

# Komen Connection

Fall 2017



## 2017 PAWS FOR THE CURE

**Grab your canine companion and join Komen Pittsburgh for the 9th Annual Paws for the Cure on Sunday, October 8, at Hartwood Acres**

This year's fun-filled one-mile dog walk and fall festival includes dog contests, sponsor and vendor booths, raffles, food, entertainment and more. Komen Pittsburgh merchandise will also be available for purchase at the event!

The 2017 Paws for the Cure walk offers a variety of new pup and family-centered activities! This year's walk will feature an *interactive* course challenge with a fun prize awarded to one lucky finisher. In addition, participants can partake in sponsor and vendor booth bingo. There also will be new booth activities to check out including a bubble booth, doggie "apple" bobbing, paw craft station, and the always popular pooch smooch kissing booth! Dog contests this year will include

musical sit and stay, best pink costume, best black and gold costume, best singing duo, and best trick. Paws for the Cure will also feature a new 50-yard doggie dash, where the fastest pooch will take home a prize, and dogs can have friendly racing competitions.

Morning festivities and registration open at 10 a.m., with local personality Shelley Duffy, and Jordan Kline from WISH 99.7 at the Paws for the Cure stage announcing the morning's activities. Paws for the Cure t-shirts are guaranteed to the first 500 participants registered; register early to ensure that you receive the size you want. T-shirts will be available to pick-up the morning of the event.



To register for Paws for the Cure, visit [www.komenpittsburgh.org](http://www.komenpittsburgh.org) or call 412-342-0500. The cost is \$25 for adults and \$15 for participants age 17 or younger. You don't need a dog to participate—just register and come join the fun! The deadline to register online is Wednesday, October 4. All proceeds benefit Komen Pittsburgh's local breast cancer education, screening, and treatment initiatives and national research.

# Remaining on top of your breast health

Breast Cancer Awareness month in October is a good time to remind yourself to pay attention not only to your breast health, but also your total health. Komen Pittsburgh reminds you to make healthy lifestyle choices that reduce your risk for developing breast cancer and improve your overall health.

Consider adopting the following simple steps:

- 1 Exercise more**—even walking 30 minutes three times a week will have a positive impact
- 2 Reduce alcohol intake**—there is no safe number of drinks for breast health
- 3 Be breast self-aware!**



Breast self-awareness includes discussing your risk factors with your doctor and determining your best screening and follow-up schedule. If you are uninsured or underinsured, our current grants programs include the Mammogram Voucher Program (MVP). If you need assistance, please call Adagio Health at 1-888-687-0505. Over the last five years, MVP has provided screening and diagnostic support for more than 16,000 individuals.

## VIPink Circle: Honoring Those Who Serve, Pledge and Inspire

Komen Pittsburgh is proud to announce the inaugural VIPink Circle. Our newest initiative recognizes a prestigious group of community leaders who honor those touched by breast cancer and bring urgency to efforts to find the causes and cures.

The following are the first members of Komen Pittsburgh's VIPink Circle:

- Dr. Marguerite Bonaventura;** Associate Professor of Surgery, University of Pittsburgh School of Medicine
- Dr. and Mrs. Joseph L. Kelley;** Professor, Director, Division of Gynecologic Oncology University of Pittsburgh Medical Center.
- Eileen Lane;** co-founder, Susan G. Komen Pittsburgh Race for the Cure
- Steffi Oesterreich,** PhD; Director of Education, Women's Cancer Research Center, Magee-Womens Research Institute
- Elizabeth Sullivan;** President, Integrated Health 21

- Susanne Wean;** R.J. Wean Foundation
- Charles W. Wolfertz III;** President and General Manager, WTAE-TV

Our VIPink Circle members **serve their communities** with compassion, promoting awareness of the life-saving programs Komen Pittsburgh funds and all who help make it possible to assist those who are uninsured and underinsured; **pledge to make a difference** by sparking conversations about breast health, the disparities in our region, and the power and methods we have to affect change; and **inspire involvement** within the community and within organizations, encouraging others to give that which cannot be measured.

Our VIPink Circle members have demonstrated their commitment by donating \$2,500 to support Komen Pittsburgh's mission to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.

