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### **An extraordinary honor**

On July 30, an extraordinary honor was given to our Founding Chair, Ambassador Nancy G. Brinker. She was selected to receive the **Presidential Medal of Freedom**, the highest civilian honor our country bestows, for her work in launching Susan G. Komen for the Cure® and building the organization into the leader of the global breast cancer movement. Congratulations!

### **Get Passionately Pink to play a part in ending breast cancer!**



CEOs. Soccer moms. Teachers. Your next-door neighbor. What do all of these people have in common? They can all move us closer to a world without breast cancer.

Each year, more than 1 million women are diagnosed with breast cancer around the world, and many will die unless a cure is found. All of the net proceeds from Passionately Pink for the Cure go directly to fighting breast cancer with 25 percent funding breast cancer research and 75 percent supporting community-based education, screening and treatment programs funded by local Komen Affiliates.

Many are going Passionately Pink with Susan G. Komen for the Cure®, and we're asking YOU to join them! Passionately Pink for the Cure® is a fun and easy-to-execute fundraising program that inspires breast cancer advocacy and honors those affected by breast cancer.

**The premise is simple: show your true colors! Just select a day (or several days) for your group or organization to wear pink, and ask participants to donate \$5 or more to join the fun.**

**On your Passionately Pink day, you might dress in crazy pink outfits. You might honor a breast cancer survivor with a nice luncheon. It's up to you!**

For more information about how it works, visit [www.passionatelypink.org](http://www.passionatelypink.org). Register on the site, and you will receive a free activation kit with everything you need including event day ideas, promotional posters, special pins for participants and an envelope to return the donations to Susan G. Komen for the Cure.

You can play a critical role in creating a world without breast cancer. Please go Passionately Pink! If you want to learn more, or if you'd like to request educational materials or guest speakers, we're happy to help. Please contact us at [info@komenrichmond.org](mailto:info@komenrichmond.org) or 804-358-7223

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**Your Gift Today Could Help a Neighbor Tomorrow**

Did you know that the **average cost of a mammogram is \$100**? Give a \$100 gift today for a neighbor in need to receive a mammogram tomorrow.

Support Komen Richmond 

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## We need your stories!

Komen Richmond is looking for **Survivors and Co-survivors** to share their breast cancer story - how it was detected, how you felt, and how you battled your way back to good health. We will highlight personal experiences throughout the year on our website and in our e-newsletter in order to educate and inspire others to get involved in the fight against breast cancer.

If you are willing to be interviewed, [please click here and submit your story for consideration](#)

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## Upcoming Events

### Grant Application Deadline

August 31, 2009 at 5:00pm

Applications for grants up to \$50,000 to support breast cancer and breast health programs are now available for nonprofit organizations, governmental agencies, and educational institutions in cities and counties identified in the [Service Area](#) section of our website.

[Visit the Grants section of our website to learn more and apply!](#)

### 4th Annual Survivor Celebration

September 25th, 2009

Breakfast: 8:00-9:30am

Lunch: 12:00-1:30pm

The Jefferson Hotel

The Komen Richmond Affiliate cherishes and honors all Survivors...our heroes. These women and men inspire us and light the way in our efforts to eradicate breast cancer as a life threatening disease. We promise to celebrate and honor, as well as provide encouragement and hope to the women and men living with breast cancer — the newly diagnosed, long-term Survivors, and their families and friends.

[Buy You Tickets Now!](#)



This year's keynote speaker will be Kelly Corrigan, a graduate of the University of Richmond, breast cancer survivor, and author of the bestselling book *The Middle Place*. A natural story teller, Corrigan captures the beat of

ordinary life and the everyday moments that bind families together. [Click here to see a clip of Kelly on YouTube.](#)

Seating will be assigned this year. If you would like to sit with a group or other guests please purchase your tickets together; otherwise we cannot guarantee you will be seated together.

**Ride for the Cure® Virginia**  
**October 10, 2009**  
**Fox Chase Farm, Middleburg, VA**



Fox Chase Farm and Old Waterloo Equine Clinic have teamed up with the Richmond Affiliate and area equestrians in the fight against breast cancer! The event will be a 2-hour trail ride. Each rider must raise a minimum donation of \$250 to participate. Prizes will be awarded to the top fundraiser as well as fundraisers meeting goals of \$300, \$500, and \$1000.

After the Ride, there will be a dinner and “Happy Hour” event at Fox Chase Farm. All registered riders can attend the dinner at no cost. Additional dinner tickets are available on our website to the rider’s non-riding family and friends, as well as to anyone interested in attending.

[Click Here to learn more or register!](#)

**The Flaming Pit Restaurant**  
**Now through December 2009**

Patty and Peter Papadopoulos, owners of the former “Barbecue Pit” of Colonial Heights, have returned to their prior location with the all-new “The Flaming Pit,” a fine-dining family restaurant serving Mediterranean cuisine. The owners will donate a portion of food sales to the Affiliate through December 2009.

