

September 2010

Celebrate Survivors and Co-Survivors

On September 24, 2010 survivors and co-survivors will come together again at the Jefferson Hotel for the 5th Annual Survivor Celebration. This inspirational event honors the breast cancer survivors in our lives and gives hope to survivors who may have just begun their breast cancer journey.

What is a co-survivor? Co-survivors are the family, friends, colleagues and health care providers who are there to lend support from diagnosis through treatment and beyond. [Click here to find more resources for co-survivors.](#)

We are excited to have co-survivor and Roanoke native John Anderson as the keynote speaker at this year's event. John watched as his wife, his mom, his sister, and his mom's best friend all battled breast cancer and turned his story into an inspiring book, *Stand By Her: A Breast Cancer Guide for Men*. John combined his experiences with those of other men to offer strategies and support on the countless minefields men face every day, as husbands, sons, brothers, fathers, friends and co-workers of breast cancer patients. Visit the [Stand By Her website](#) for more information on navigating your personal journey when someone you know has been diagnosed with breast cancer. [You can also click here to see an interview with John on the Today Show!](#)

[Tickets for the Survivor Celebration are on sale now and will sell out quickly so click here to purchase yours today!](#)

5th Annual Survivor Celebration

The Jefferson Hotel

Friday, September 24, 2010

Breakfast: 8:00 - 9:30am

Lunch: 12:00 - 1:30pm

Tickets are \$25 for survivors, \$35 for guests or \$250 for a table of 10 at either the breakfast or the lunch.

John will be speaking at both events and all attendees will receive a copy of his book, *Stand By Her*.

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2nd Annual Ride for the Cure Virginia

Old Waterloo Equine Clinic has once again teamed up with the Richmond Affiliate and area equestrians in the fight against breast cancer! Ride for the Cure Virginia will be a two-hour trail ride on Saturday, October 9, 2010 that 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.

Last year, **210 Ride participants raised an amazing \$130,805.62 making Ride for the Cure Virginia one of the most successful Komen sponsored equestrian events in the U.S.!** For more information about this event, [click here to visit our website.](#)

Yoplait Save Lids to Save Lives is Back!

Starting this month look for the pink lids on your favorite Yoplait yogurt flavors! For every pink lid you save and send in by December 31, 2010 Yoplait will donate 10 cents to Komen. It's an easy way to raise money to support our local community in the fight against breast cancer. Once you've collected your lids, you can send them to:

Save Lids to Save Lives

P.O. Box 420704

El Paso, TX 88542

Visit www.yourlidmatters.com to learn more about the program!

Upcoming Events

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 now being accepted! 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

Komen Volunteer Training

Saturday, September 18, 2010 - 12:00pm at the North Park Library

Wednesday, October 20, 2010 - 6:00pm in Midlothian, Location to be determined.

Join over 450 volunteers who help us fight breast cancer each year! Visit www.komenrichmond.org/volunteers to learn more and register to attend a training

Oktoberfest at Capital Ale House

At the 2010 Oktoberfest Celebrations **Capital Ale House** will sell special drink coasters for \$5 for a chance to win a trip for two to Munich, Germany for Oktoberfest 2011. The winner will be drawn on October 2nd at the Capital Ale House Downtown event. All proceeds will be donated to the Komen Richmond Affiliate.

The Oktoberfest Celebrations will be held at the following locations on the designated dates:

Fredericksburg 917 Caroline St, Saturday only Saturday September 18th from 12 noon until closing

Midlothian Village Square 13831 Village Place Drive, Friday & Saturday September 24th & 25th from 5pm until closing

Innsbrook Shoppes 4024-A Cox Road, Friday & Saturday 24th & 25th from 5pm until closing

Downtown Richmond 623 East Main St, Friday & Saturday October 1st & 2nd from 5pm until closing

Pink Tie Gala

Marriott Richmond

Saturday, October 23, 2010

7:30pm - 12:30 am

Join us for 4th Annual Pink Tie Gala to raise funds for Breast Cancer awareness, education, and research, in our community. The event will be held on Saturday, October 23, 2010 from 7:30-12:30 at the Marriott Richmond Downtown. Enjoy a night of great food, dancing to live music with Casper, a silent auction, the Celebration of Life Dance Team, and more!

Tickets are \$65 and can be purchased online at www.pinktiegala.org!

Make History Your Favorite Subject

Yellow school buses hit the roads, children don new clothes, backpacks, and lunch sacks; summer is over. For the parents of children, September, not January, will be always be the start of the new year. And that will be true long after the last child has left the classroom. As the children of central Virginia head back to school, it is time for parents (and all adults) to study history – their family health history – and to get “schooled” in their personal risk of breast cancer.

The first principle of Komen’s Breast Self-Awareness is “**Know Your Risk**”. It is important to talk with your family about their health history, to look at your own risk of certain diseases, and to share all of this information with your provider so that he/she is able to treat and screen you appropriately. One tool you can use to assess your personal risk of breast cancer is the [Breast Cancer Risk Factors Table](#). What risk factors do you have in your history? Don’t be afraid to open the book, become educated on your health, and take the necessary tests.

Grantee Spotlight: The Ellen Shaw de Paredes Breast Cancer Foundation

The Ellen Shaw de Paredes Breast Cancer Foundation provides free screening mammograms to medically underserved or uninsured women in the Greater Richmond area, with an emphasis on individuals served by The Daily Planet, whose majority of clients are homeless, African-American, or Hispanic. The Foundation is working with community organizations and mammography facilities in the area to provide free screenings to women in need. Komen Richmond is grateful to Dr. Paredes for helping us fulfill our mission of ensuring quality care for all.

Volunteer Spotlight: Jen Miller

Jen first got involved with Komen Richmond as a Race team captain in 2007 but says that "just doing the Race wasn't enough...I am passionate about finding a cure as my grandmother is a breast cancer survivor and my best friend's mother is a 3 time breast cancer survivor. I want to help find a cure so that my best friend and her twin daughters never have to face breast cancer." Since then Jen has been a dedicated and vital part of the Volunteer Development Committee and joined the Race Committee in 2009, becoming the new Team Relations Chair for the Race last year. Jen found her passion for volunteering when she first signed up through [HandsOn Greater Richmond](#)'s volunteer calendar. In addition to all of her work here at Komen, she helps plan HandsOn Day, a community-wide day of service coming up in October. We can't thank Jen enough for the many hours she has devoted to ending breast cancer!