



Make strides to end breast cancer.



Making Strides Against Breast
Cancer of Detroit
Newsletter - March 2014

Calendar of Events

**MSABC 2014 Team Leader
Informational Meetings**
Dates TBD—more details
coming soon

MSABC of Detroit!
Saturday, October 11
Ford Field



Register Today for the 2014 Making Strides Against Breast Cancer of Detroit!

Did you hear the news? The 2014 Making Strides Against Breast Cancer of Detroit website is LIVE! Even though the walk is 7 months away, that doesn't mean we can't start fighting for a breast cancer free world today. The first **Ten** teams that register online with three members will receive a Making Strides branded gift!

To register online, go to MakingStridesWalk.org/DetroitMI and click "Sign Up." If you registered last year, you can use the same username and password. Since your information is saved from 2013, it will take even less time to sign up online this year. Once you are registered, you can use the email tool to ask your family, friends, and co-workers to join your team.

Take a photo of yourself wearing pink or a Making Strides shirt registering online and post it on Instagram and/or Facebook with #MakingStridesDetroit!

Having troubles with the website? Not sure how to utilize all the online tools? Please call our toll free hotline at 1.800.227.2345 24 -hours a day and select the prompt for event website support!



**Mission Moment:
March is Colorectal Awareness
Month!**

- Screenings save lives! Just as mammographies have decreased death rates for breast cancer, so can tests like colonoscopies for colorectal cancer
- March marks the beginning of ACS' new 80% by 2018 Colorectal Cancer Screening Initiative. Currently 1 in 3 adults age 50 to 75 have not been tested
- Colorectal Cancer is the third most common cancer in men & women in the U.S. and the third leading cause of cancer deaths
- Depending on family history you may need to start earlier, but everyone should at least begin screenings at age 50
- Recommended screening test options include: colonoscopy, stool tests (FOBT), fecal immunochemical test (FIT), and sigmoidoscopy
- The best test is the one that gets done!



Sponsorships

More Than Just a Name on a Banner

Making Strides Against Breast Cancer Sponsors do much more than write a check. They partner with the American Cancer to help create a world with less breast cancer and more birthdays. Sponsors often have some of the largest teams at the walk. They promote the event within their business and encourage employees to form a fundraising team. Sponsorships often come from teams that are already formed, or from pacesetters who reach out to their employers, or friends and family that own their own business. Sponsorships are a great way to market a business and show support for the community and the fight to end breast cancer. The 2014 Sponsorship Brochure is available for download on the Event's Sponsorship Page and Event Details Page at MakingStridesWalk.org/DetroitMI.

Contact us at DetroitMIStrides@cancer.org or 248.663.3401 for questions and more information.

Volunteer Profile: Shelley Swarzloff

Strides is close to my heart for many reasons. To begin with, almost everyone I know has been touched by breast cancer either directly or through someone they love. Even closer to my heart is my mom who was diagnosed with breast cancer 30 years ago. She is currently a two-time survivor. Thanks to events like Making Strides, we have made great improvements toward breast cancer research and awareness in the past 30 years. I am proud to be part of the fight and look forward to the day when this disease is no longer a threat to our mothers, daughters and all those we love.



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