



# Making Strides Against Breast Cancer of Parsippany 18<sup>th</sup> Annual 5K Fundraising Walk

## Important Event Information

*It is with great pleasure that we acknowledge the generosity and commitment of our Flagship Sponsors:  
Atlantic Health System, BASF Corporation, Quest Diagnostics, and Realogy Corporation*

**Date:** Sunday, October 19, 2014

**Main Staging Area:** **NEW STAGING AREA!**  
Mack-Cali Business Campus  
6 Century Drive, Parsippany, NJ 07054

**Registration Start Time:** 8:00 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
- Tag all of your day of photos with #makingstridesparsippany!

**Parking** – Plenty of parking will be available at 1599 Littleton Road; 1, 5, 7 Sylvan Way; and at 8 Campus Drive. Our parking staff will direct you to the closest, open space. Parking spaces for persons with disabilities will be available in the front parking areas at 1 and 5 Sylvan 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.

### Walker Registration/Check-In:

All walkers must check in to receive a registered walker sticker. Please fill out a walk paper – a paper registration form – or sign up online for liability purposes. Check-in begins at 8 a.m.

1. **If you have registered online:** Online participants, even though you have already signed up, you must still check in at the walk. Make the Registration Tent your first stop!
2. **If you have not registered online:** Please come to the Registration Tent to complete a paper registration form. Then, turn in your completed form along with any donations and pick up your registered walker sticker.
3. **Donations:** Please bring any cash donations, checks and/or matching gift forms to the Registration Tent.

**Pacesetters Tent** - 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.

**Survivor Tent** – All survivors and (1) one guest are invited to the Survivors Breakfast at the Survivors Tent between 8:00 a.m. and 10:00 a.m. – the pinkest tent at the event. You won't miss it! Each survivor will receive a special gift (one gift per survivor).

**Tribute Tent** - A tribute sign is a meaningful way to honor someone you love. Celebrate someone special, commemorate an important occasion, remember someone you have lost or share your loved one's unique story. These tribute signs will remind the Making Strides participants that the fight against breast cancer is about real people in our community. Tribute signs will be available at the Tribute Tent.

**Society Central Tent** – Make sure to stop by and participate in fun challenges that promote eating healthy, regular physical activity, early detection, and sun safety. Information about our advocacy efforts, patient services, and more will also be available.

**Information Tent** – The place participants can go for any details they might need regarding the Making Strides event, route questions, lost and found, etc.

**Refreshment Tent** – Healthy snacks and water will be available for all walkers at the Refreshment Tent. No coffee will be provided.

**Making Strides Stage** – You won't want to miss the fabulous lineup of entertainment planned prior to the walk! Starting at 8:00 am, join us for the following:

8:00 am - DJ Josh of SCE Group

8:30 am - Paper Mill Playhouse Show Choir

8:45 am - Rocky and Billy of the R&B Show

9:00 am - National Anthem

9:15 am - Opening Ceremony

9:30 am - Warm-Up

**Entertainment Area** - Photo booth, photo opportunities with Disney Princesses, chair massages, pink hair extension application, and much more will take place in the Entertainment Area.

**Advocacy Area** – Through the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, Making Strides participants are able to fight to change the face of breast cancer in our nation's capital. This year, together with ACS CAN, Making Strides participants are urging Congress to protect funding for critical cancer research. Stop by the Advocacy Area to make your voice heard!

**A Meeting Place For Your Team** - It's not always easy finding your team mates in such a big crowd – we're expecting about 15,000 walkers. Plan a location to meet your team prior to the event. If you want to keep it simple, make sure team mates have the team leader's cell phone number. Some suggested meeting places are near the stage or by the event arch.

**The Walk Will Start at 10:00 a.m.** – The start line is where the event arch is located. 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 Walk Route** - The walk is family, stroller, and wheelchair friendly! The walk route is flat and doesn't have hills. There will be portable toilets and water along the walk route. Entertainment will be provided along the walk route.

**After the Walk** - Our event is not a race and walkers do not need to complete the entire walk if unable. The walk concludes when the final walker crosses the finish line. Upon finishing the walk, please stop by the Refreshment Tent for a healthy snack and water.

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

- **If you registered online, you will receive a check-in sheet via email a few days before the walk. Remember to turn it in at the Registration Tent the day of.**
- Follow-up with the people you have asked to support you and have not heard back from.
- It's not too late to email 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 cash/check 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 cash/check 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 cash/check donation you mail to our office.
- We will continue to accept donations for the 2014 Making Strides Against Breast Cancer of Parsippany and credit your team until December 31.

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

*Thank you for making the 18th 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!*