

Striders Newsletter

September 2013



The 2013
**Making Strides
Against Breast
Cancer Walk**
will be held on

Saturday
October 19, 2013

At Lake Eola Park
Downtown Orlando

Pink Shout-Out

If your team has a successful fundraiser, please let us know so we can share it with our other teams. Email your stories to jordan.colern@cancer.org
Happy fundraising!

Strides Entertainment

Ron Cook and Yogi Mueller are the entertainment co-chairs for MSABC and are responsible for all of the entertainment along the walk route, on the main stage, and for other MSABC events during the year leading up to the walk on October 19.



Ron and Yogi are the co-founders of Give 'til it Rocks!, a live performance production company that produces concerts and other events for non-profits. Give 'til it Rocks! has supported MSABC for the past 5 years and, in conjunction with Full Sail University, GTIR provides all of the sound equipment, engineers, talent and support personnel to entertain our striders as they meander along the downtown streets.

Ron and Yogi met while they were professors at Full Sail. Today Ron is the Program Director (dean) of two graduate programs in the school of business at Full Sail, while Yogi is Manager for Learning & Development at Bluegreen Vacations, an Orlando based resort developer and manager. Yogi is also the director of an award winning middle school drama program at St. John Vianney Catholic School in Orlando. In addition to his position at Full Sail, Ron is an entrepreneur and investor, is currently involved in seven business projects and is a mentor at Starter Studio, a business incubator.

Both Ron and Yogi are musicians and performers, and they created Give 'til it Rocks! as a way to support and coordinate local musicians who are generous enough to give back to the community. Yogi is the taller and better-looking half (according to him) of the Token Fat Guys, while Ron is drummer and back-up singer for the rock cover band All the Above (because that's what they play!). Both have performed for MSABC events, and last year GTIR produced a concert event at the House of Blues in conjunction with the MSABC kickoff event, with 100% of the event proceeds going to MSABC.

Ron explained how GTIR was first introduced to the American Cancer Society and Making Strides 6 years ago: "A friend and event planner introduced me to the MSABC manager at the time. She said: 'So let me get this straight. You provide all of the equipment, sound engineers, performers and support personnel for our event? And what do we pay you for all that?' I'll never forget the look on her face when I told her that everyone with Give 'til it Rocks! are volunteers and contribute their time, so there is never a charge for any of the services we provide. This will be the fifth year we have supported MSABC, and we are proud to be able to support the American Cancer Society."

With a small team of 5, each year Give 'til it Rocks! walks the route once it's been approved by the city. They look for suitable performance locations, making sure that power is nearby. Then it's time to contact the property owners to secure their permission to use each location the morning of the walk. Once arrangements have been made, GTIR compiles photos and location specifications and creates information sheets for each act, including contact names, power location, and so on.

The musicians who perform at 10-12 locations along the walk route are provided only a flat surface, tent canopy and access to power. They provide all of their own equipment, arriving early for setup and preparing for the crowd once the walk begins. They wait patiently for the slowly moving audience to arrive. As the Striders approach, the entertainers begin playing, stopping only after the last of the audience passes by. Then it's time to pack up amplifiers and instruments, and most will head home for a nap before a Saturday night show! They do it because they love to perform, and because they know their talent is a precious gift that can help lift the spirits of survivors and supporters, while raising money and awareness for a great cause.

So at this year's event as you are walking in support of MSABC, be sure to applaud the performers along the route, just as they are applauding you through their performance. Ron and Yogi will appreciate it!



YOU ARE CORDIALLY INVITED TO A

Tea Party Brunch

HONORING

our survivors

OCTOBER 5, 2013

10:30 A M

Survivors, come dressed in your high tea hats and gloves for this celebratory brunch.

HIGHLAND MANOR
604 EAST MAIN STREET
APOPKA, FLORIDA

Please RSVP by September 23rd
to Jordan Colern at
407.581.2503 or jordan.colern@cancer.org
(you may bring one guest with you)

Put on Your Pink and Win Big!

Congratulations to Maeve Sheahan from team Team Knockout who won a two-night stay at the Hilton Garden Inn at Seaworld for their fundraising efforts during August! All registered Striders who raise \$500 by the end of September will be entered to win a two-night stay at the Radisson Resort Orlando-Celebration. Good luck Striders!

Connect with Us

The Making Strides website is officially live! Register to walk individually or with a team in the MSABC walk this October, plus, start promoting the cause and raising money. Log on to www.orlandostrides.com to begin.

