

## April 2010

### Registering for the Race is just your first step!

Collecting donations to support your Race for the Cure participation is what drives our community's progress in the fight against breast cancer. **75% of the funds you raise stays here in our local community** to fund education, screening and treatment programs for uninsured and underinsured women throughout central Virginia. The other 25% funds vital research at the national level.

Go the extra mile and help defeat breast cancer by collecting donations from family, friends and co-workers! **If every participant asks just 10 people for \$10, we could raise over \$1 million for local and national breast cancer programs.** Below are tips on how to start fundraising today.

Every Race participant receives a personal fundraising website. Once you [register](#) you can log-in to your Race Center to personalize your fundraising page and send e-mails to ask for donations.

Visit our [Fundraisers](#) page for instructions on how to use your Race Center. There you will also find more easy fundraising ideas and sample letters to mail out to your friends and family who prefer to donate by check or cash. Also, [click here to become a fan of our Facebook page](#). We'll post fun and interesting fundraising ideas during the month of April to keep you inspired!

Check out these other fundraising tools:

[Fundraising Tips](#)

[10 Steps to Raise \\$500](#)

[Fundraising Sources](#)

["Fun" Raising Activities](#)

[Tips for a Successful Fundraising Campaign](#)

**[If you're not registered for the Race yet, click here to register now!](#)**

### Upcoming Events

Visit our website for more details on these exciting events! [Click here to visit the Events page](#).

#### Know Your Risk for Breast Cancer

**April 15, 2010**

**7:00 - 8:30pm**

Dumbarton Library

Join us the first session in our four part educational series aimed at educating our community about breast health and early detection. Heather Creswick, MS, CGC, a Genetic Counselor at VCU Massey Cancer Center, will give you an educational look at your risk factors for breast cancer. **Seating is limited. [Please click here to register.](#)**

#### Nordstrom Fits America

**April 17, 2010**

**10:00am - 8:00pm**

Short Pump Town Center

Make an appointment to attend Nordstrom Fits America where you will receive a complimentary bra fitting from a Nordstrom certified fit expert. For every bra purchased at these events, \$1 will be donated by Nordstrom and \$1 by participating brands to Susan G. Komen for the Cure®. The Richmond Affiliate will receive 75% of donations from the events in our area! For more information, visit [www.nordstrom.com](http://www.nordstrom.com).

## **Richmond Race for the Cure**

**Saturday, May 8, 2010**

### **Brown's Island**

Join us for the 13th Annual Richmond Race for the Cure!

As well as being a road race for runners and walkers, the Komen Richmond Race for the Cure is an emotionally charged event that attracts many first timers and recreational runners. The Komen Race for the Cure is an opportunity for thousands of women, men and their families, running or walking, to join the fight against breast cancer and help spread the message that early detection saves lives within their communities.

There are many ways to participate. [Click here to learn more and register!](#)

### **Volunteer Spotlight: Heather Hodges**

Heather has been a breast cancer survivor since 2003 and a Komen volunteer since 2004. She started as a Komen Educator and later joined the Race committee. She has played a vital role in Race planning for the past few years, handling teams and starting the High School Team Challenge. In addition to volunteering, Heather is the team captain for the "Treasure Chests" Race team! She says she is motivated to volunteer by "the overwhelming sense of courage, strength and zest for life that I see around me with the other volunteers and the survivors/co-survivors I meet at the many events." Komen Richmond would like to thank Heather for her years of dedication!

### **Grantee Spotlight: Community Memorial Healthcenter in South Hill, Virginia**

The Pink Power program provides breast health education and screening to the communities of Mecklenburg, Brunswick, and Lunenburg counties in hopes of decreasing the mortality rates for breast cancer. Clinical breast exams, breast self-exam education, screening and diagnostic mammography, breast ultrasounds, as well as transportation to and from appointments when needed, are offered to underserved women in an effort to reduce healthcare disparities in the community. The Community Church Health Partnership, a faith based volunteer network, disseminates information about breast health and services available in the community.

Komen Richmond is pleased to support the breast health efforts of Community Memorial Healthcenter for the seventh consecutive year.

### **Should I Keep My Eggs in My Basket?**

The benefits of anti-estrogen therapy for breast cancer, in terms of reduced disease recurrence and improved survival, have been clearly established for postmenopausal women whose tumors grew in response to estrogen (ER+). However, what happens when a woman receives the diagnosis before menopause, while the female body continues to produce high levels of estrogen? Researchers are studying the effects of surgical menopause through hysterectomy or oophorectomy (ovary removal) as adjuvant treatment for ER+ premenopausal women. This article published in the January 2008 issue of the Journal of Clinical Oncology is just one of those studies:

<http://jco.ascopubs.org/cgi/content/full/26/2/253>.

However, forcing one's body into menopause does not come without its own health risks. New research shows that removing estrogen from the women's body before the time that it would happen naturally, [may increase the risk of heart disease and lung cancer](#). On the other hand, researchers are finding that anti-estrogens (such as tamoxifen) [may reduce the risk of death from lung cancer](#).

This is a treatment option that you may choose to explore with your health care provider.