

Are you  nspired to save a life?



A PROGRAM OF SUSAN G. KOMEN FOR THE CURE

In just three years, Passionately Pink for the Cure® has raised more than \$11 million to fund breast cancer research, education, screening, and treatment programs. When you participate in Passionately Pink for the Cure®, 75 percent of the net proceeds raised goes to work right here in the Louisville Affiliate area.

What We're Fighting For:

- ♥ Without a cure, 1 in 8 women in the U.S. will be diagnosed with breast cancer - a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.
- ♥ Without a cure, an estimated 5 million Americans will be diagnosed with breast cancer - and more than 1 million could die - over the next 25 years.
- ♥ Without a cure, an estimated 25 million women around the world will be diagnosed with breast cancer - and 10 million could die - over the next 25 years.

Who We Are:

- ♥ Next to the U.S. Government, Susan G. Komen for the Cure® is recognized as the world's largest source of nonprofit funds solely dedicated to fight against breast cancer.
- ♥ Susan G. Komen for the Cure® has received top rating by Charity Navigator, American's largest independent evaluator of charities.
- ♥ Thanks to events like Passionately Pink for the Cure® and contributions from partners, sponsors, and fellow supporters, Susan G. Komen for the Cure® has raised more than \$1 Billion since inception in 1982.

Louisville Affiliate of Susan G. Komen for the Cure®

Up to 75 percent of all funds raised by the Louisville Affiliate support the Community Grants program. The Louisville Affiliate Board of Directors awards grants to breast health and breast cancer programs providing services to residents of its 8 county service area. Since inception in 1996, Komen Louisville has awarded more than \$2.5 million in community grants. Twenty five percent of all funds raised by Komen Louisville support the Susan G. Komen for the Cure Global Research Program. Komen Louisville has contributed over \$1 million to this effort.



Page Klein

BREAST CANCER SURVIVOR
Louisville, KY



In 1990, at the age of 30, Page Klein was diagnosed with breast cancer. Her daughter was just 2 years old, and Page had just lost her own mother to breast cancer. Scared and alone, she had a mastectomy of her left breast & 6 months of chemotherapy. Seven years later, she faced the battle again, and lost her right breast. In 2003, 13 years after her first diagnosis and 2 mastectomies later, Page was shocked to receive news that she again was battling for her life! The breast cancer had attacked her lymph nodes under her right arm. After numerous chemotherapy and radiation treatments, she found Susan G. Komen for the Cure®. She found support programs that brought survivors together and attended weekend retreats for support, healing and relaxing, which were funded by Komen. Every year, Page is proud to receive her survivor medal at the end of each Race for the Cure®.

"With the support of Susan G. Komen for the Cure®, I hope one day we find a cure for breast cancer so my daughter and granddaughter won't have to fight this horrible disease!"

How to Join the Fight:

Join us on Friday, October 2, or any day this year, recruit a group to wear pink and make tax deductible donations to Susan G. Komen for the Cure®. Signing up your team is easy!

Just go to www.passionatelypink.org to register! There, you will find everything you need to make your Passionately Pink for the Cure® day a success including a participant guide, customizable posters, paycheck stuffers and more! You'll also receive an official kit including pins you can wear to show your support on the day of your event.

Ignite your Passion for Pink! Go Passionately Pink for the Cure®!

We encourage you to have fun! Be creative! Make the event an inspiring and educational day for all—a day to increase breast cancer awareness and a day to encourage advocacy.

You are more than welcome to make use of the following ideas. These are intended to get your creative juices flowing. Feel free to develop your own unique ways to go Passionately Pink for the Cure®!



PLANNING A PINKPRINT FOR YOUR PASSION

There's more to Passionately Pink for the Cure® than meets the eye. And that's the fun part! This is your chance to engage your passion for ending breast cancer forever and to use your imagination to raise funds to find the cures!

Step 1. Form a posse, a group, a team of folks who are passionate about finding the cures! Recruit people from work, school, religious or social groups, & of course—friends & family. Then, register your team so we know where to send your free participation kit!

Step 2. Pick a day to host your event. We suggest the first Friday in October to kick off Breast Cancer Awareness month—but you can choose any day, any weekend, or even a full week to host your event!

Step 3. Choose your theme. Wanna keep it simple? Just ask everyone to wear something pink. Or make it cool & fun and host a pink luau, pink pajama party, or host a whole pink event with contests, speakers, & colorful pink refreshments!

Step 4. Encourage others to make a difference. Collect \$5 donations for wearing pink, host a bake sale, have a raffle, & don't forget to ask your employer about matching donations!

Visit www.passionatelypink.org

to register your group, & you'll receive a free tool kit to help get you started. At the same website, you can get more event planning ideas & download all the tools you need to encourage participation & make your day a success!

Need a guest speaker for your event or additional breast health materials? We're here to help!

For National Assistance:
1-877-GO KOMEN
passionatelypink@komen.org

Louisville Affiliate of Susan G. Komen for the Cure
201 East Main Street, Suite 103, Louisville, KY 40202
502-584-CURE (2873)
email: passionatelypink@komenlouisville.org

Hanes® is proud to partner with Susan G. Komen for the Cure® and actress Sarah Chalke to join the fight against breast cancer. *Hanes* will offer a special "pink collection" of panties, bras, socks, and graphic tees – including one T-shirt exclusively designed by actress Sarah Chalke – the proceeds of which bolster funds to benefit Susan G. Komen for the Cure®. The *Hanes* "pink collection," including Chalke's T-shirt, will be available on the Hanes web site in August and in select stores in September. Hanes is making a cash and in-kind donation of \$250,000 to Susan G. Komen for the Cure®, the global leader in the fight against breast cancer. Learn more about Hanes' support of breast cancer awareness at www.hanes.com.

