



2008

Monday Morning Coffee 07-14-

Welcome to the WV Susan G Komen Monday Morning Coffee newsletter 07-14-2008

Today's letter includes=

- Mrs. West Virginia platform Breast Cancer Awareness
- Time to start May 2nd 2009 WV Race for the Cure planning
- Passionately Pink registration
- Charleston Coldwater Creek
- Ribbon Chick Recipe Contest
- Shop For the Cure opportunities
- Upcoming Events -Raft for the Cure, Bridge Day, K9's for the Cure

- **Congratulations to the new Mrs. West Virginia, Angela McKeone.** Our very own volunteer and Board of Director member was just crowned and will spend the coming year promoting her platform of breast cancer awareness. You will be able to meet her at many upcoming events, including Bridge Day, K'9s for the Cure, Class VI Raft for the Cure, and many more. There could be no better spokes woman for our cause. She has given many hours to her volunteer efforts, always with passion and energy. This will bring even more light to the message of early detection as the key to survival. It also will bring a new generation of young, energetic, healthy women, to the knowledge that every woman needs to be aware and proactive.

We will keep you informed of Angela's activities, and look forward helping her in her efforts to spread the word.

- **Race for the Cure '09 Planning meeting** = August 5th 5:30 at the WV Affiliate office- Join us to build our Race Committee at 303 W. Washington St Charleston on the corner of Washington and Tennessee.

Congratulations and thank you to Michelle Uldrich-our new Race Director

If you would like to know more about our Race, or want to be a part of building a bigger better event, please come to this meeting. We will establish committees to work on Team Building, Site Logistics, Registration, Fundraising, Sponsorship, etc. This is your opportunity to head a committee or join one. We will meet monthly until race season. It is your talents and time that will be the most valuable contribution to this event.

Please let me know you will be attending - newhour_komenwv@msn.com or 556-4808.

• **Passionately Pink for the Cure**

Passionately Pink for the Cure® is here! Join us in helping to save lives in communities around the world by registering today for Passionately Pink for the Cure®.

Passionately Pink for the Cure is a fun and easy-to-execute fundraising program that inspires breast cancer advocacy and honors those affected by breast cancer. The premise is simple and you can make a big difference.

Here's how it works:

First, pick your day. Choose any day, or a week or a month that works for your company.

Second, pick your team. Recruit your friends, neighbors, religious or social groups, co-workers and family members - any group can go Passionately Pink!

Third, pick your pink. From subtle pink accessories to head-to-toe pink attire, choose what works best for your team.

Fourth, pick your activities. Your group could simply wear pink attire or you could include an educational event, such as a "pink-bag" lunch with a speaker.

How to get started: Register TODAY at www.passionatelypink.org . You will receive a free activation kit with everything you need!

Each year, more than 1 million women are diagnosed with breast cancer around the world, and many will die unless a cure is found. With a 2008 Passionately Pink for the Cure goal of raising \$4.5 million to invest in breast cancer research and breast health programs, we're counting on every group to raise as much as possible. Remember that your donation could make a meaningful difference.

If you want to know more, or if you'd like to request educational materials, we are happy to help!

.Charleston Coldwater Creek "Share your journey...for the Cure" with Trisha Yearwood

Country Music Superstar, Trisha Yearwood, partners with Coldwater Creek to benefit local affiliates of Susan G. Komen for the Cure®

Charleston, WV (Grassroots Newswire) June 17, 2008 -- Imagine beginning a journey that ends with a cure for breast cancer.

That's the inspiration behind women's apparel retailer Coldwater Creek's new Susan G. Komen fundraiser, "Share your journey...for the Cure," an engaging viral fundraising program launched in joint effort with Trisha Yearwood, country music star, author of "Georgia Cooking in an Oklahoma Kitchen" and passionate breast health advocate.

"I've walked 60 miles in the Breast Cancer 3-Day event to help find a cure, but the real journey has just begun," said Trisha Yearwood of her support of "Share your journey...for the Cure" fundraiser.