Save the Date

Survivor Brunch Tea Party
Saturday, October 5, 2013
10:30 a.m.

Highland Manor
604 E Main Street
Apopka, FL 32703

Save the date to dress in your Sunday best (hats, gloves and pearls encouraged) for a high-tea celebration in honor of our brave breast cancer survivors.

Stay tuned for more details in next month's newsletter. For more information or to request a formal invitation, please contact Jordan Colern at jordan.colern@cancer.org or 407-581-2503.

Words of Inspiration

Thank you to Kimberly, breast cancer survivor and Crewsn' for Coconuts team captain for putting together this inspiring poem to share with our Striders!

"Early detection," that's what they say,
yet I'm too busy to do it today.

One, two, ten years go by. How could this be? I now ask why.

A tumor was growing, I had no sign.

A mammo detected, it was not benign!

No family history, who would have thought?

Cancer can strike anyone, no matter what.

Treatments were aggressive, I'm not cancer free!

I am so thankful it was caught early for me.

Early detection, do it today! You're never too busy to keep cancer away.

Matt Nathanson Live at the House of Blues

CBS Radio will donate one dollar from every ticket purchased at the October 19th show to benefit MSABC. Get your tickets at www.houseofblues.com.

Reserve a Room!

All registered MSABC Striders are eligible to reserve a room at a special \$99 rate for Friday, October 18, 2013 at the Aloft Hotel opening in September in Downtown Orlando. Due to the nature of the Aloft Orlando Downtown Hotel's current pre-opening state, the special discounted American Cancer Society rate will not be available via the hotel's traditional reservations department or online booking tool. Please contact the hotel's Director of Sales & Marketing below to receive the rate and directly confirm your reservation.

Ricky Echeverri
Aloft Director of Sales and Marketing
Phone: 407.658.9333
Email: ricardo.echeverri@aloftorlandodowntown.com

Please ensure you have the following information to confirm your reservation: name, address, telephone number, preferred email address, exact check-in and check-out dates, credit card number to guarantee the reservation (nothing will be charged in advance) and your preferred room type option (king or 2 queens).

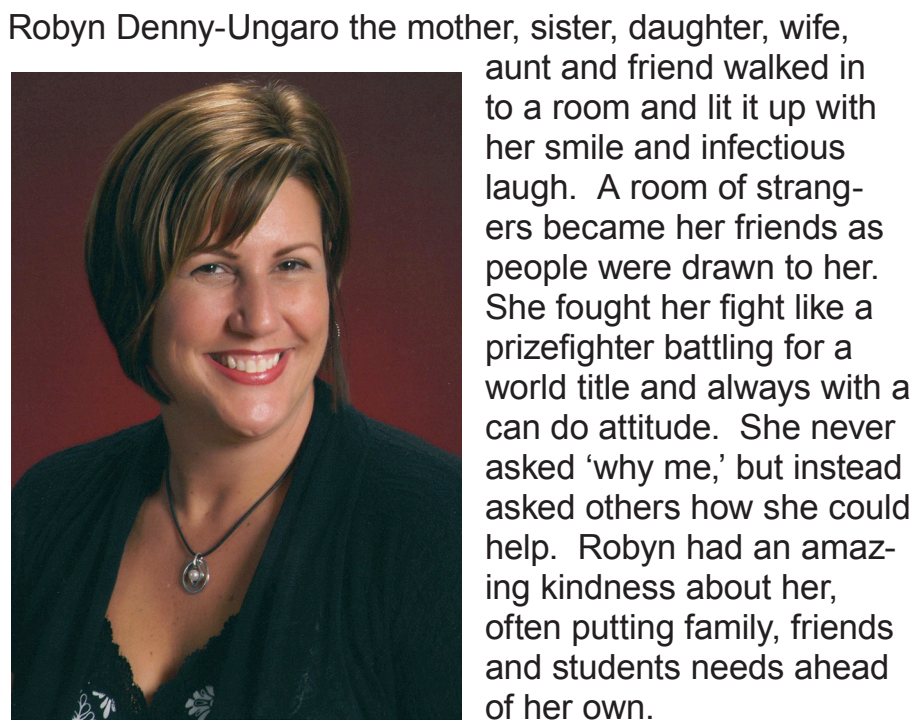
FUNdraiser: 100 Envelopes

Here's a nifty idea for your next Strides fundraising initiative: Label 100 envelopes with numbers one through 100. Gather your friends for a party or take a walk around your neighborhood, having people draw one envelope each. Whatever number is on the envelope is a suggested amount for them to donate to our cause. If everyone donates their respective envelope number, you'll raise \$5,000!

