

August 2010

Richmond Race for the Cure Voted "Best Charity Event!"

Richmond Magazine's 2010 Best and Worst issue is out now, and we are so excited to have been named **Best Charity Event in Richmond!** We can't thank you enough for this incredible honor and we are so proud of you, the volunteers, race participants, and donors who work so hard each year to make the Race for the Cure a fun and inspiring event.

The Richmond Race for the Cure was started in 1998 by Jennifer Norvell Saunders, in memory of her mother, Joanne. Joanne lost her battle with breast cancer after a second recurrence of her disease. To honor her mother's life, Jennifer, her family, and friends planned the first Richmond Race for the Cure with the hope that 50 people would join them. To Jennifer's surprise over 1,200 gathered at the starting line that Mother's Day weekend. Since then the Race has always been held on Mother's Day weekend in honor of Joanne and the hundreds of mothers, sisters, aunts and friends who have been affected by breast cancer. The Race has continued to grow, with over 9,300 participants gathering on Brown's Island for this year's event. With your support, we have raised over **\$4 million** for both local programs and Komen's National Research Grant Program since 1998 and were able to fund **14** innovative local projects totaling **\$590,368** this year.

Be sure to mark your calendars for the 2011 Richmond Race for the Cure on **May 7, 2011!**

Get Your Tickets Now for the 2010 Survivor Celebration

The Survivor Celebration is a yearly event to honor and encourage the brave women and men living with breast cancer. This year's keynote speaker will be John W. Anderson, author of "STAND BY HER: A Breast Cancer Guide for Men," and Emmy-nominated director. John had four women in his life go through breast cancer - his wife, his mom, his sister, and his mom's best friend. He realized that all his experiences, combined with other men's journeys through "Cancer Land" could be of help to other men facing their own journeys. His book offers strategies and support on the countless minefields men face, every day, as husbands, sons, brothers, fathers, friends and coworkers of breast cancer patients.

Join us on **Friday, September 24, 2010 at The Jefferson Hotel** to be inspired by John's story and the stories of the many other survivors who attend. You can choose between breakfast from 8:00 - 9:30am or lunch from 12:00 - 1:30pm.

Tickets are \$25 for Survivors and \$35 for Guests at breakfast and lunch. Each attendee will receive a copy of "STAND BY HER: A Breast Cancer Guide for Men."

You don't want to miss this event, so [click here to purchase your tickets today!](#)

Upcoming Events

Silpada Sales Event

August 20 & 22, 2010

Stephanie Barber-Green will be hosting two special Pink Silpada sales events to benefit Komen Richmond. Join Stephanie on Friday, August 20, 2010 for a happy hour from 6pm-9pm and then on Sunday August 22, a Brunch from 12 noon - 4pm. Both events will be held at 7841 Point Hollow Drive, Richmond, 23227. Stephanie will donate all profits generated from this Silpada sale event to the Richmond Affiliate. To preview the Silpada jewelry catalog on-line go to: www.mysilpada.com/stephanie.barber-green. You can also contact Stephanie via email through her website with any questions, or she can take phone orders if you can not make the events.

Komen Educator Training

Dumbarton Library

Saturday, August 28, 2010

10:00 - 11:30am

Are you interested in educating our community about the importance of breast health and early detection? Then become a Komen Educator!

The Komen Educators are a vital part of our vision: a world without breast cancer. These amazing volunteers help us achieve that vision by educating our community about the importance of breast cancer screening and early detection.

Space is limited, so [please click here to register!](#)

Massage for the Cure

Tuesday, September 14, 2010

You can support the fight against breast cancer by pampering yourself, a friend, or a survivor! Schedule a one-hour massage for \$49 on September 14th between 8am-10pm and Massage Envy will donate \$15 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 \$1.4M for breast cancer research and community health programs. Reservations will be accepted beginning August 14th. 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

Ride for the Cure Virginia

Saturday, October 9, 2010

Glenwood Park, Middleburg, VA

Ride for the Cure Virginia will be a two-hour trail ride consisting of 5 groups that will be separated by distance ridden and speed. The ride will begin and end at Glenwood Park and go through Sunnybank Farm, owned by Steeplechase trainer, Mrs. Dorothy Smithwick. The ride will be followed by dinner and "Happy Hour" events at Glenwood Park. All registered riders can attend the dinner at no cost, additional dinner tickets are available to the rider's non-riding family and friends as well as to anyone interested in attending.

[Click here for more information!](#)

Is it Hot, or is it Just Me?

The recent heat wave that hit our area has left most of us sweating and reaching for a fan. However, for breast cancer survivors, it may not take 100 degree temperatures to make our internal temperatures rise. Menopause is a normal stage in every woman's life, but breast cancer treatment regimens can bring on menopausal symptoms more quickly and with more intensity than mother nature. Menopause may be immediate or delayed, permanent or temporary when triggered by chemotherapy. Some breast cancer patients with ER+ cancers opt for surgical menopause through hysterectomy or oophorectomy (ovary removal), and most hormone-receptor positive survivors include tamoxifen or aromatase inhibitors in their treatment.

No matter the path by which you arrive at hot flashes and night sweats, the symptoms can have a very real effect on your quality of life. Although Hormone Replacement Therapies (HRT) are not typically prescribed to breast

cancer survivors, especially those with ER+ diagnoses, there is hope for relief through natural, alternative, and supplemental therapies. And take heart, winter is just around the corner!

[Alternatives to postmenopausal hormones](#)

[Supplements that may relieve hot flashes](#)

[Acupuncture has shown promise in reducing hot flashes](#)

Grantee Spotlight: The University of Virginia

“Increasing Access to Breast Care” will meet the needs of the Piedmont Health District by establishing a community-based breast care program in Buckingham County. By strengthening existing partnerships with healthcare providers and creating new collaborations with local organizations, the UVA Breast Care Program will develop a comprehensive framework for sustainable community participation in screening and early detection efforts.

Komen Richmond is proud to support the University of Virginia Breast Care Program as they work to save lives in an area of great need.

Volunteer Spotlight: Stephanie Knight

Stephanie Knight is a rising junior at Virginia Tech majoring in Marketing & Entrepreneurial Management and Komen Richmond's first summer intern. She came to us in the spring looking for a way to stay involved while she was home for the summer. At Virginia Tech Stephanie is a member of the Zeta Tau Alpha sorority, ZTA is a national Komen partner dedicated to raising awareness about breast cancer. "With my sorority we take a week in October and a week in April to raise awareness by handing out ribbons and to raise money by hosting a water polo tournament, a spaghetti dinner at the ZTA house, and selling baked goods." Stephanie has been a tremendous asset in our office, working on a variety of projects over the past few months including promoting the Survivor Celebration and research for P.I.N.K.K. our young professionals committee. We'd like to thank Stephanie for giving us her time and dedication!