

## May 2010

### Today is the last day to register for the Race for the Cure!

**Online registration for the Race for the Cure ends TODAY!** You will still be able to register in person at our office on Tuesday and Wednesday or at packet pick-up on Thursday and Friday. [Click here to learn more and register now!](#)

#### Race Day Schedule

7:00 am Survivor Photos and Parade of Pink assembly on Brown's Island  
7:15 am Team Photos on Brown's Island  
8:00 am Survivor Parade of Pink  
8:15 am Welcome and Warm Up  
8:30 am Kids for the Cure 1k Run  
8:40 am 1K Fun Walk (**NEW TIME!**)  
9:00 am 5K Competitive Run/5K Recreational Run/Walk  
10:15 am Post Race Celebration and Awards

#### Registration Fees

5K Competitive Run/Walk: \$35.00  
5K Recreational Run/Walk: \$30.00  
1K Walk: \$30.00  
Kid's Race: \$20.00  
Sleep In for the Cure: \$35.00

#### Parking

The following parking decks and lots will be open on Race day:

Riverside on the James deck- \$2 (Please note that this deck is adjacent to the island and pedestrian entrance)

The Shockoe Slip deck behind the Tobacco Company restaurant - \$4

4th & Cary & Canal Lot - \$5

3rd & 4th Cary & Canal Lot - \$5

5th & 6th & Canal Street Lots - \$5

Crowne Plaza Hotel garage- \$5

4th & Cary Street surface lot- \$5

3rd & Main Street surface lot- \$5

#### New This Year!!

##### Packet Pickup Location: The Shops at Willow Lawn!

Packet pick-up will be Thursday and Friday, May 6th and May 7th from 10:00am - 9:00pm at the Shops at Willow Lawn in front of Old Navy. Packets **MUST BE** picked up prior to Race Day on May 6 or May 7.

##### Team Packet Pick-up

This year there will be no team packet pick-up. **All team members should plan to pick up their packets individually** during packet pick-up on Thursday and Friday, May 6 & 7 between 10:00am and 9:00pm at the Shops at Willow Lawn (we will be located in front of Old Navy inside the mall). Teams of 50 or more people will have the option to have their packets assembled and shipped to them this week. If **you'd like to pick up multiple packets, please bring a copy of the participants' photo ID and their t-shirt size. Please communicate this to all of your team members!!**

## Joanne's Garden

For \$5 you can purchase a beautiful paper tulip and write the name of a survivor or an "in memory" of message to honor a loved one to be "planted" on Brown's Island on Race day. Tulips will be available at packet pick-up and on Race day by the Survivor VIP tent.

## Komen Gift Shop

We have brand new items in our gift shop this year! The Shop Komen gift shop will be open during packet pick-up and on Race day!

## Upcoming Events

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

## Race After Party Hosted By P.I.N.K.K.

**Saturday, May 8, 2010**

8:00pm

Bank and Vault (1005 E. Main St.)

Join us for the first ever Race after party hosted by P.I.N.K.K., Komen Richmond's young professionals committee! Your Race bib is your free entry into our door prize drawing. Admission is free until 10:00pm, after 10:00 there is a \$5 cover charge. **VIP tickets are available:** \$30 per person or \$55 per couple gives you access to the VIP area, appetizers, 2 drink tickets and an extra entry into the the door prize drawing. [Click here to purchase your VIP tickets now!](#)

For more information, [click here to visit our Facebook page!](#)

## Local Rally for the Cure Events:

The following golf courses will be hosting Rally for the Cure golf tournaments in May to benefit Komen Richmond!