## Breast Cancer Awareness Stats

### October is Breast Cancer Awareness Month

#### Did you know...

- Breast cancer is the most common cancer among women in the United States.
- More than **252,710 new cases** of invasive breast cancer are estimated to be diagnosed in 2017, and **more than 40,610 women will die of the disease.**
- Men *do* get breast cancer. Approximately **2,470 men** will be diagnosed with breast cancer in 2017.
- Breast cancer is the **most common cause of cancer deaths** for women between the ages of 20-39 in the United States.
- Every 60 seconds** somewhere in the world, someone dies from breast cancer.
- More than **152,000 women** are living with metastatic disease in the United States.

## Metastatic Trial Search™

Featured on [komen.org](http://www.komen.org)



Metastatic breast cancer patients now have easy access to information about clinical trials for people living with metastatic breast cancer. Patients can access a new web-based personalized clinical trial matching tool, developed by BreastCancerTrials.org, a partner of Susan G. Komen. The Metastatic Trial Search tool aims to make finding out about metastatic breast cancer clinical trial options easier, faster and more precise. It encourages people to consider clinical trials as a routine option for care when making treatment decisions. The service uses patient-friendly language that is designed to make details about clinical trials more understandable and accessible for those living with cancer, their families and physicians. For more information, visit <http://www.komen.org/MetastaticClinicalTrials>.

If you are interested in joining the VIPink Circle, please contact Kathy Purcell at 412-342-0500.



## Komen Pittsburgh Sabika Pink Party

Each fall Komen Pittsburgh is excited to partner with Sabika Jewelry, Inc. to “help shine hope on breast cancer.” This year, on Wednesday, October 4, Komen Pittsburgh’s Board of Director’s will host the 5th Annual Sabika Pink Party at Rivers Casino. Beginning at 5 p.m., this special evening allows our friends and family to shop the stunning Sabika jewelry from the Winter 2017 and Classics collections, with a portion of the evening’s purchases helping to fund Komen Pittsburgh mission to “save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.” Consultants will be on hand to assist guests. Please call the Komen Pittsburgh office at 412-342-0500 if you are interested in attending.

If you can’t make the party, you can still be part of the fun. Interested

individuals can host their own Pink Party during the month of October and select Komen Pittsburgh as the recipient—20% of each party’s total and \$25 of every Sabika Pink Party piece will be donated to Komen Pittsburgh. Hosting a Pink Party is fun, easy, and a great way to not only support Komen Pittsburgh but also earn free jewelry! When you host a Sabika Pink Party in October, you receive a Hostess gift and you earn free Sabika jewelry based on

the amount of sales at your party! A Sabika Consultant works with the Hostess to ensure that hosting a party is as easy as possible.

**Since introducing Pink Parties in 2010, Sabika and Sabika Consultants have hosted more than 4,000 Pink Parties with over \$891,450 contributed to Komen Pittsburgh** to fund local breast cancer screening, education and treatment initiatives, as well as national breast cancer research! Komen Pittsburgh thanks Sabika for their unwavering commitment to find the cures for breast cancer and shine hope into the lives of those battling all stages of this horrible disease.

If you are interested in adding some sparkle to your style while helping to support Komen Pittsburgh, you can learn more about hosting an October Sabika Pink Party by visiting <https://sabika-jewelry.com/party-with-a-purpose.asp>.

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**“The partnership between Sabika and Komen truly is a special one. Through my Sabika business, I can actively participate in raising breast cancer awareness and funds. As a 13 year survivor of Stage 2 breast cancer, I will continue to do whatever I can to help find a cure and spare women the physical and emotional ordeal that comes along with a diagnosis of breast cancer.”**

*Toni Schilb, Independent Sabika Consultant, Harrison City*

## Online Merchandise

**Don’t delay—Susan G. Komen Pittsburgh merchandise is available for purchase!**

Unveiled at the 2017 Race for the Cure, Komen Pittsburgh newest apparel is still available, but quantities are limited. Options include a lightweight 1/4 zip fleece, a long-sleeve 25th Anniversary edition t-shirt, and a logo-embroidered ball cap—all perfect items to add to your wardrobe with cooler temperatures right around the

corner. Items can be viewed on Komen Pittsburgh’s Facebook page at: [www.facebook.com/KomenPittsburgh](http://www.facebook.com/KomenPittsburgh). To order please call 412-342-0500 or download the order form and mail to: Susan G. Komen Pittsburgh c/o Merchandise at 1133 S. Braddock Avenue, Pittsburgh, PA 15218. (No cash please!)



