

## New Name, Same Promise

Have you heard? In order to better reflect the many communities and many survivors that we serve - [70 counties and cities across Central Virginia](#) - last month we officially updated our name to the **Central Virginia Affiliate of Susan G. Komen for the Cure!** Our extensive service area will not change and neither will our priorities. Komen Central Virginia will continue to be guided by our desire to impact those areas where we can make the most significant impact in the fight against breast cancer.

[Click here to learn more about this exciting news!](#)

**We've also updated our social media sites!** You can now follow us on Twitter @KomenCentralVA and please "like" our new [Komen Central Virginia Facebook page!](#)



## Impact in Pink!

Education is a key component of the Komen Central Virginia Affiliate mission. Learning about breast cancer and early detection is our best weapon against the disease and Komen strives to provide the most current educational resources in its vision of a world without breast cancer. Therefore, in addition to raising funds for breast health programs for underserved women in Central Virginia, the Komen Central Virginia Affiliate offers a comprehensive Education/Outreach program, including [Worship in Pink](#), to educate and raise awareness among ALL families in our community that **EARLY DETECTION SAVES LIVES.**

So this month, with the term breast cancer on everyone's lips and stores awash in a sea of pink, we challenge you to **DO ONE THING** that will help Komen Central Virginia fulfill its mission of education. We can't do this without you!

**I** – Identify a place in need of education in your community and pass that information to us so that we can reach out to them. We provide [breast health education materials](#) to the community at no cost!

**M** – Make a [Memorial or Honorarium donation](#) to support Komen's many programs.

**P** – [Participate in an event hosted by a Community Partner in October](#), such as attending the Pink Tie Gala on October 23rd, enjoying a delicious dinner at The Melting Pot in Charlottesville or Richmond, sending flowers to a special someone through Vogue Flowers, or donating a new or gently used bra for Bras on Broad!

**A** – Answer a call for help – that could be filling out a [Komen Volunteer application](#), giving someone a ride to chemotherapy, making dinner for someone after surgery, or talking with someone newly diagnosed. Listen for the call!

**C** – Collect the contact information of the correct person at your place of worship that Komen can reach out to for [Worship in Pink](#). This might be someone in administration, on a board, or in women's ministries. Help us build our contact list by emailing their contact information to us at [pbhall@komentcentralva.org](mailto:pbhall@komentcentralva.org).

**T** – [Take a Komen educational program to your work](#). Talk with your boss or Human Resources department about a 30 minute "brown bag" lunch seminar or brief educational session at the end of the day.

## Upcoming Events

### Dixie Gas & Oil Corporation - Delivering for a Cure

Dixie Gas & Oil Corporation of Verona, VA is running a 2-year breast cancer awareness program called Delivering for a Cure. For every gallon of propane dispensed from the specially painted tank trucks, Dixie Gas will donate one cent. To date they have donated more than \$5000. For more information, see [www.dixiegas.com](http://www.dixiegas.com).

## Bras on Broad

During the month of October, drop off new or lightly used bras at the following locations:

Quaker Steak and Ale, 8000 W. Broad Street  
Halloween Express, 8903 W. Broad Street  
Plato's Closet, 9127 W. Broad Street  
Plato's Closet, 9766 Midlothian Turnpike  
Rituals Salon, 11400 W. Huguenot Road #103, Midlothian

Each location will donate \$1 for each bra dropped off. Then watch the donations accumulate on the [Q94 website](#) on the all new virtual Bras on Broad! Also, check out the Q94 pink van on the parking deck at 14th and Main. [Click here to learn more!](#)

## Vogue Flowers

During the month of October Vogue Flowers will donate 10% of the purchase of 3 select floral arrangements. To view these arrangements and for more information go to [www.vogueflowers.com](http://www.vogueflowers.com).

## Elliot in the Morning

Once again The X and Elliot in the Morning are supporting Komen Central Virginia! For the month of October you can purchase the special edition pink 2010 Elliot in the Morning t-shirt for \$15 and net proceeds of this sale will be donated to Komen Central Virginia. You can purchase your t-shirt at these locations:

October 2 - Capital Ale House, 623 E. Main Street 1-3 pm  
October 8 - Audio Express, 6101 W. Broad Street 5p-7p  
October 9 - Ski Center, 1245 Sycamore Sq, Midlothian, 1-3 pm  
October 14 - Dave and Busters, 4001 Brownstone Blvd 4-6  
October 16 - Blue Ridge Mountain Sports, 11421 Polo Cr, 2-4 pm  
October 20 - Ace Glass, 11525 Midlothian Tnpke, 11:30 am - 1:30 pm  
October 23 - Haley Certified Center, 8301 Midlothian Tnpke, 12-2 pm

[Click here for more information.](#)

## The Melting Pot

The Melting Pot in both Charlottesville and Richmond will have a breast cancer awareness promotion from October 1 through November 15. During this time, 10% of net proceeds from the purchase of the special 4-course dinner for two will be donated to Komen Central Virginia. For more information, [click here](#).

## Mosaic Fundraiser and P.I.N.K.K. Membership Drive

Mosaic Cafe

Wednesday, October 13

5:00 - 9:00 pm

Come out and enjoy good food and drinks with [P.I.N.K.K.](#), Komen Central Virginia's young professionals committee! Mosaic Cafe will donate 13% of the night's food sales plus all tips made by our guest bartender to Komen Central Virginia. If you've thought about joining P.I.N.K.K. but wanted to check it out first, members will be on hand to answer your questions. If you sign up before October 31st, you'll get three months of membership for free! [Click here for more information.](#)

## 103.7 The River Bowling Tournament

King Pin Lanes, Midlothian

Sunday, October 17

2:00 - 4:00 pm

Melissa Chase and 103.7 The River will host a Bowling Tournament at King Pin Lanes in Midlothian! The Tournament will be held on Sunday, October 17, 2010, from 2-4 pm. Teams of up to 4 people register for \$40 at [www.1037theriver.com](http://www.1037theriver.com) All proceeds benefit Komen Central Virginia.

### **Komen Volunteer Training - New Date!**

**Village Bank Community Room in Midlothian**

**Tuesday, October 26, 2010**

**6:00 - 7:00pm**

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

### **Pink Tie Gala**

**Marriott Richmond**

**Saturday, October 23, 2010**

**7:30pm - 12:30am**

Join us for 4th Annual Pink Tie Gala to raise funds for Breast Cancer awareness and education in our community. The event will be held on Saturday, October 23, 2010 from 7:30pm -12:30am 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](http://www.pinktiegala.org)!**