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JULY 2011



LETTER FROM OUR EXECUTIVE DIRECTOR,

KAREN EDMONDSON

Imagine a world where each and every individual has access to healthcare anytime they need it. Imagine a world where prevention is the primary goal of a visit to a healthcare provider. Imagine a world where every woman, man and child live healthy lifestyles and healthy choices are normal for all.

Unfortunately, this is not reality for many women and men around the world. They face extraordinary high risk to all types of serious disease lacking basic necessities. They are without knowledge of their options to a healthy diet and healthy living or the means to access them.

Susan G. Komen for the Cure® exists for one reason *to rid the world of breast cancer forever*. We are working to accomplish this by asking our supporters to **Take Action**. Taking Action will make a difference. Taking action is easy ----

- Schedule your annual mammogram
- Talk to someone about the importance of healthy living, exercise and early detection
- Contact our local affiliate office to donate your time, skills or talent
- Register to become a member of our Advocacy Alliance to inform our Legislators about issues important to our cause
- Register to walk or run in the 12th Annual Chattanooga Race for the Cure
- Fundraise for Komen in a way that is perfect for you contact the Chattanooga Affiliate to talk about how you want to **FUN**raise

DONATE NOW ▶

Our Promise:

"To save lives and end breast cancer forever, by empowering people, ensuring quality care for all and energizing science to find the cures."

Calendar of Events

OUR MAIN EVENT:

Race for the Cure

September 25th

**Join us at the UTC
McKenzie Arena for our
12th Annual Race for a
Cure Fundraising Event!**

**For more info or to register
visit our website at
www.komenchattanooga.org**

The Chattanooga Affiliate of Susan G. Komen for the Cure® has worked tirelessly for the past eleven years to break down these barriers in our sixteen county service area. Our work does not begin in a scientist's mind but with the needs of women and men everywhere who are struggling to overcome Breast Cancer. With our local supporters, we have provided for more than 15,000 mammograms and given out more than 35,000 pieces of educational material. But our work is not complete! We have yet to find a cure, and we **WILL NOT STOP** until the cure is found.

See you at the RACE!!!!

Karen Edmondson

Executive Director

Did you know...



Locally, the Chattanooga Affiliate has awarded local grantees more than \$2.6 million since its inception in 2000. This funding has provided for:

- 35,673 pieces of educational material
- 15,993 mammograms and diagnostic screenings
- 1,156 instances of financial and supportive services
- 164 breast cancers detected
- \$91,708.26 sent in 2010 for National research grants to find a CURE

Suzy's Garden

Honor those who inspire...



This program was established as a way to honor those who have lost their battle with breast cancer, thank a Co-Survivor who has supported you, or celebrate Team members joining you in the Race for the Cure. The

beautiful pink flowers and butterflies will allow personal messages and tributes. They will be prominently displayed in Suzy's Garden and are available for pickup on Race Day. You may purchase yours to decorate in advance from the Komen Chattanooga office for \$10 or we will decorate it for you for \$15. For more info [click here](#) or send an e-mail to jkarn@komenchattanooga.org

Race for the Cure

Team Captain Kickoff

July 28 6:30 pm at the Komen Chattanooga Office at Eastgate Town Center

Come learn how fun and easy it is to be a Team Captain. The Chattanooga Race Committee will be on hand to answer questions. It is not necessary to be registered as a Captain to attend. **The first 150 teams to reach 10 members will earn a Team Captain Commemorative Pin!*

Light food will be provided.

Pink in the Market

July 31 11 am - 4 pm

www.chattanoogamarket.com

Health, Mind, Body Expo

August 13 10 am - 3 pm

at the Northwest GA Trade & Convention Center

Minority Health Fair

August 20 at the Eastgate Town Center

MAKE AN IMPACT

TAKE PART IN RALLY FOR THE CURE

Rally for the Cure® is an awareness program that provides a simple platform for people to educate their friends, family and community about breast health and breast cancer. Our volunteer-organized golf, tennis and social events have communicated the important message that early detection saves lives to over 1.65 million people and have generated over \$50 million for Susan G. Komen for the Cure® since 1996. Learn more about how you can Rally for the Cure at www.rftcpromotions.com.

