a location to meet your team prior to the event. If you want to keep it simple, make sure your team mates have the team leader's cell phone number. Some suggestions for meeting places are near the stage or by the balloon arch. Some people make a banner or hold up a sign.

**The walk will start at 10:00 am** - You will see a balloon arch at the start line. There will be a countdown, so don't start until the countdown is finished! Please enjoy all that we have put together for you, your friends, and your family to enjoy prior to the start of the walk! The cheer squads from Parsippany Hills High School and Parsippany High School will be cheering on the walkers as they start the Making Strides Against Breast Cancer walk.

**The walk route** - The walk is 3.1 miles long - strollers and wheelchairs are welcome! The walk route is flat and doesn't have hills.

#### **Check list for the week leading up to the walk:**

- Follow-up with the people you have asked to support you and have not heard back from.
- It's not too late to e-mail your Making Strides webpage link, or mail your personal fundraising letter.
- Make sure that you get your matching gift form from your Human Resources Department and turn it in with your donations the day of the walk.
- Make sure your team has a way of finding you the day of Making Strides Against Breast Cancer.
- You can send your donations to the American Cancer Society office located at 7 Ridgedale Avenue, Cedar Knolls, NJ 07927 (Attn: MSABC) instead of bringing them with you the day of the walk. Make sure to include your name and team name along with each donation you mail to our office.
- We will continue to accept donations for the 2011 Making Strides Against Breast Cancer of Parsippany and credit your team until November 18.

**Team Leaders** - Make sure all of your walkers receive this Event Information sheet. If you have any questions, please call us at 1.800.227.2345 or e-mail [parsippany.strides@cancer.org](mailto:parsippany.strides@cancer.org).

Thank you for making the 15th Annual Making Strides Against Breast Cancer of Parsippany a success! Whether you are a team leader, individual walker, or are volunteering the day of, your dedication and hard work are greatly appreciated! Because of you, we are moving closer to a day when no one has to hear the words, "You have breast cancer." Thank you for helping us create a world with less breast cancer and more birthdays!

**More Pink For Your Green. Walk With Us!**