



MAKING STRIDES Against Breast Cancer®



The next big step in the
fight against breast cancer?

It's the one we take together!

October 2009

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Gearing Up For the Big Day!

Thank you to our many team leaders and participants who are ready to walk with us Saturday, October 17, 2009. We are expecting more than 5,000 walkers from all over Hillsborough County to join our fight at the St. Pete Times Forum. Inside this newsletter are several exciting updates for the event and details to share with your team members, survivors, neighbors and friends. THANK YOU for doing your part in the fight against breast cancer—we couldn't do it without YOU!

Attention Team Leaders!

Please make sure all of your team members have registered online. In order to be officially registered and for your team members to receive event t-shirts (those who have raised at least \$100), members MUST be signed up online. Thank you!



Bank Day Reminder



Bank Day is an opportunity for Team Leaders or a team representative to turn in money that your team members have raised to date and pick up your t-shirts before the walk. Stop by one of our office locations and receive special pink ribbon prizes!

Wednesday, October 14, 2009

Between 11:30 a.m.—1:30 p.m. or 4:00 p.m.—6:00 p.m.

Greater Tampa Unit

2006 West Kennedy Boulevard
Tampa, FL 33606
(813) 319-5929

Southeast Hillsborough Unit

1462 Oakfield Drive
Brandon, FL 33511
(813) 685-0670 x115

Important Tips:

- ❖ Make sure your team and team members are registered online at <http://makingstrides.acsevents.org/hillsborough>
- ❖ To earn an event t-shirt, team members must raise a minimum of \$100
- ❖ 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, 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

FUNDRAISING TIPS & TOOLS

THERE IS ONLY 1 WEEK LEFT TO FUNDRAISE!

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

- ❖ Make sure you are signed up online and have sent out e-mails to your friends & family (send out reminders if you have already sent them!)
- ❖ 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

Visit the home page of our website to check out the "Earn a Buc" and "Fly Away" fundraising contests going on!

CONGRATULATIONS TO THE FOLLOWING TOP INDIVIDUAL FUNDRAISERS!

Leila Shea—#1 Fundraiser to Date!!
Dave Dibbs—#2 Fundraiser to Date!!

\$1,000+

Gretchen Kitzis	Grace Niggebrugge
Lindsay Conte	Maria Krueger
Scott Dibbs	Christopher Stewart
Elliot Dibbs	

\$500 Club

New this year, individuals raising at least \$500 will join the 500 Club with eligibility for special prizes & recognition!

Jennifer Curtiss	C. Mingo
Donna Miller	Karen McEntyre
Michael Shea	Linda Davis
Andrew Galavis	Amy Francoeur
Dallas Griffin	Kimberly Castendyk
Teresa MacDonald	Carrie Diecidue
Sylvia Keilty	Amanda McDonald
Patricia Knowlton	Kelly Moore
Martina Volkert	Albert Tesoro
Jordan Hoeffner	Laura Culver
Melissa Ciocia	Susan Hanlon
Jim Coolidge	Jackie Randolph
Angela Fisher	Doug Hoppe

WALK DETAILS!

PARKING

Parking will be available at several locations in Downtown Tampa. Enclosed is a map highlighting the closest garages and lots to the St. Pete Times Forum. This information is also available on the website.

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 hosted by Linda Hurtado with ABC Action News & Keith Connors from the new Magic 94.9!
9:00 am	Walk kicks off at the start line! (<i>The 5K Walk is approximately 3.2 miles down beautiful Bayshore Blvd.</i>)
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 Jeep 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 raise at least \$100 will be given a ticket to redeem at the t-shirt tent near registration.

REFRESHMENT & 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.

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 balloon artists, facepainting, clowns, a giant inflatable obstacle course, and appearances by some favorite Bay Area mascots and Ronald McDonald.

Incentive Prizes

Just a reminder to 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 given to team leaders after the walk. Special thanks to **JetBlue Airways** for sponsoring this year's Fundraising Club!

At least \$100	Event T-Shirt
\$250—\$499	Sport Bag
\$500-\$999	Pashmina
\$1,000+	Picnic Basket Cooler

See pictures at <http://makingstrides.acsevents.org/hillsborough>
Click on Fundraising Club

BREAST CANCER SURVIVORS!



