



The Power of a Promise, the Power of a Race

This year marks the 20th Anniversary of the Komen North Central Alabama Race for the Cure. [Join us](#) on October 15th at Linn Park and become part of the movement to



cure breast cancer.

Honor the Survivors and Co-Survivors in your life at the Race for the Cure

Pink Ribbon Lane will be at the center of the Race for the Cure on October 15th. Dedicated pink ribbons honor breast cancer survivors, and white ribbons honor co-survivors. Ribbons are available for the 2011 race, so [order yours today!](#)

You can also honor the survivors and co-survivors with a picture displayed on the Race for the Cure's Jumbotron in Linn Park. Picture Tributes can be purchased [here](#).

20th Anniversary Race for the Cure Updates

Congratulations to our top teams and fundraisers for the Komen North Central Alabama 20th Anniversary Race for the Cure!

Top Teams:

- 1 - [Pink Link](#) (\$13,325.00)
- 2 - [High and Lifted Up](#) (\$7,865.86)
- 3 - [Team Kate Has Hope](#) (\$3,477.00)

Top Individual Fundraisers:

- 1 - [Kay Wilburn](#) (\$10,380.00)
- 2 - [Marie Calhoun](#) (\$2,225.00)
- 3 - [Christine Hoffman](#) (\$1,685.00)

After you [register for the Race](#), you'll receive

Yoplait®, Susan G. Komen For The Cure® To Help Alabama's Hispanics Better Cope With Breast Cancer

Susan G. Komen for the Cure® North Central Alabama One of Only Six Komen Affiliates to be Awarded Special Grant from Yoplait to Engage Growing Hispanic Population



This month, Susan G. Komen for the Cure® and Yoplait announced the awarding of a new \$80,000 grant

to Susan G. Komen's North Central Alabama Affiliate to increase breast health education and breast cancer screening in the state's growing Hispanic population, which ranks as one of the fastest growing in the country. Komen North Central Alabama will seek to overcome barriers to care by building partnerships with key Hispanic community leaders and organizations. For more than 21 years, Yoplait has been committed to women's wellness breast cancer, heart health, osteoporosis prevention and fitness. Yoplait is Susan G. Komen's longest running food partner and their Save Lids to Save Lives program is recognized as one of the most successful cause marketing programs in the industry. From to Sept. 1-Dec. 31, 2011, Yoplait will donate 10 cents to

your own participant center where you can begin fundraising with the help of your friends and family and earn some [fabulous fundraising rewards!](#)

Facts for Healthy Living

The first part of healthy living involves the energy that you release from your body. Physical activity not only burns energy (calories), but may also help lower the risk of breast cancer. This is because exercise lowers estrogen levels, fights obesity, lowers insulin levels & boosts the function of immune system cells that attack tumors. To get more information on how you can live healthily, click [here](#).

Upcoming Events

o [Brookwood Live](#): Join us on Wednesday September 28th at Colonial Brookwood Village for Brookwood Live from 5-9 p.m. Enjoy live music in the street, outdoor vendors, food, drinks and fun for all ages. The Race for the Cure team that attends with the most team members or supporters of their team will receive \$500 towards their Team Fundraising Goal courtesy of Colonial Brookwood Village!

o Shop Pink and Save at The Outlet Shops of Grand River this October!: The Outlet Shops of Grand River, a distinctive outlet shopping destination located minutes from Downtown Birmingham that features more than 65 designer and name brands, joins the fight against breast cancer with the launch of its exciting shopper savings program: Shop Pink and Save. Starting Oct. 1st, customers can visit Guest Services to purchase Shop Pink and Save bonus cards for \$2.00 each. Those who present the card at participating store to receive additional savings of up to 25%. All proceeds from the sale of the bonus cards will be donated to Susan G. Komen for the Cure's North Central Alabama Affiliate. Please visit www.shopsofgrandriver.com for more information, including a complete list of participating stores.

o Cahaba Village for the Cure: Susan G. Komen for the Cure. Thursday, September 22,

Susan G. Komen for the Cure® for every pink lid redeemed, with a maximum donation of \$2-million (up from \$1.4-million last year). Lids can now even be redeemed online and via mail! Visit savelidstosavelives.com for more information.

