



our promise:
To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

The Susan G. Komen Richmond Affiliate is celebrating Breast Cancer Awareness Month!

Visit <http://www.komenrichmond.org/> this month for breast health information and to learn more about these local events and businesses who are supporting our Promise!

October Events	October Promotions
<p>2008 Pink Tie Gala October 4th, 2008 Omni Hotel</p> <p>The 2nd annual Pink Tie Gala will be held at the Omni Hotel on Saturday, October 4th, 2008 from 7:30pm-1:00am. There will be dancing, live music, a silent auction, and a Celebration of Life dance contest.</p> <p>Purchase tickets at pinktiegala.org</p>	<p>Sherwin Electrical Services September - October 2008</p> <p>Sherwin Electrical Services is donating 10% of sales for the months of September and October to the Affiliate. Please call 804-222-2213 for more information about their services!</p>
<p>Henrico High School Student Fashion Show Location: Richmond Community Church October 11, 2008</p>	<p>ThirtyOne Gifts October 2008</p> <p>ThirtyOne Gifts independent consultant Christa Hess will donate 25% of the sales price of any pink merchandise and 10% of the sales price of all other merchandise to the Richmond Affiliate</p>
<p>Breast Cancer Awareness Drawing Gold's Gym - West End October 12-18, 2008</p> <p>Gold's Gym West End will hold a Breast Cancer Awareness promotion the week of October 12-18, 2008. Opportunity tickets will be sold for chances to win one (1) 3-month membership.</p>	<p>Mary Kay October 2008</p> <p>Mary Kay consultant Stephanie Casey will donate 25% of her sales to the Richmond Affiliate!</p>
<p>Cancer Survivor Symposium October 22nd Science Museum of Virginia</p> <p>Click here for more information</p>	<p>Silpada Jewelry October 2008</p> <p>Dana Gigliotti, an independent Silpada consultant, will donate 20% of the sales price of all merchandise sold at any Silpada party booked now through Spring 2009 as a result of the Survivor Celebration 2008. Contact: 804-217-7006 or servemup@aol.com</p>
<p>Q94 presents Bras on Broad October 24th</p>	<p>Fauquier County Soccer Club October 2008</p>

<p align="center">McGeorge Toyota</p> <p align="center">Click here for more information!</p>	<p>The Fauquier County Soccer Club is selling t-shirts on their web site (fcsc.org). The cost is \$15 and net proceeds will be donated to the Richmond Affiliate</p>
<p align="center">Fuddrucker's Benefit Nights Fredericksburg and Richmond Locations October 2008 - All month long!</p> <p>Request a Benefit form for Komen when ordering or download it here</p>	<p align="center">Norvell Communications</p> <p>Is your company participating in <i>Passionately Pink for the Cure™</i>? Are you looking for breast cancer gifts and merchandise to support your breast cancer awareness event? <i>Norvell Communications, Inc.</i> will donate 5% of all successfully completed sales to the Richmond Affiliate.</p>
<p align="center">Mango Salon Cut-A-Thon October 26, 2008</p> <p>Mango Salon, will host a Cut-A-Thon from 11am-4pm. Haircuts will be a minimum of \$25 and Mini Manicures will be \$20. All funds collected will be donated equally to the Richmond Affiliate and Massey Cancer Center. For more information call 804-285-2800.</p>	<p align="center">DoraBella Designs</p> <p>DoraBella Designs will donate \$1.00 for every Strawberry Ornament purchased to the Richmond Affiliate</p>
<p align="center">Sweet Briar College Fund Run October 26, 2008</p> <p>Contact sbcfundrun@gmail.com for more information</p>	<p align="center">Monarch Pearls</p> <p>MonarchPearls will donate 20% of every sale from their Pearls of Promise™ special inventory to the Richmond Affiliate when our special promotion code "Komen" is used</p>
<p align="center">Breast Cancer Awareness Brunch alpha Kappa Delta Sorority - VCU Chapter October 29, 2008</p>	<p align="center">Hope Today Cure Tomorrow</p> <p>Give the Noah's Ark Brown Bag Cookie Art cookie mold to a breast cancer patient or a Brown Bag Cookie Mold collector. Exclusive to Help Today Cure Tomorrow. Nearly 25% of each sale is donated to the Richmond Affiliate!</p>
<p align="center">Wacoal Fit for the Cure</p> <p>October 23: Dillard's Virginia Center Commons October 24: Dillard's Stony Point Fashion Park October 25: Dillard's Short Pump Towne Center</p> <p>Komen will receive \$2 for each fitting at a event and \$2 from each Wacoal, Donna Karan intimate or DKNY bra purchased during a Fit for the Cure® event</p>	<p align="center">Yoplait Save Lids to Save Lives October - December 2008</p> <p>Send in your pink Yoplait lids by December 31st! Click here for more information</p>