BREAST CANCER SURVIVORS AND THEIR CAREGIVER OR SPECIAL GUEST ARE INVITED TO BE HONORED

Survivor Activities Schedule

7:30A.M. – 8:30A.M. – Register, receive t-shirt, hat & enjoy a fabulous breakfast under the Survivor Tent. The Survivor Tent has been graciously sponsored by Center for Radiation Oncology and Dr. Kathryn L. Kepes. Breakfast has been provided by our friends at Costco.

8:30A.M. – At exactly 8:30A.M. our Survivor group photo will be taken!

8:30A.M. – 9:00A.M. - Opening Ceremony starts with special Survivor recognition – We've rolled out the "Pink" carpet for our Survivors to start the walk for us!

9:00A.M. – 11:00A.M. – 5K Walk and special Survivor giveaways – Return to the Survivor Tent to pick up your special Survivor giveaways bag!

Visit <http://makingstrides.acsevents.org/hillsborough> or call (813) 319-5929 to register today!

How Your Dollars Make a Difference in the Fight Against Breast Cancer

Thanks in large part to the fundraising power of Making Strides Against Breast Cancer, the American Cancer Society is saving lives by:

- **Helping people stay well...**we help people everywhere take steps to prevent cancer or detect it early, when it is most treatable. We offer tips to live a healthy lifestyle, free mammogram reminders at cancer.org/breast_cancer and breast cancer information anytime, day or night, at 1-800-ACS-2345.
- **Helping people get well...**having breast cancer is hard. Finding help shouldn't be. That's why the American Cancer Society is in everyone's corner around the clock to guide them through every step of their cancer experience. We offer free programs and services in more than 3,400 communities across the country and right here in Hillsborough County!
- **Finding cures...**The American Cancer Society invests more in breast cancer research—to better understand, prevent and cure the disease—than in any other solid tumor site. Thanks to generous supporters, the Society-funded research has led to the discovery of lifesaving breast cancer treatments, including tamoxifen and herceptin.
- **Fighting back...**we work with legislators to pass laws to defeat breast cancer and rally communities to join the fight. Our nonprofit, nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN) advocates for all women to have access to mammograms and lifesaving treatments. Learn more about fighting back at www.acscan.org/makingstrides.

A HUGE THANK YOU TO THIS YEAR'S SPONSORS



Bronze & Pink Ribbon Sponsors

American Momentum Bank Florida Cancer Specialists
Ameriprise Financial Outback Steakhouse
AvMed Health Plans Tampa Bay Radiation Oncology
Carrollwood OB-GYN Tower Radiology Centers
eBridge Solutions

Silver & Pink Ribbon Sponsors

Blue Cross and Blue Shield of Florida
Healthsystems
Moffitt Cancer Center
Robert W. Baird & Co.
Tampa General Hospital

Wall of Hope Sponsors

Citi Highwoods Properties
Fifth Third Bank Virginia College
Depository Trust & Clearing Corporation

Media Sponsors



**Congratulations to our
Top Online Teams & Companies!**
(as of 10-7-09)

Team Thibault
Dibbs on the Cure
Citi Striders
Team Grace
The Seminole Hard Rock—Tampa
Rockin' Walkstars
OSG America
"Cure"ious for the Cause
TGH The Circle of Strength
Pinky Dinky Doos
Baird Buddies—Team Tricia
Hillsborough County Tax Collector
Hillsborough County Sheriff's Office
Coast Dental Services
AXA Advisors

**Did you know you can enter
money NOT raised online
through the website??**

Keep those thermometers moving!
From your participant center,
click the button for
"Enter an Offline Donation".

**Special Thank You to our
Making Strides Executive Committee &
All of our Committee Volunteers!**

Maria & Keith Krueger, Event Chairs
Jim Coolidge, Team Recruitment Chair
Tricia & Andy Hirsch, Survivor Chairs

Erica Shea, Sponsorship Chair
Janice Pratt, Logistics Chair
Mandi Teasdale, Media Chair

Interested in volunteering to serve on next year's planning committee??
Stay tuned for details in our post-event newsletter!

Need Help? Have Questions? Need More Materials? We Can Help!

Contact your local American Cancer Society at:
(813) 319-5929
tampa.msabc@cancer.org

Visit us on the web at: <http://makingstrides.acsevents.org/hillsborough>

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Together We Will Find a Cure!