

Hillsborough County

Making Strides

**MAKING STRIDES
Against Breast Cancer***



Congratulations to the following individual fundraisers who have reached each of the following benchmarks*

\$2,000+ Pacesetter Level

Elliot Dibbs
Grace Niggebrugge
David Dibbs
Melissa Gilligan
Vincent Cassidy
Martina Volkert

\$1,000+

Jim Coolidge
JoJo Ruby-White
Susan Smith
Mary Guthrie
Andy & Tricia Hirsch
Scott Dibbs
Zenda Brantley
Debbie Brunelle
Lisa Hale
Vicki Dunn
Cathy Beaver



\$500+ Club

Michael Shea	JoAnne Elefterion
Priscilla Herrick	Alejandra Brady
Elena Chinea-Ivani	Marie Therese
Susie Bracken	O'Connell
Paula Cline	Tonya Boss
Lori Wright	Teresa MacDonald
LINDSAY CONTE	Autumn Sturdevant
William Bracken	Patty Lipkin
Kim Christine	Lauren Suarez-Kmiec
Janet Starkey	Kelly Meisenheimer
Natalie Burritt	Anthony Mondello
James Denham	Lori Malcolm
Carrie Diecidue	Jill Betz
Latoshia Jennings	Jenny Shawver
Donna Miller	Kimberly Webb
Patricia Knowlton	Denise Akers
Cheryl Lucente	Karen Hogan
Jamie Kessler	Lindsey Schenker
Melissa Baker	Eric Zimmerman

* Reflected online as of 10-14-10



October is Breast Cancer Awareness Month!

Breast cancer is the most common cancer among women in the United States, other than skin cancer. It is the second leading cause of cancer death in women, after lung cancer. The chance of a woman having invasive breast cancer some time during her life is 1 in 8.

This year, more than 207,000 women will be diagnosed with breast cancer in the United States and almost 40,000 will die from the disease.

We know that early detection saves lives. The 5-year survival rate for women diagnosed early is 98%! To help find breast cancer early, the American Cancer Society recommends the following guidelines:

- A Annual Mammogram:** Women age 40 and older should have a screening mammogram every year and should keep on doing so for as long as they are in good health. While mammograms can miss some cancers, they are still a very good way to find breast cancer.
- B Breast self-exam (BSE):** BSE is an option for women starting in their 20s. Women should be told about the benefits and limitations of BSE. Women should report any changes in how their breasts look or feel to a health expert right away.
- C Clinical breast exam:** Women in their 20s and 30s should have a clinical breast exam (CBE) as part of a regular exam by a health expert at least every 3 years. After age 40, women should have a breast exam by a health expert every year.

Florida ranks 4th in the nation in new breast cancer cases and 2nd in the nation for breast cancer deaths. Thank YOU for helping us do something about it by raising money and awareness through Making Strides Against Breast Cancer. To learn more about breast cancer, visit www.cancer.org/breastcancer or call us anytime at 1-800-227-2345.

fundraisers! Congrat\$

Visit the fundraising section of the website to learn about great fundraising ideas and check out the fundraising club prizes available to walkers who raise \$250 or more. Prize certificates will be mailed after the walk.

- \$100 Earns the event t-shirt!
- \$250—\$499 Hat
- \$500—\$999 Backpack
- \$1,000..... Watch
- \$2,000+ New Pacesetter Level! Get a his or hers Making Strides polo shirt and a chance to win a pair of airline tickets anywhere JetBlue flies.**

Thank you to JetBlue Airways, proud partner for the 2010 Pacesetter Program of Tampa! See pictures at <http://makingstrides.acsevents.org/hillsborough>. Click on Fundraising Club



Let's take the next big step in the fight against breast cancer

together!

Breast Cancer Survivors and Caregivers Are Invited to a Special Breakfast!

The American Cancer Society and the Seminole Hard Rock Hotel & Casino invite breast cancer survivors and their caregiver or a special guest to join the festivities at the Survivor Tent the day of the walk.

This year's theme for the tent is **"Survivors Rock!"**. Each breast cancer survivor will be given a commemorative survivor t-shirt and special giveaways while enjoying a continental breakfast beginning at 7:30 a.m. There will be special activities including chair massages, foot massages, nail painting and a hair stylist onsite to pamper our special guests. A **Professional Photographer** will be onsite to capture fun survivor photos which will be sent to guests after the event. We will have **special door prizes**, which include a Hard Rock Pinktober basket, gift certificates to the **Columbia Restaurant**, a Nook and more!

Entertainment will be available for survivors and event participants both before and after the walk, including great children's activities.

For more information or to register as a survivor, please visit <http://makingstrides.acsevents.org/hillsborough>, email tampa.msabc@cancer.org or call (813) 319-5929.



Fundraising Club Recognition*

Congratulations and thank you to our top fundraising teams and companies!

\$10,000 Gold Striders

- Team Grace
- Dibbs on the Cure
- Hillsborough County Tax Collector

\$5,000 Silver Striders

- The Seminole Hard Rock Rockin' Walkstars
- Quarles & Brady LLP – Quarles Cares

\$2,500 Bronze Striders

- Tampa Bay Vettes - The Rack Pack
- TGH The Circle of Strength
- Lifestyle Family Fitness
- Gracious Ones
- Team Masonite
- Majesty Title Services LLC
- OSG America - Team OSG
- Bracken Engineering
- IVANS Tampa Office
- Pinky Dinky Doos
- Viva La Tatas
- Return of the Pink Panther
- Hometown America
- Paper Dolls
- South County Pink Crusaders
- Hooter Helpers
- The Ladies and the Tramp
- Team Be

* Reflected online as of 10-14-10

Bank Day [aka Ca-Ching!]