Breast Self-Awareness

In honor of Breast Cancer Awareness Month, the Susan G. Komen for the Cure, Richmond Affiliate wants to remind you that, although we have made great strides toward finding a medical cure for breast cancer, early detection is an important step toward a speedy recovery. Breast cancer is the second most common cancer in women, but can be successfully treated if caught early, when it is most treatable.

A recent study found that women aged 50 and older who had regular mammography had a 23 percent lower risk of dying from breast cancer than their peers who did not.

Breast self-awareness and breast cancer screening are therefore of paramount importance. Komen Richmond recommends that you:

- **Know your risks.** Learn about your family health history and talk to your health care provider about your personal risk of breast cancer.
- **Know what is normal for you.** See your health care provider right away if you notice any of these breast changes:
 - Lump, hard knot or thickening
 - Swelling, warmth, redness or darkening
 - Change in the size or shape of the breast
 - Dimpling or puckering of the skin
 - Itchy, scaly sore or rash on the nipple
 - Pulling in of your nipple or other parts of the breast
 - Nipple discharge that starts suddenly
 - New pain in one spot that doesn't go away
- **Make healthy lifestyle choices.** Maintain a healthy weight, add exercise into your routine and limit alcohol intake.
- **Get screened.** Ask your doctor what screening tests are right for you, especially if you are at a higher risk based on family history or other factors.
 - Have a clinical breast exam at least every three years starting at 20 and every year starting at 40.
 - Have a mammogram every year starting at age 40 if you are at average risk.
 - Breast self-exam is a tool that may help you learn what is normal for you. Although not a substitute for other screening tests, the breast self-exam may be used to both increase awareness of breast cancer and to learn about what changes in the breast should be reported.

Become aware of your risk and start preventing breast cancer today!

Volunteer Spotlight

Shelley Picou moved to Petersburg, VA almost 3 years ago from the west coast, where she was an active volunteer with the Puget Sound and Tacoma Komen Affiliates. Twenty-eight days after the completion of her radiation treatment, she participated in the first of three Komen 3 Day Walks. She has kept up the walking by joining us at the Richmond Race for the Cure. Shelley has been a very dedicated volunteer Komen Educator, sharing her personal story of breast cancer and the importance of early detection at many educational events. In addition to volunteering with Komen, Shelley has been actively involved with the Paint It Pink Petersburg project, LINC's Crater Advisory Board, and her church. The Richmond Affiliate is grateful to have Shelley as a Komen "Ambassador."

Grantee Spotlight

Eastern Shore Health District *The Eastern Shore of Virginia is a rural community, ranked among some of the poorest areas in the state. The health district is designated as medically underserved with a health professional shortage. Since many of the residents of the Eastern Shore do not have transportation, access to health services is difficult. Through its Komen funded “Every Woman’s Life Matters” program, the Eastern Shore Health District provides patient transportation, case management, and educational outreach for low income African American women and migrant workers on the Eastern Shore. Komen Richmond is proud to partner with the Eastern Shore Health District as they work to improve the lives of the women in their community.*