We're On Social Media



Robyn Denny-Ungaro



Robyn Denny-Ungaro the mother, sister, daughter, wife, aunt and friend walked in to a room and lit it up with her smile and infectious laugh. A room of strangers became her friends as people were drawn to her. She fought her fight like a prizefighter battling for a world title and always with a can do attitude. She never asked 'why me,' but instead asked others how she could help. Robyn had an amazing kindness about her, often putting family, friends and students needs ahead of her own.

She especially loved children, an attribute that made her an exceptional mother to her two girls, Allie and Emma, aunt to her nieces and nephews and as a teacher to hundreds of students at Joan Walker Elementary. Rarely does a week go by without a former student of hers coming up and telling a story of her and how much they loved her. Robyn created memories for all of us to continue to enjoy and make us smile. One of our favorites is the 'Robyn rainbow.'

She told everyone that a rainbow appearing in the sky was her slide and that she would be waving and smiling as she slid down.

Making Strides became her passion and focus during her fight. Here she could set aside her personal challenges and focus on helping others have another birthday. She rallied support from every corner of her life including distant friends from high school and college to family and friends nearby. She really had a tough time understanding the outpouring of support to her cause. With a team of over 200, Robyn raised thousands the first year and decided that wasn't enough. For 2012 she made it her mission to be the best team in Orlando for Making Strides. Throughout the year she rallied her team again to use their community relationships and corporate contacts to join her in being the best. From her bed you could hear her laptop buzzing and her phone ringing like a campaign center. She achieved her goal and Team Knockout was the top for 2012. Unfortunately she couldn't walk at the 2012 event because of her deteriorating health, but over 200 donned their Team Knockout shirts and walked in her honor.

Robyn lost her fight on November 27, 2012, but she didn't give up the battle for others as she asked that her legacy be carried on. What a warrior she was. Forever in our hearts and minds you are Robyn. We love you, we think of you and we miss you so!

How Can We Help You?

The American Cancer Society's free, comprehensive Patient Services and Signature Programs help with the emotional, physical and psychological needs associated with cancer.

Information Day-to-Day Help Emotional Support

HOPE LODGE: Lodging and emotional support in Gainesville and Tampa for cancer patients.

ROAD TO RECOVERY: Trained volunteer drivers transport patients to and from cancer treatment. Other transportation resources for treatment may be available.

RESEARCH: Prevention and treatment is better for nearly every cancer patient in our community because of American Cancer Society-funded research. Our research has led to a wide range of new detection methods, cutting-edge therapies and cancer drugs and improved treatment options. We've invested more than \$3.8 billion in research since 1946, and we're the largest private source for cancer research funding in the nation, funding 46 scientists who went on to win the Nobel Prize.

LOOK GOOD...FEEL BETTER: Licensed volunteer cosmetologists teach cancer patients techniques to help restore their appearance and self-image during chemotherapy and radiation treatments.

REACH TO RECOVERY: Provides support and education to individuals dealing with the emotional and physical effects of breast cancer. Trained breast cancer survivors serve as role models to breast cancer patients after breast surgery.

CPS-3: By joining the Cancer Prevention Study-3, you can help us understand how to prevent cancer, which will save lives and give people more of their most precious resource: time. Visit www.cancer.org/cps3florida to learn more.

CANCER RESOURCE ROOMS: Are available in local communities. In addition to cancer information, free donated items such as wigs, breast prostheses, bras and turbans may also be available. Quantities are limited.

RESOURCES, INFORMATION AND GUIDANCE: This service assists people in making informed decisions by providing:

- Answers to questions about cancer, prevention, detection and symptoms
- Information about quality-of-life issues, including pain management
- Referrals to local, state and national resources
- Help identifying financial assistance for lodging during eligible out-of-town treatment, cancer-related pain medications and transportation to and from eligible cancer treatment

Please contact your Patient Services Center to see if you're eligible for any of these services at 1-800-227-2345.

Sponsors

Thank you to our 2013 Making Strides Against Breast Cancer sponsors! We greatly appreciate your support. Want to sponsor this year's event? Email jordan.colern@cancer.org to request a sponsorship packet.

Media Sponsors



Gold Sponsor



Silver Sponsor



Pink Ribbon Sponsors



Supporting Sponsors



In-Kind Sponsors



Making Strides Supporters

