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Fall 2010

## Breast Cancer Family Foundation®

### President's Corner

#### Firefighters Going Beyond the Call of Duty



I'm always amazed and humbled by the kindness and generosity of the people in our community. I recently spent a few hours with members of our local firefighters as they held the 4th Annual Firefighters Wear Pink to support the BCFF. Instead of hurrying off with blaring sirens to save lives and property, that day they had volunteered to serve on a different mission—one to raise money and awareness about breast cancer. Wearing pink t-shirts and their standard issue firefighter pants and helmets, they took to the streets to stand watch at area grocery and retail stores. Each taking turns holding the "PINK" boot and greeting people as they entered the store.

What I experienced that day was humbling. People of all ages and walks of life, would see the fire fighters and begin digging into their wallets and pockets, always coming up with a dollar or two. As they placed their hard-earned money in the boot, some folks would even share their own story. Some talked about how they personally knew someone, or had a relative with cancer. A few even shared, they themselves were on a cancer journey. A highlight of the day was when one woman proudly threw in a \$10 dollar bill, and declared one dollar of every year – I'm a survivor! Everyone cheered and some even wiped away tears, it was a truly moving experience.

The day was inspiring and a reminder about how much more work there is to do to educate everyone on the importance of living a healthy lifestyle and about cancer risk reduction. A very special thank you to all of you who have helped us to grow our educational programs, and reach out to thousands of students each year! This is the work we will continue to do – with your help until we find a cure. Thank you for your continued support!

Kelly



### A Note from the Director



Education is key- and that is our focus. Teenagers today have a 1 in 2 chance of getting cancer in their lifetime if they are male and a 1 in 3 chance if they are female. Our presentations focus on cancer awareness, breast cancer early detection, prevention and healthy lifestyle behaviors. This past school year the BCFF spoke to more than 5,000 students!

#### What Are Teachers and Students Saying?

*"Having the BCFF come and speak to our students is important to the parents, students and myself. One parent shared how they added exercise to their everyday activities and how much better they feel and that their quality of life has greatly improved."*  
~Franklin Middle School Teacher/Parent~

*"The presentations are interactive and engaging for our students. Each student leaves these presentations with an understanding of lifestyle factors that will help prevent cancer."*  
~Kimberly High School Health Teacher~

*"It made me feel better, to learn how to find cancer tumors and learn how to lower the risk of getting it."*  
~Kaukauna High School Student~


*"Exercise is good and drinking too much soda is bad."*  
~Bay Port High School Student~



#### Healthy Tip Corner

"Bioflavonoids exhibit a host of biological activities, most notably their powerful antioxidant properties. Bioflavonoids also offer the health-promoting effect of lowering the risk of some diseases, such as cancer." Bioflavonoids can be found in a variety of plants, fruits and vegetables, typically those that are most colorful. This includes the popular fruits and vegetables of the fall season: squash, pumpkins and apples.



Take Time This Fall to Enjoy the Colors of the Season with Family & Friends 

# Breast Cancer Family Foundation®

## 10<sup>th</sup> Annual Titledown Bike Tour a Success

On Sunday July 18<sup>th</sup>, we celebrated our 10<sup>th</sup> Annual Titledown Bike Tour. Despite the rainy weather the event was very successful! Nearly 600 participants registered to bike for a cause and helped to raise over \$30,000!



Regardless of the rainy weather the spirit was high and the mood was happy throughout the event.



Children laughed and danced to the music of our DJ's, families enjoyed a nice lunch together after the ride and many participated in the raffle prize drawings.

The BCFF would like to extend a special thank you to our major sponsors: WBAY TV-2, WOGB, Green Bay Packaging, Little Rapids Corporation, WIXX, The Hilliard Family Foundation and The Weyer's Family Foundation. We would also like to thank all of our other sponsors, volunteers and participants for their support.

Mark your calendars for the 11<sup>th</sup> Annual Titledown Bike Tour to be held on **Sunday July 17, 2010**.

## Thank You!



### Kohl's in the Community

Throughout the past year Kohl's East Side Store has assisted the BCFF with several service projects.

Some of these projects include assisting in sending our Spring newsletter, making goodie bags for the Titledown Bike Tour, volunteering to help at the Titledown Bike Tour and making survivor ribbons for the Pink Pumpkin Walk.

With the help and support of Kohl's A-Team the BCFF will be able to make a greater impact within the community by providing our educational programs. The BCFF is grateful for Lisa and her A-team at the East Side Kohl's!



### Shenanigan's & the Bullfrogs Show Support

Thank you Todd, owner of Shenanigan's and Trevor from the Green Bay Bullfrogs for hosting Breast Cancer Awareness Night on July 17<sup>th</sup> and collecting \$2,200 in donations. We appreciate your continued support.

## 3<sup>rd</sup> Annual Pink Pumpkin Walk Experiences Tremendous Growth



Friends, families and teams met to walk or run to promote Breast Cancer Awareness on Saturday October 2<sup>nd</sup>. Along the route, pink pumpkins were distributed for those people that have been or are currently going through a personal journey with cancer.



The Pink Pumpkin 5K walk/run experienced a remarkable amount of growth this year, and reached many new milestones. The first being that the event moved to its new host site: St. John Lutheran Church, De Pere. Participation reached a new all time high of nearly 500 participants.

Another breakthrough is that fundraising efforts surpassed **\$25,000** for the first time!

All of these exciting milestones would not be possible without the help from our **Premiere Sponsors** whom we would like to express our deepest appreciation: Cameron's Coffee, Festival Foods, Schreiber Foods and Dr. Colette Salm-Schmid of Breast Surgery Experts. We appreciate your financial partnership with the BCFF and look forward to working with you next year to promote Breast Cancer Awareness in our community.

\*\*Save the date ... **Saturday October 1<sup>st</sup>, 2011** for the 4<sup>th</sup> Annual Pink Pumpkin event.\*\*



Thank you Jones Sign for your advertising donation.



**October is Breast Cancer Awareness Month.**  
**Don't forget to schedule your mammogram.**