

# MAKING STRIDES Against Breast Cancer®



*One of four walks in Pennsylvania.*

**Fall 2007**

**Sunday, October 14<sup>th</sup> is Fast Approaching!!!**

Get ready to make strides on Sunday, October 14th at the Philadelphia Museum of Art.

7:30 a.m. Registration Open

8:20 a.m. Opening Ceremony Begins

8:40 a.m. Survivor Photo in front of Stage

8:45 a.m. Warm-up for The Walk

9:00 a.m. The Eighth Annual Making Strides Against Breast Cancer Walk Begins

11:00 a.m. Survivor Raffle will begin at the Stage.

**INTERNET PRE-REGISTRATION:** Online Registration is fast and easy! Go to [www.cancer.org/stridesonline](http://www.cancer.org/stridesonline), click on Pennsylvania, and follow the links to the Philadelphia Making Strides Against Breast Cancer site. If you raise \$100 or more on-line before the walk there is no need to stand in a long Registration line the morning of the walk, just stop by the Registration Tent on Sunday October 14 and head straight for the "express line" to pick up your T-Shirt.

**MAIL PRE-REGISTRATION:** Mail your Registration form and donations to Making Strides, American Cancer Society, 1626 Locust Street, Philadelphia, PA 19103. To ensure that your Registration form is received prior to the event, mail no later than Friday October 5th. If registering by mail, please do not send cash. Make all checks payable to The American Cancer Society. If you send in \$100 or more before the walk there is no need to stand in a long Registration line the morning of the walk, just stop by the Registration Tent on Sunday October 14 and head straight for the "express line" to pick up your T-Shirt.

**IN PERSON PRE-REGISTRATION:** Bring your Registration form and donations during business hours between Monday October 8 and Friday October 12th to the American Cancer Society, 1626 Locust Street, Philadelphia, PA 19103. If you stop by with over \$100 in donations, you will be given your T-Shirt that day.

**DAY OF EVENT REGISTRATION:** Day-of-Event Registration begins at 7:30 AM at the Registration Tent, located on Eakins Oval right across from the Art Museum steps and also at the Survivor Tent (for Survivors and their caregivers), located near the bottom of the Art Museum steps. If you drop off \$100 or more in donations, you will be given your T-shirt.

**Please help us meet our fundraising goal of \$100 or more in donations per walker. Any questions, please call 215-985-5313 or email [strides.philly@cancer.org](mailto:strides.philly@cancer.org).**

## Breast Cancer Awareness

October is National Breast Cancer Awareness Month, a month dedicated to increasing awareness about the importance of the early detection of breast cancer through a nationwide campaign.

- Yearly mammograms starting at age 40 and continuing for as long as a woman is in good health.
- Clinical breast exams (CBE) should be part of a periodic health exam, about every three years for women in their 20s and 30s and every year for women 40 and over.
- Women should report any breast change promptly to their health care providers. Breast self-exam (BSE) is an option for women starting in their 20s.

Women at increased risk (e.g.: family history, genetic tendency, past breast cancer) should talk with their doctors about the benefits and limitations of starting mammography screening earlier, having additional tests (e.g.: breast ultrasound or MRI), or having more frequent exams.

### Driving to the walk?

Parking meters around the Art Museum will be free until noon!

### Making Strides Against Breast Cancer Corporate Breakfast.

August 23<sup>rd</sup> the American Cancer Society held a Corporate Breakfast to reach out to the community in hopes to find new participants and sponsors for our Making Strides Against Breast Cancer event. The outcome was successful!

The event was hosted by Michael Tozzi of WJJZ and we had the privilege of hearing many inspirational and devoted speakers such as David Moules from GlaxoSmithKlein, Linda Mill from Wachovia, Eric Mayberry from The Metro, Michael Woerner from Wawa, Vice President Patrick Delaney from the American Cancer Society, and survivor Maggie Rhinehart Ayers.

We are excited to say the Breakfast introduced a new Sponsorship relationship with Allstate and we anticipate that many of the people with us that morning will be forming teams to join us on October 14<sup>th</sup>!

## HAVE YOU ORDERED YOUR RIBBON OF HOPE SIGN?

To honor those people in our lives who have been affected by Breast Cancer, we are introducing the Garden of Hope at the Making Strides Against Breast Cancer Walk on October 14<sup>th</sup>. The Garden of Hope will be located behind the second rest stop on Martin Luther King Drive along the walk route. The Garden will consist of Ribbon of Hope dedication signs "In Honor Of" or "In Memory Of" for those people you would like to recognize.

If you are interested in purchasing a Ribbon of Hope Sign, the contribution is \$20.00 per sign. The order form is attached for your convenience. Participants are more than welcome to take their dedication signs home when they leave the walk. The Ribbon of Hope signs will also be available the day of the walk in the Registration Tent until 8:15 a.m.

Please be sure to stop by and visit the Garden of Hope and join us in honoring our loved ones in our new area

## Remember...

Bring cash with you along the walk! This way you will be able to participate in the Survivor Raffle and Garden of Hope!

## Congratulations!!

If you raised a certain amount of money you will receive a Making Strides incentive!!

\$100.....Tee Shirt  
\$250.....Tote bag  
\$500.....Leather desk clock  
\$750.....Stadium chair  
\$1,000.....Hoodie

Money must be turned in by October 31, 2007



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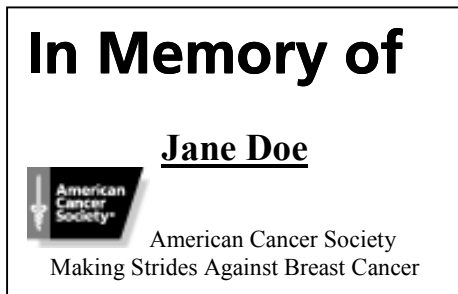
Making Strides Against Breast Cancer



Purchase a Ribbon of Hope for the Making Strides Garden.

“These ribbons of hope are dedicated to all those who have been affected by cancer”

Example Dedications:



All Ribbons of Hope will be displayed in a grassy area along the walk route of Making Strides Against Breast Cancer on Martin Luther King Drive. Making Strides will take place on Sunday, October 14, 2007 with registration opening at 7:30am.

I would like to dedicate a tribute for a donation of \$20 each

In Memory/ In Honor (circle one)

Tribute Name: \_\_\_\_\_

My name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Team name: \_\_\_\_\_

Address: \_\_\_\_\_ Payment: Check Cash Credit

\_\_\_\_\_

Phone: \_\_\_\_\_ Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Please return this slip along with payment to: American Cancer Society, At: MSABC, 1626 Locust St, Philadelphia, PA 19103 \* Questions? Call 215-985-5401 \* [philly.strides@cancer.org](mailto:philly.strides@cancer.org)

## Making Strides Against Breast Cancer

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