Volunteer for Komen Chattanooga

Looking to make an Impact in the fight against breast cancer? Volunteer! Komen Chattanooga has multiple opportunities for individuals with a variety of skills and expertise. Komen Chattanooga employs various events and educational initiatives throughout the year, so there is always work to be done. If you are interested in becoming a volunteer for Chattanooga Affiliate, email us at info@komenchattanooga.org or visit our [website](#) for more information.

You may be surprised at how much you can give to Susan G. Komen for the Cure.

Surely you did not wake up this morning thinking you could give \$50,000 or \$100,000 to Susan G. Komen. But many people are finding out that they can take an underperforming asset they already own and without cost to them or their heirs turn it into a substantial gift to help end breast cancer forever.

Life insurance policies are like computers. After a few years they are obsolete. If you own a policy that is more than 5 years old you might be able to upgrade it for 1) a higher death benefit, 2) a lower premium, or 3) a paid up policy. Why? Because people are living longer and insurance rates have declined industry wide.

Here is an example: Mr. Curtis, age 76, has an old paid up policy with a death benefit of \$100,000 and cash value of \$55,000. Although he has high blood pressure it is under control with medication. After shopping the case with all the top insurance companies he was offered a guaranteed death benefit of \$149,770. Through a tax free exchange we were able to lock in the death benefit with no additional premiums. Mr. Curtis kept his original beneficiaries on the new contract but added his favorite charity to receive the increase of \$49,770.

A policy review usually ends up being a win-win situation for the

Tri for a Cure (Triathlon)

September 18, 2011

*A Scenic City Multi Sports Event

www.komentriforcure.org

Mayfield Farm & Nursery's Corn Maze

Dedicated to Komen for the Cure

October 9, 2011

www.mayfieldfarmsandnursery.com

7 Bridges Marathon

October 16, 2011

Take part in Chattanooga's first
marathon, half marathon, and 5k run

* A Scenic City Multi Sport Event

www.7bridgesmarathon.com

Shred for the Cure

October 19, 2011

Breast Cancer Action Month

All of October

donor and for Susan G. Komen. Do you have old policies you would like to have reviewed? Would you like to help Susan G. Komen end breast cancer forever? **Call 1-800-775-8518 to find out more.**

Take part in this year's TRI FOR A CURE event on September 18, 2011

Registration and packet pickup will be Saturday, September 17, 2011 from 2-5pm at the Obedience Club of Chattanooga, 37402 Chattanooga, TN. The club is located in the park about one-quarter (?) mile from the *Transition Area*. When entering the property turn left and follow the signs.

Fundraising & Prizes

Registration for the Komen Tri for a Cure comes with a commitment to raise \$250.00 for breast cancer research. This is where the fun begins, because the more you raise the more goodies you can win.

The top fundraiser will win a complete Triathlon bike. This bike is on display at the Susan G. Komen for the Cure® Chattanooga affiliate in Eastgate Mall. For more info to www.komentriforcure.org

Health News:

Soy Foods May Benefit Breast Cancer Patients

According to a study conducted in China, breast cancer patients with the highest soy consumption had a lower risk of breast cancer recurrence and a lower risk of death than patients with the lowest soy consumption. An editorial that accompanied the study, however, offered some words of caution about these findings. The study and editorial were published in the *Journal of the American Medical Association*.

Estrogen is thought to play an important role in the development of many breast cancers. Treatments that block the effects of estrogen or inhibit the production of estrogen are commonly used in the treatment of breast cancers that contain estrogen receptors.

Soy foods contain phytoestrogens (plant compounds that share some similarities with estrogen). Phytoestrogens have both estrogen-like and antiestrogenic characteristics, raising questions about the effects of dietary phytoestrogens on breast cancer risk and breast cancer treatment outcomes. *Some studies have suggested that soy consumption may reduce the risk of getting breast cancer, but there is relatively little information about the effects of soy after a breast cancer diagnosis.*

Sonic Drive In's Pink Ribbon Campaign

All of October

To stay up to date with all of our upcoming activities and events check out our [Events Calendar](#) on our webpage!

Now you can show off the Chattanooga Affiliate of Susan G. Komen for the Cure® Pink Ribbon wherever you go with BANK OF AMERICA



And don't forget to Shop Komen!





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

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