

November 2009

Breast Cancer Doesn't Happen Once a Year

Breast cancer gets a lot of attention during October, but as the 2.5 million breast cancer survivors in the U.S. know all too well, breast cancer doesn't only happen once a year. Throughout the past month you've seen and heard from many sources about the importance of early detection and breast self-awareness:

Know your personal risk.

Get screened.

Know what is normal for you.

Make healthy lifestyle choices.

We hope that you will continue to follow these steps to lower your risk of dying from breast cancer. If you are interested in learning more about breast health and breast cancer, visit Komen's [Understanding Breast Cancer](#) resource center to get the facts.

A Successful Breast Cancer Awareness Month!

We want to thank the volunteers and event organizers who worked hard to educate our community about the importance of early detection and raise funds to help us find a cure! During the month of October, 25 events were held around Central Virginia and 10 local businesses held special promotions to raise funds for Komen Richmond. 75% of the net proceeds they raised will stay here in our community to fund vital education, screening and treatment programs while the other 25% will go straight to funding innovative research at the national level. In 2009 our Komen Educator volunteers have represented the Affiliate at over 75 educational events delivering our message of breast self awareness to thousands of people across Central Virginia. They work hard throughout the year, and especially during Breast Cancer Awareness month, to educate our community about the importance of early detection. If you should learn of an opportunity for Komen to inform others of the importance of breast health, please contact Pem Hall at pbhall@komenrichmond.org or (804) 358-7223. Perhaps your church, workplace, book club, neighborhood organization, or women's group would benefit from having a breast health program.

Thank you!

Announcing the first-ever Susan G. Komen Race for the Cure® "Vote 2010 Race Shirt" Contest!

For the first time in Komen Race for the Cure® history we are asking YOU to choose the t-shirt that more than 1.5 million participants will be wearing in the 2010 Komen Races across the country, including the 2010 Richmond Race for the Cure on May 8, 2010!

Susan G. Komen for the Cure® has created three designs that represent the spirit of our Race for the Cure, and we are leaving the final decision up to YOU.

To vote, you can follow these easy steps:

Step #1 - Visit www.komen.org/raceshirt

Step #2 - **Make a donation (\$5 minimum) to cast your vote.** Remember that the T-shirt design with the most funds raised by the end of the contest will win, so we encourage you to donate above the minimum. Every dollar counts and is tax deductible!

Step#3 - **Spread the word!** Forward this email to your friends and family and encourage them to vote for their favorite design, too!

Your vote also makes an impact locally. 75% of the revenue generated in the Richmond Affiliate service area from this contest will stay in our community. The remaining 25% will fund national research to further our vision: a world without breast cancer.

The deadline to vote is November 8th, so VOTE TODAY!

Save the Date: May 8, 2010!

The Richmond Race for the Cure will be held on Saturday, May 8, 2010 on Brown's Island! Online registration begins January 1st.

Volunteer Spotlight: *Tena Boyd & Maureen Hanley*

About a year ago, Tena Boyd from Old Waterloo Equine Clinic and Maureen Hanley from Fox Chase Farm - two women who did not know each other - were inspired to create an event to raise funds and awareness for breast cancer among the equestrian community in their area. Through circumstance, they were brought together to organize the first Ride for the Cure Virginia in Middleburg, VA. A two hour trail ride was followed by an amazing dinner reception where guests came together to celebrate survivors and remember those who had lost their battles. Tena and Maureen worked tirelessly alongside their wonderful team of volunteers to make this event hugely successful, raising over \$125,000. The Richmond Affiliate would like to thank Tena and Maureen for all of their hard work and dedication!

Grantee Spotlight

The VCU Massey Cancer Center project "Providing Prostheses and Surgical Bras" improves the self-image of uninsured women who have undergone mastectomy by providing them with a high-quality, professionally fitted breast prosthesis and two surgical bras. Funding for patient transportation to fitting appointments is also available. Komen Richmond is pleased to support this project as it fulfills our promise to ensure quality care for all by providing post-mastectomy products to women without insurance coverage.