The Flaming Pit  
2231 Boulevard  
Colonial Heights  
11am-10pm, Closed Sundays. 804-520-1552

**Massage for the Cure**  
**September 15, 2009**

You can support the fight against breast cancer by pampering yourself, a friend, or a survivor! Schedule a one-hour massage for \$35 on September 15<sup>th</sup> between 8am-10pm and Massage Envy will donate \$10 per massage to the Richmond Affiliate. Each year, Massage Envy hosts Massage for the Cure events in cities across the US. To date they have raised over \$800,000 for breast cancer research and community health programs. Reservations will be accepted beginning August 15<sup>th</sup>. Walk-ins are welcome.

**Local Massage Envy locations:**

Commonwealth Centre, Midlothian, 804-744-8440  
Short Pump, 804-612-0540  
Fredericksburg, 540-548-0747  
Charlottesville, 434-977-3689



## Capital Ale House's 'Community Chest Night' September 2009

Every Thursday in September from 5:00pm to 10:00pm Capital Ale House will donate 25% of food sales to the Richmond Affiliate when diners present the special Community Chest flyer below. Also forward the flyer to your friends so they too can support breast cancer awareness while enjoying good food! This promotion is good at all four locations listed below.

[Click here to print flyer!](#)



## Oktoberfest at Capital Ale House

At the 2009 Oktoberfest Celebrations **Capital Ale House** will sell special drink coasters for \$5 for a chance to win a trip for two to Munich, Germany for Oktoberfest 2010. The winner will be drawn on October 3<sup>rd</sup> at the Capital Ale House Fredericksburg event at approximately 8pm. All proceeds will be donated to the Komen Richmond Affiliate. Buy a coaster or a set of four to increase your chances!

The Oktoberfest Celebrations will be held at the following locations on the designated dates:

**Downtown Richmond** 623 East Main St, Friday & Saturday September 18<sup>th</sup> & 19<sup>th</sup> from 5pm until closing

**Midlothian Village Square** 13831 Village Place Drive, Friday & Saturday September 18<sup>th</sup> & 19<sup>th</sup> from 5pm until closing

**Innsbrook Shoppes** 4024-A Cox Road, Friday & Saturday 25<sup>th</sup> & 26<sup>th</sup> from 5pm until closing

**Fredericksburg** 917 Caroline St, Saturday only October 3<sup>rd</sup> from noon until 10pm

## Bowl for the Cure®

The United States Bowling Congress has teamed up with Komen to help you organize a Bowl for the Cure event at your local bowling center to benefit the Richmond Affiliate! It can be anything from a tournament to a Bowl-a-Thon to penny a pin. Be creative with the bowling format: Glow Bowling, 9-Pin No-Tap, 3-6-9 Games, Baker System. It's up to you, just join in the fight!

[Click here to learn more](#)

**Thank you** to the following for supporting the Komen Richmond Affiliate by recently hosting a Third Party Event: Hampton-Sydney Beta Theta Pi, EcoDry Cleaner, Lynchburg Hillcats, Fuddruckers, Williams Racing, Virginia Motor Speedway, Wilson Lee Interiors, Blockheads 4 a Cure, and Wimbley Pool.

Additionally the following on-going Events can be found on either the Events tab or the Promise Shop tab on our website: Pink Tie Gala, Elite Painting, Dora Bella, Sisterhood of the Traveling Glasses, Karen Cole Paper, Maupin Handyman Service, and The Flaming Pit Restaurant.

**For more information on these and other events, please visit the [Events](#) section of our website!**

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## Volunteer Spotlight

***Tammy Barnes*** began volunteering in our office in March 2009, helping us prepare for the Race for the Cure. She also volunteered on Race day and for weeks after the Race, helping our staff finish up various Race activities. She was motivated to volunteer with Komen because she's always wanted to give back to the community but never was able to find the time due to work responsibilities. Now retired, she felt Komen was a great agency to work with since it richly contributes to those in need. She has had co-workers who were diagnosed with breast cancer and witnessed firsthand how overwhelming the disease can be. The Richmond

*Affiliate sincerely thanks Tammy for her continued support of our vision: a world without breast cancer.*

*Do you know a volunteer who deserves to be recognized for their hard work and commitment to ending breast cancer forever? [Click here to nominate them for the Volunteer Spotlight!](#)*

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### **Grantee Spotlight**

**Virginia Commonwealth University Massey Cancer Center “Sneakers & Genes”** Some breast cancers are gene-related, which may cause concern in primary relatives of women with breast cancer. “Sneakers & Genes” will help 18-49 year old daughters of women with breast cancer in the Richmond, Fredericksburg, and Petersburg areas better understand their family medical history, breast cancer screening recommendations, and motivation to practice prevention. Komen Richmond is pleased to support VCU Massey Cancer Center in educating women about lifelong breast health. For more information about the upcoming 3-session educational series beginning September 17 in Petersburg and October 5 in Richmond, please visit the [Learn](#) section of our website.