

October 2009

October is Breast Cancer Awareness Month!

Have fun and make a difference through the Power of Pink

There are many wonderful events planned for the month of October to help raise awareness and funds for our local Komen Affiliate. This is our busiest month, so don't miss out on all the action! Our website has details on the following:

- [Ride for the Cure Virginia](#) - Saturday, October 10th
- [Pink Tie Gala](#) - Saturday, October 24th
- [Richmond Ford Lincoln Mercury kick-off event](#) - October 15th
- Wacoal's Fit for the Cure - multiple dates & locations
- Q94's Bras on Broad - Friday, October 23rd
- 102.1 the X, special edition pink Elliot in the Morning t-shirts on sale all month
- Judy's Bosom Buddy Escape Cruise - October 30th at Smith Mountain Lake
- Sherwin Electrical - special promotion all month long
- [Passionately Pink for the Cure](#)
- [Yoplait Save Lids to Save Lives](#)

Visit the [Events](#) and [Promise Shop](#) sections of our website to find even more great events and businesses that are supporting the Richmond Affiliate!

Because the causes and cures of breast cancer are not yet fully known, many people have misconceptions about the disease. Here is what we know for sure:

Myth	Fact
<i>I'm only 35. Breast cancer happens only in older women.</i>	While the risk of breast cancer increases with age, all women are at risk for getting breast cancer.
<i>Women with a family history of breast cancer typically get breast cancer.</i>	Actually, most women who get breast cancer have no family history of the disease. However, a woman whose mother, sister or daughter had breast cancer has an increased risk. Having a male relative with breast cancer, although rare, can also increase your risk.
<i>If I don't have a mutated BRCA1 or BRCA2 gene, I won't get</i>	Just because you do not have a mutated BRCA1 or BRCA2 gene, you can still get breast cancer. About 90 to 95 percent of women

<i>breast cancer.</i>	who get breast cancer actually do not have an inherited form of breast cancer, or a mutated BRCA1 or BRCA2 gene.
<i>Women with more than one risk factor typically get breast cancer.</i>	Most women diagnosed with breast cancer have no known risk factors except being a woman and getting older. All women are at risk.
<i>You can prevent breast cancer.</i>	Because the causes of breast cancer are not yet fully known, there is no way to absolutely prevent it. However, there are ways to reduce your risk.
<i>If I had a mammogram every year, I would be exposed to too much radiation, and that would cause cancer.</i>	The small level of radiation from mammograms is believed to be safe, with the benefits outweighing the risks.
<i>Breastfeeding can increase my risk of breast cancer.</i>	Breastfeeding may decrease a woman's risk of getting premenopausal breast cancer.
<i>Only women get breast cancer.</i>	Men can and do get breast cancer.

To learn more about the risks of breast cancer and ways to improve your breast health, visit the Understanding Breast Cancer section at <http://www.komen.org/>.

How can you join the fight against breast cancer?

Participate Run or walk in the Richmond Race for the Cure on May 8, 2010! Visit the Events section of our website to learn about other events throughout the year that support the Richmond Affiliate.

Donate 75% of the net proceeds raised by the Richmond Affiliate are invested back into the Central Virginia community through our grants program. The remaining 25% supports national research to find the cure.

- Make an [on-line donation](#) through our secure online giving provider
- Mail your donation to the Richmond Affiliate Office: (checks can be made payable to Komen Richmond)

Komen Richmond Affiliate
4905 Radford Ave. Suite 209
Richmond, VA 23230

- **Corporate matching gifts are encouraged.** Ask your Human Resource Department for guidelines and forms.
- **Commonwealth of Virginia Campaign, CVC Code 6011:** If you are a state or local employee, please designate the Komen Richmond Affiliate when giving this year. [Click here](#) to learn more.
- **Donate your car through [Vehicles for Charity](#)**

Volunteer Visit the Volunteer section of our website to learn about opportunities to get involved and to fill out our Volunteer Application. If you know a current volunteer who deserves to be recognized for their hard work and commitment to ending breast cancer forever [Click here to nominate them for our Volunteer Spotlight!](#)

Share Your Story We're 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. [Click here to submit your Survivor Story](#)

[Vote for the 2010 Race T-shirt Contest!](#)

For the first time ever, you have the chance to choose which t-shirt you'd like to see worn at the 2010 Richmond Race for the Cure! Komen has created three designs that represent the spirit of the Race for the Cure, and we are leaving the final decision up to YOU!

You have until **November 8th** to cast your vote by going to www.komen.org/raceshirt and making a \$5 minimum donation. At the end of the voting period, the t-shirt with the most revenue raised will be the official Race participant t-shirt for the 2010 Race. 75% of the proceeds raised in our service area will stay in the Central Virginia community!

[Click here to vote now!](#)

Get the facts on breast cancer

Volunteer Spotlight

Elaine Sampson has been a dedicated Komen Educator since 2005. When asked why she volunteers with Komen, Elaine said "I love to volunteer. While employed I coordinated our company associates and actively participated in various groups. I especially volunteer with KOMEN because I feel my diagnosis and treatment went without any complications, and often many who I come in contact with struggle with acceptance of diagnosis; getting beyond sickness from the medication; feeling lost and hopeless; and being mad that it's happened to them...Besides -- I LOVE TO TALK!!!! Volunteering with KOMEN combines two of my loves in a winning formula for breast cancer education and eradication." Elaine became an Educator at the very beginning of the program and says that "the Richmond Affiliate leaders listened to my suggestions and really wanted to hear what I had to say. That meant lots. I've been 'pinked' every since!" We'd like to thank Elaine for her commitment to educating our community about the importance of breast health and early detection while also trying to be a resource for the women and men who are currently battling the disease.

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 our Volunteer Spotlight!](#)

Grantee Spotlight

VCU Massey Cancer Center's “Check It Out” program is a joint effort between VCU Massey Cancer Center and the local chapter of Hadassah to educate area high school students about the importance of early detection and prevention of breast and testicular cancer. Through this program over 29,000 students in metro Richmond have been reached, and several cases of cancer have been detected. The Komen Richmond Affiliate is pleased to partner with Massey Cancer and Hadassah to inform young women of the importance of early detection.