My Reasons to Race for the Cure

Julie Keith, editor of Birmingham Magazine, told our affiliate why she is a part of the Komen North Central Alabama Race for the Cure and a supporter of Komen for the Cure. Here's what she had to say: "My mother, Mary Jo Burch, was diagnosed with breast cancer in 1989. I was finishing my junior year at Auburn; my little sister was in high school and living at home. Mom had found the lump but strangely, it never appeared on a mammogram. Still, her doctor advised her have it biopsied. So, worried but not too worried, I drove home from school on the day of the test. I walked in the front door of the house, where I saw my sister sitting in the living room. She said, simply, "It's malignant," and began to sob. And so my family began the difficult journey that thousands of Alabama families have traveled before, and since—a journey that, despite the individual destination, has permanently changed every patient and the people who love her." Read the rest of Julie's story [here](#).

Introducing LaKenzie Mayberry

Having begun my career in the nonprofit world, I am very honored and excited to join the Susan G. Komen North Central Alabama team as Mission Programs Coordinator, and get back to work that both inspires and

the village merchants go pink and provide family fun, great cuisine, and entertainment while offering a portion of sales to the North Central Alabama Susan G. Komen for the Cure. Look for volunteers in the signature pink tents promoting breast cancer awareness and signing up participants for this year's Race for the Cure. Come out and enjoy the Cahaba Village Plaza located on Highway 280 while also supporting Susan G. Komen for the Cure!

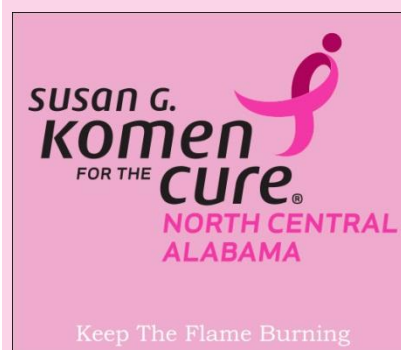
o **B-Metro Pink Party:** Join us on Friday, September 30th 5-7:30pm at Aloft Hotel for the B-Metro Pink Party. The Pink Party is a kick-off party for Breast Cancer Awareness Month. RSVP to party@b-metro.com.

September 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				THE OUTLET SHOPS OF GRAND RIVER	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	Cahaba Village	23	24
25	26	27	BROOKWOOD LIVE!	29	pink party	

fulfills me. I am originally from Athens, AL. I received my bachelor's degree in Social Work from the University of Alabama and my master's degree in Public Administration from Georgia State University. I was attracted to this position because I firmly believe in the power of volunteers to affect positive change in a community, and I was amazed by the amount of progress made because of the promise one person made to her sister. I look forward to working alongside each of you—the largest grassroots network of breast cancer survivors and activists—to ensure that over the next 30 years Komen continues to be at the helm of the victories won in the fight against breast cancer, and to ensure that North Central Alabama has the education, support and resources needed to lessen the burden breast cancer places on the lives of our brothers, sisters, neighbors and friends. Together we can realize the Komen vision: a world without breast cancer.

Paper Affair supports Susan

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From
Septem
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through

October 31st, Paper Affair will offer a special commemorative candle benefitting Susan G. Komen for the Cure-North Central Alabama. The candle is just \$17.95, and free shipping and you can choose from 17 wonderful fragrances. 20% of the net proceeds from the candle sales will be donated to our affiliate! On October 31st, everyone is invited to light their candle to "Keep the Flame Burning" for breast cancer. Contact Paper Affair via their

[website](#).

New Komen Interactive Treatment Navigation Tool

We have a new online resource for newly diagnosed patients. This treatment navigation tool gives an overview of common breast cancer treatment plans in a non-overwhelming and interactive way. All the user has to do is answer a few simple questions about their situation, such as whether they have been diagnosed with non-metastatic or metastatic breast cancer and whether or not they have had surgery. From there, they will be presented with a series of basic treatment plans. You can access the tool from several places in the Understanding Breast Cancer section of [komen.org](#), including the [Diagnosis](#) and [Treatment](#) chapters, as well as the [Resources](#) section. We encourage you to check it out and share this new resource with those who may need it.

Now Accepting College Scholarship Applications

Susan G. Komen for the Cure® is accepting applications for college scholarships. The scholarships are designed to aid students who would find attending college to be a significant financial burden due to the loss of a parent or guardian to breast cancer or their own breast cancer diagnosis at age 25 or younger. The scholarship awards \$10,000 per year for up to four years for a student to attend a state university in pursuit of a bachelor's degree. Scholarship recipients serve as Komen Collegiate Ambassadors and must volunteer in breast cancer awareness activities for at least 20 hours per semester. Let your college-bound friends and family

know! Visit
www.komen.org/scholarship for more
information and to apply. Applications
must be received by Tuesday, Nov. 15,
2011.



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