



Sisters Susan G. Komen (l)
 & Nancy G. Brinker (r)

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Komen Richmond Affiliate

Susan G. Komen For the Cure

www.komen.org

Helpline 1-877-GO-KOMEN

Our vision:

a world without breast cancer.

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Circle of Promise

By Hannah Kenyon

Each year, well over one million people worldwide participate in the Susan G. Komen Race for the Cure® with the goal of finding a cure for breast cancer. In its 25 year history, the Race for the Cure has helped raise funds to support research aimed at eliminating breast cancer and has increased awareness among millions of women about the importance of early detection and preventative treatments. While the advances made in the last 25 years have been phenomenal, there is still more to do.

This is particularly true for African-American women, who, despite having a lower incidence of breast cancer as compared with other populations, have higher morbidity and mortality rates related to the disease. In fact, although African-American women have an approximately 12% lower incidence of breast cancer than white women, between 2000 and 2003 African-American women had a 36% higher breast cancer mortality rate; this is the lowest breast cancer survival rate among all racial and ethnic groups. Further, African-American women are diagnosed with breast cancer at a younger average age, are more frequently diagnosed with aggressive forms of breast cancer and are more likely to have larger tumors.

The medical reasons behind these differences, whether genetic, hormonal or lifestyle, are still unknown, but their impact is clear: **breast cancer is the most common cancer and the second leading cause of cancer-related deaths among African-American women.**

In recognition of the disproportionate impact breast cancer has on the African-American community, Susan G. Komen for the Cure launched its Circle of Promise Campaign on October 1, 2007, to engage the African-American community in greater numbers in Komen's ongoing efforts to eradicate breast cancer forever.

The Circle of Promise is a campaign that encourages African-American women to take control of their health by supporting the campaign's three main goals:

- **Educate the public about breast cancer's impact on the African-American community and the importance of early detection and treatment;**
- **Engage personally in the global breast cancer movement; and**
- **Give to increase financial support for breast cancer research and community-focused and educational programs.**

To ensure that these goals are accomplished and to further advance the fight against breast cancer, Komen is asking African-American women to join the Circle of Promise and serve as ambassadors to their local community. Through the campaign, Komen hopes to recruit 100,000 ambassadors to spearhead Komen's efforts to decrease breast cancer's devastating impact on the African-American community.

This year, as hundreds of thousands again gather to Race for the Cure to breast cancer, Susan G. Komen for the Cure hopes that its new campaign will garner similar support, as the Circle of Promise widens to bring the African-American community, and the rest of the world, one step closer to eliminating breast cancer forever. Go to www.circleofpromise.org for more information.

The Circle of Promise campaign teams with Dr. Rovenia ("Dr. Ro") Brock, renowned African American nutritionist, to educate African Americans about healthy living to help lower their risk of breast cancer. To begin a healthier life, they recommend the following:

1. **Decide you want to make a change. Like any goal in life, healthy living takes sacrifice and commitment.**
2. **Assess your health status. Do you need to eat healthier or become more active?**
3. **Decide on your long-term goals.**
4. **Keep a journal of your experiences.**
5. **Enlist family and close friends to help you. Having a support system makes it easier to stay on track.**
6. **Start small. Begin at whatever level you can, and build on that.**

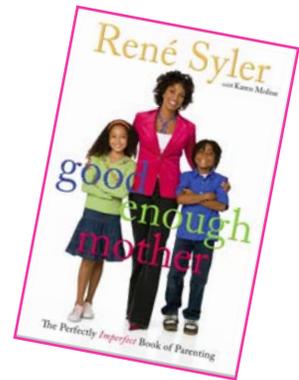
Source: www.komen.org

Please Join Us!
Survivor Celebration Event

Friday, September 26, 2008
Breakfast & Luncheon at The Jefferson Hotel

Make plans now to join us at the 3rd Annual Survivor Celebration to honor and encourage the brave women and men living with breast cancer!
Celebration to feature Renee Syler, Amazing Keynote Speaker

René Syler, former anchor of CBS The Early Show, made headline news in 2007 when she had a bilateral prophylactic mastectomy as a preventative measure against breast cancer. In addition to both her mother and father surviving breast cancer, René had four biopsies in four years. Motherhood was part of the reason she decided to have the mastectomy, which her book, Good Enough Mother, touches upon. René will inspire you with strength, humor and faith.



Tickets on Sale May 1st at www.komenrichmond.org!

Choose between an early breakfast at 8-9:30am or a luncheon at 12-1:30pm at the beautiful, historic Jefferson Hotel.
\$15 for Survivors (breakfast or luncheon)
\$25 for breakfast
\$35 for luncheon

Reserve a table for ten (\$400 for breakfast or \$500 for luncheon) **and support this wonderful event or send a donation!**

Special thanks to the sponsors and the many generous supporters of this event!

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To learn more about sponsorship, call 804-358-7223 or visit www.komenrichmond.org

Circle of Honor

Communications Workers of America-Local 2201; Connects Federal Credit Union; Dominion Realty Partners, LLC; Inches-A-Weigh, Weight Loss & Exercise for Women; LiveLikeYourNailColorClub.com; Pineno, Levin & Ford Asset Management; Tirex, Inc

Affiliate Calendar of Events

Swing for the Cure® — Lynchburg Hillcats baseball game is May 10, 2008 @ 7:05 pm. Limited number of free t-shirts to the first 500+ attendees. 50% of ticket price benefits the Richmond Affiliate of Susan G. Komen for the Cure. Players will wear special pink Hillcats jerseys and hats that will be auctioned off after the game to benefit Komen.

Win, Place, Show for the Cure® — A family weekend at Colonial Downs June 28 and 29. Gates open at noon, with first race at 1pm. Many children's activities including inflatable slide, bounce house, rock wall and Jonathan Austin magician/juggler.

For a complete listing of the Affiliate's Calendar of Events, please visit www.komenrichmond.org.