



## eNewsletter

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[Click here to register for the Race today!](#)

### Welcome From Our New Board President



As we approach our 14th Annual Central Virginia Race for the Cure, it will be my honor to serve as the President of our Board of Directors for the next two years. Susan G. Komen for the Cure was built on a promise made from one sister to another to end breast cancer forever. Here in Central Virginia, we are dedicated to carrying out that vision by working together to save lives, empower people, ensure quality care for all and energize science to find the cures.

Thanks to events like the Komen Central Virginia Race for the Cure and generous contributions from our partners, sponsors and fellow supporters, we have been able to recently award **community grants totaling \$643,682** to support breast health education and breast cancer screening and treatment programs throughout Central Virginia.

I look forward to the next several years as we continue to raise awareness and provide resources to the women and men in our community.

**United**, we can make the biggest **impact** in the fight against breast cancer.

Sincerely,

Meredith Beadles  
Board President  
Komen Central Virginia

## Donation Challenge: Win a One Year Membership to the VMFA!

The Race for the Cure is only 4 weeks away! If you haven't already registered for the Race, now is the perfect time. This week we are having a donation challenge, **the Race participant who raises the most money between 9:00a.m., Wednesday, April 6 and 5:00p.m., Wednesday, April 13 will win a one year membership to the Virginia Museum of Fine Arts which includes FREE entry to the Picasso exhibit!**

[Click here to register for the Race for the Cure now!](#)

Already registered? [Click here for easy fundraising tips!](#)

## Why Fundraise?

**Your Race for the Cure registration fee gets you to the start line, fundraising gets us to the CURES.**

**Saving lives starts with you.** Imagine the impact if every race participant raised \$100 dollars. This means the Komen Central Virginia Affiliate would raise an additional \$900,000 to go towards education, screening and treatment services in the Central Virginia community as well as innovative research.

**Challenge yourself** and others by setting a fundraising goal. Every dollar is a step towards finding a cure for breast cancer, and along the way you will not only empower people but also ensure quality care for all. You don't have to be an expert to fundraise; we have lots of tips and tricks on our [fundraising page](#) to help you along the way. It's fundraising made fun and easy!

We would not be where we are today without people like you and we truly appreciate everything you've accomplished in the 14 years since our first Race for the Cure in Byrd Park. **Through your fundraising efforts, last year we were able to fund 15 innovative projects totaling over \$643,682.** So let's make the 14th Annual Central Virginia Race for the Cure the most successful one yet!

**Ready, Set, Fundraise!**

## Race for the Cure Deadlines

The deadline to register for the 2011 Race for the cure is fast approaching! Don't miss out on being a part of this inspiring event. [Click here to register now.](#)

**Deadline to Register Online:** May 3, 2011

**Fundraising Deadline to be Eligible for Prizes:** May 2, 2011

Walk up registration will be available at our **NEW packet pickup location, Richmond Ford Lincoln**, on Thursday and Friday, May 5 and 6 from 11:00a.m. - 9:00p.m. There is no registration on Race day!

## Upcoming Events

### Giving Hope Lawn Management

Giving Hope Lawn Management will donate 30% of its profits from services in 2011 to the Central Virginia Affiliate. For more information, contact them at 804-855-7856 or visit [www.givinghopelawn.com](http://www.givinghopelawn.com).

### P.I.N.K.K. 5k Training Team

**Sundays in April**

**10:00a.m.**

It's not too late to start training to run or walk the Race for the Cure 5k! Each training session will start and finish at a local restaurant and will be followed by brunch. To learn more and register, [click here.](#)

## Volunteer Spotlight: Lisa Sims



Lisa Sims, a 9 year breast cancer survivor, has served on the Komen Central Virginia Board of Directors for 6 years, most recently as our Board President. A moving speaker when addressing her own struggles and triumphs with the disease, Lisa has been a perceptive and generous leader, helping Komen Central Virginia grow beyond where the founders of the Affiliate ever could have imagined. In addition to her service on the Board, Lisa has also been a leading fundraiser for the Race for the Cure. Lisa was the second top fundraiser in the 2010 Race for the Cure, just behind her good friend and chemo buddy Anna Hanback.

We cannot thank Lisa enough for her tremendous contributions to Komen Central Virginia over the years. We truly appreciate her service and look forward to her continued involvement as a volunteer, race participant, and trusted source of advice and knowledge.

## Grantee Spotlight: CrossOver Ministry



"BreastHealth Initiative" improves access to breast health services for low income, uninsured women in the Richmond area by providing breast cancer screening, culturally competent treatment for breast conditions, and breast cancer education. The program is administered through CrossOver's general practice and through a dedicated Women's Health clinic, operated on a regular schedule at three locations. For more information about CrossOver Ministry, please visit their web site at [www.crossoverministry.org](http://www.crossoverministry.org).

The Central Virginia Affiliate is proud to support CrossOver Ministry's efforts to provide a patient-centered medical home for women in need.

## "April Showers"

By Chelsey Kidd

Being diagnosed with breast cancer can feel like you've been pushed into a downpour. There's no waiting for a break in the weather; you must step out into the storm. A new vocabulary, with words like oncology, pathology, port, ER/PR+, and HER 2-Nu, rain down on you as you struggle to get your treatment plan "umbrella" open. Like April weather, your journey through cancer treatment will bring good days and bad. Some days the rain drips through an IV, other days it pours from your eyes. Every once in a while, the sun peaks out, and you feel good.

And then, after much pain and patience, we can lower the umbrella and begin to see the flowers that have bloomed from the cancer seed...thankfulness blooms bright red; appreciation is a beautiful yellow; living in the present, a vibrant purple; and courage, that's an amazing **PINK!** There's more sun than rain, and the life on the other side of the cancer storm smells sweet.

As your cancer journey takes you from diagnosis to treatment to "what now?", Komen is here to support your every step. You can find answers to many of your "what now?" questions [on our website](#). Cancer teaches us that life is short; we must stop and smell the roses! And Komen thinks that you have a beautiful bouquet!

## NEW Facebook Page!



If you haven't "liked" our new Komen Central Virginia Facebook page yet, you're missing out on important Race updates, fun photos from our events, and the latest breast cancer news!

[Click here and "like" our Facebook page today!](#)

[Go to komencentralva.org](http://komencentralva.org)

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