Avoid the lines the day of the walk! Team Leaders or a team representative can stop by one of our American Cancer Society offices to turn in money raised to date by your team and pick up earned t-shirts (remember, team members earn the event t-shirt by raising at least \$100).

Thursday, October 21, 2010 | 11:00 a.m. - 2:00 p.m. | 4:00 - 6:30 p.m.

Greater Tampa Office
2006 West Kennedy Blvd
Tampa, FL 33606

Southeast Hillsborough Office
1462 Oakfield Drive
Brandon, FL 33511

Bank Night Tips:

- Make sure your team and team members are registered online at <http://makingstrides.acsevents.org/hillsborough>
- Teams will receive shirts for every \$100 raised up to the number of team members registered online
- Please turn in money in the collection envelopes provided in the team leader kit (envelopes will also be available at bank day)
- For large sums of cash or coin cans, we encourage you to bring a money order for safety and security reasons as well as quicker processing
- Online reports by team will be available for funds raised online
- Pick up your fundraising club signs if your team has reached at least \$2,500 prior to the walk!

For questions, please email tampa.msabc@cancer.org or call (813) 319-5929

YOU NEED 2 KNOW: Walk Details

→ PARKING

Parking will be available at several locations in Downtown Tampa. A detailed map highlighting the closest garages and lots to the St. Pete Times Forum, including pricing, is available on the website at <http://makingstrides.acsevents.org/hillsborough>.

→ SCHEDULE OF EVENTS

- 7:30 am Registration Opens
- 7:30-8:30 am Grab a cup of coffee, enjoy games and activities on the Forum plaza, and honor or remember a loved one with breast cancer at our Wall of Hope!
- 8:30 am Get pumped up with our pre-walk warm-up and opening ceremony from the stage!
- 9:00 am Walk kicks off at the start line! (The 5K Walk is approximately 3.2 miles down beautiful Bayshore Blvd.)
- 10:30 am Enjoy refreshments, post-walk activities and our closing ceremony back at the Forum plaza.

→ REGISTRATION

Registration at the event opens at 7:30 a.m. in front of the Club Entrance on the plaza at the Forum. Participants can avoid the line by turning in all envelopes at bank day or by giving all envelopes to one team member to turn in at the registration desk. On each envelope, please be sure to fill your name, the team's name, the total amount enclosed and the team captain's name on the envelope. Team members who have raised at least \$100 will be given a ticket to redeem at the t-shirt tent near registration.

→ REFRESHMENTS & WATER STATIONS

Light snacks will be available before and after the walk. Plenty of water will be available for every thirsty walker! Water will be available before the walk and also along the walk route. Don't worry – there will be port-o-potties at the turnaround point of the walk!

→ KIDSZONE

Making Strides Against Breast Cancer is a family-friendly event. Bring the little ones and let them experience the joy of supporting a great cause while having fun in our KidsZone. This year's fun will include facepainting, clowns, giant inflatable games and appearances by some favorite Bay Area mascots and Ronald McDonald.

Are you **officially** registered?

Did you know to be officially registered for Making Strides, you must be registered online? Follow these steps to sign up online:

1. Go to <http://makingstrides.acsevents.org/hillsborough>
2. On the home page, click on "Sign Up".
3. Choose the button that works best for you—either start a team, join a team or register as an individual walker.

Attention Team Leaders!

Make sure your team members have all signed up online prior to the event. You can do this through your participant center on the website by inviting friends, co-workers & family to join your team.

Need to Raise Your \$100 Still? Last Minute Fundraising Ideas!

Did you know that 75% of our online registered participants have not sent out ONE email yet?!? Are you one of them?

We need your support to help fight breast cancer. Online fundraising is easy and the best way to fundraise last minute. Login in to your participant center today and use the suggested templates to reach out to your co-workers, friends and family all over the world!

Here are some last minute ideas to make sure you reach your goal:

- Send out reminder emails from your participant center to those you already reached out to. Let people know you are walking THIS weekend and remind them to donate!
- Ask 10 people for \$10 and raise \$100 fast!
- Pink out your workplace—have a pink outfit contest, host a bake sale, sell pink ribbons, create a wall of hope!
- Have a dress down Friday before the walk and charge co-workers
- Hold a chance drawing for a prime parking space or a day off from work

Help Us Honor & Celebrate Breast Cancer Survivors at the Walk





A special shout out and thank you to the following companies for sponsoring this year's event!



Silver Sponsors

AvMed Health Plans Blue Cross and Blue Shield of Florida eBridge Solutions

Pink Ribbon Sponsors

1-800-ASK-GARY
 Baird Wealth Management
 Healthsystems
 Tampa Bay Radiation Oncology
 The Center for Women's Oncology
 at Moffitt Cancer Center
 Women's Care Florida -
 Lifetime OBGYN

Bronze Sponsors

Ethan Allen
 Tampa General Hospital
 Tower Radiology Centers

Media Sponsors



Wall of Hope Sponsors

Depository Trust & Clearing Corporation
 Fifth Third Bank
 Highwoods Properties
 Mercantile Bank
 Quarles & Brady LLP
 Quest Diagnostics
 Willis Group

Warm-Up Sponsors

Lifestyle Family Fitness

Thanks: Route Marker Sponsor, CyberKnife Centers of Tampa Bay, Virginia College



For more information, please email tampa.msabc@cancer.org or call (813) 319-5929.