## DIY: A Great Way to Be “More Than Pink”

Now is a great time for you, your company, or your school to support Komen Pittsburgh and National Breast Cancer Awareness Month. Susan G. Komen has made it even easier to host a fundraiser. Recently released is a new “Do It Yourself” (DIY) online platform that makes creating and managing a fundraising event simple and fun. The new platform enables you

to choose from several different event options—or create your own—while providing support and helpful tools to assist guests. The platform is fully integrated with email and smartphone access, so you’ll never have trouble tracking the status of your fundraiser. Fundraising for Komen Pittsburgh is a wonderful way for you—as an individual, part of a team or member

of an organization—to empower the cures by raising money and awareness! To explore the new DIY platform, visit [www.komenpittsburgh.org](http://www.komenpittsburgh.org) and select “Fundraising for Komen” under the “Get Involved” tab on the homepage (don’t forget to select Komen Pittsburgh as your local affiliate).

# SAVE THE DATE! Mark your calendar to join Komen Pittsburgh at these upcoming events...

## OCTOBER

This October, Dean Honda will generously donate \$25 from every new and used car sold at their two locations: 911 Clairton Boulevard in Pleasant Hills or 2918 Lebanon Church Road in West Mifflin. Stop in and talk to one of their great sales people today!

## WEDNESDAY, OCTOBER 4

### Komen Pittsburgh Sabika Pink Party; Rivers Casino

Don't miss the 5th Annual Sabika Pink Party, hosted by the Komen Pittsburgh Board of Directors, from 5 - 8 p.m. on October 4 at Rivers Casino. The event will feature stunning Sabika jewelry from the Winter 2017 and Classic collections. Consultants will be on hand to assist guests.

## SATURDAY, OCTOBER 7

### Pittsburgh Riverhounds Breast Cancer Awareness Night

Head to Highmark Stadium for the Pittsburgh Riverhounds Breast Cancer Awareness Night as they take on the Rochester Rhinos at 7 p.m. A donation from each ticket sold will be made to

Komen Pittsburgh. Tickets can be purchased at <https://groupmatics.events/event/SusanG2017>.

## SUNDAY, OCTOBER 8

### Komen Pittsburgh 9th Annual Paws for the Cure dog walk & fall festival; Hartwood Acres

Kick off National Breast Cancer Awareness Month with the 9th Annual Paws for the Cure dog walk and fall festival at Hartwood acres on October 8 from 10 a.m. to noon. This year's fun-filled, one-mile dog walk and fall festival includes dog contests, sponsor and vendor booths, raffles, food, entertainment and more. To register, visit [www.komenpittsburgh.org](http://www.komenpittsburgh.org)

## OCTOBER 18, 19, & 20

### Wacoal Fit for the Cure® Events

Take action in the fight against breast cancer at the Wacoal Fit for the Cure Events®. Stop by Macy's at Monroeville Mall (Oct. 18), Ross Park Mall (Oct. 19) and South Hills Village (Oct. 20), for a complimentary bra fitting. Wacoal will donate \$2 for every fitting, no purchase required. Wacoal will donate an additional \$2 for every Wacoal bra

and shapewear piece purchased at the event.

## THURSDAY, OCTOBER 26

### Survive, Empower, Thrive - SET for Life Survivor Education Symposium

This year's SET for Life will provide an update on lymphedema; and will be held at the Carnegie Library in Squirrel Hill from 6 - 7:30 p.m.

## SUNDAY, NOVEMBER 5

### Komen Pittsburgh Tickled Pink Survivor Brunch; Rivers Casino

Join Komen Pittsburgh for the annual Tickled Pink: A Celebration of Survivorship brunch held at Rivers Casino on Sunday, November 5. Enjoy boutique shopping from 10 - 11 a.m. and a brunch buffet and special program from 11 a.m. to 1 p.m.

## SUNDAY, MAY 13, 2018

### 26th Annual Komen Pittsburgh Race for the Cure

Save the date for the 26th Annual Komen Pittsburgh Race for the Cure on Mother's Day at Schenley Park. For more information and to see our full calendar of community and affiliate events; please visit [www.komenpittsburgh.org](http://www.komenpittsburgh.org).

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