5/8/2010 - Bryce Resort Golf Course, Basye VA

5/13/2010 - Glenmore Country Club, Keswick VA

5/13/2010 - Millwood Country Club, Boyce VA

5/17/2010 - Bowling Green Country Club, Front Royal VA

5/29/2010 - The Crossings Golf Club, Glen Allen VA

## Your Impact on Community: Donations

As a grant-making organization, the Richmond Affiliate invests the funds raised through the Race for the Cure, special events, and the generosity of individual and corporate donors, right back into the community through our well-established grants program. **Since 1998, the Komen Richmond Affiliate has raised over \$4 million for both local programs and research.** In 2009, we contributed \$227,047 to fund breast cancer research through Komen's National Research Grant Program. Your support has also enabled us to fund **14 innovative projects totaling \$590,367 this year.** The following organizations are providing critical breast health screening, education, and treatment programs throughout Central Virginia with the help of Komen Richmond funding:

Augusta Regional Free Clinic

Bon Secours Health System

Breast Health Coalition of the Valley

Central Virginia Health Services

Community Memorial Healthcenter

Crater Health District

Ellen Shaw de Paredes Foundation

Fan Free Clinic

Nueva Vida  
Pittsylvania-Danville Health District  
Senior Connections/Capital Area Agency on Aging  
University of Virginia Breast Care Program  
VCU Massey Cancer Center

For more information about Komen Richmond's grant program, [click here](#).

### **Your Impact on Community: Time**

Did you know that the estimated value of an hour of volunteer work is \$20.85? That means that in the past year, **our estimated 450 volunteers have donated over \$62,000 worth of their time** to help us in the fight against breast cancer!!

Komen Richmond is truly a volunteer driven organization dedicated to reaching out into our community to make a difference in the fight against breast cancer. If you've ever visited our office, you may be surprised to learn that we have a very small staff of only 4 individuals. So how do we put on a Race for more than 9,000 people and educate thousands about the importance of early detection? **It takes over 400 volunteers to make the Race happen each year, and that's in addition to the Komen Educators, committee members and dedicated office volunteers who work year round!**

We credit our success to the many outstanding volunteers who share their energy, ideas, talents and enthusiasm with us every day. From handing out water at the Komen Richmond Race for the Cure to becoming a community spokesperson on the importance of early detection, we can only make a difference in the fight against breast cancer with YOU!

As Komen Richmond and the Richmond Race for the Cure continue to grow, so does our year round involvement in the community. This means that more volunteers are needed to manage, organize and lead our committees, new programs and long range planning efforts.

Please visit [www.komenrichmond.org/volunteer](http://www.komenrichmond.org/volunteer) to learn how you can get involved!

### **Walk a Mile in My Shoes**

We've heard it for years, exercise may help reduce the chance of getting breast cancer. This may be due to the fact that physical activity can help with weight control and may lower estrogen levels in women, which also protects against breast cancer. Another way that exercise may help fight breast cancer is that moderate levels of physical activity have shown to boost the body's immune system so that it can help kill or slow the growth rate of cancer cells. Early studies are also suggesting that regular exercise after diagnosis increases overall survival among breast cancer survivors.

A 2005 study showed that [walking even one hour a week increases survival following a cancer diagnosis](#). On May 8th, you have the opportunity to join in the most inspiring, empowering, and uplifting hour of walking this year. If you can walk for an hour, you can join us in the Race for the Cure.

Another benefit of exercise for breast cancer patients is that it [can help with the depression and "blues" that come along with a diagnosis and treatment](#). If you are in the middle of treatment and do not feel that you have the strength to walk the Race for the Cure course, please come to the event as a spectator. In this crowd you will not be alone. Your scars and bald heads serve as badges of honor that will be recognized and celebrated.

### **Get Ready, Get Set, Go!**

To New Balance Richmond in Short Pump Station this week for 20% off all merchandise! Also don't miss the grand opening Saturday after the Race. Meet local owner Jeff Strojny and the Lite 98 team and receive 20% off merchandise and free giveaways from Lite 98. New Balance has been associated with Susan G. Komen for the Cure since 1989 and has been a National Series Sponsor since 1991. So get ready for New Balance Richmond's grand opening this Saturday May 8th in Short Pump Station on W. Broad Street, next to Trader Joe's or come in anytime this week to gear up for the Race.