"We're so excited to have Trisha Yearwood support our program," said Sherrie Stymans, store manager of the Coldwater Creek location in Charleston. "She's as passionate as we are in our desire to not only raise awareness, but also to raise funds for the West Virginia Affiliate of Susan G. Komen for the Cure. We invite all who live in the Charleston area to join with us in spreading the hope for a cure and enjoy the fun of watching your donations grow for our community!"

To start your Journey, West Virginia Affiliate residents can pick up a donation card at Coldwater Creek Charleston Town Center, or log onto www.coldwatercreek.com/journey. After making a donation online, everyone will receive a referrer ID and email to pass on to friends, family, and coworkers, breast cancer survivors and co-survivors, inspiring additional donations along the way. Passing it on to others is the key to success and what a thrill it is to watch your donations grow. Imagine... if eight people pass it on to eight people and they pass it on to eight people, what a powerful way to share the message and make a real difference.

No purchase is necessary to activate the card and the minimum donation amount is just \$1.00.

As a National Series Sponsor of the Susan G. Komen Race for the Cure®, Coldwater Creek supports both the national and local affiliates of Susan G. Komen for the Cure. Coldwater Creek has donated more than \$4.6 million to Komen. Coldwater Creek's involvement includes participation in over 100 Susan G. Komen Race for the Cure® events, the Share the Hope gift cards sales program and the Share the Promise bracelets sales.

For more information on Coldwater Creek Charleston Town Center, or the "Share your journey...for the Cure" fundraiser, please call (304) 347-4080.

About Coldwater Creek

As a leading retailer of casual fashion, the company offers its colorful, comfortable clothes in misses, petites, and women's sizing at over 300 stores across the country, through catalogs and online at coldwatercreek.com.

Special Opportunity to share and win:

- Ribbon Chick (www.ribbonchick.com) has spent the last several years dedicated to raising awareness about breast cancer and supporting fund-raising activities to provide charitable donations for breast cancer education and research. Two years ago, we published the popular book "Around My Mother's Table," a unique recipe collection complete with touching stories of sons and daughters who lost their mothers to breast cancer. This moving and personal book of stories and recipes celebrates not only the delicious and creative ways in which our mothers fed our bodies over the years, but also the immeasurable ways in which our mother fed our hearts and souls.

Now Ribbon Chick proudly announces our First Annual **A la Pink**: Breast Cancer Survivors Recipe Contest. Ribbon Chick invites women who are battling the disease or who have declared victory and are cancer-free to submit their favorite tasty recipes and personal stories of inspiration, hope and survival. Recipe will be submitted via our online submission form (<http://www.ribbonchick.com/contest2.php>) along with stories and photos.

Judges include gourmet food experts, celebrity chefs or food connoisseurs. Recipes can be submitted online (<http://www.ribbonchick.com/recipestoryform2.php>) or during two Susan G. Komen Race for the Cure events in which Ribbon Chick staff will be attending, distributing information and accepting submissions. Event locations include Kansas City on August 10, 2008 and St. Louis, Missouri on June 21, 2008. Winning recipes will be selected in August. The grand prize is an all-expense-paid trip to New York City to participate in the Susan G. Komen Race for the Cure on September 14, 2008, and a feature in Burton's new book "Around My Table" scheduled to be published in 2009. Runners-up will receive special recognition in all publicity materials, featured on Ribbon Chick Web site, an acknowledgment in "Around My Table."

We need your help to spread the word about this contest to help us create a supportive community of women who have a place and a reason to share their stories. We would greatly appreciate it if you could either publicize or pass this information onto any women you know who could benefit. We are also creating a bi-weekly newsletter titled "Feast of Love" to share stories and recipes with others. Please feel free to sign up for the newsletter by going to our Web site at www.ribbonchick.com If you have any questions about the contest, please contact Michelle Gamble-Risley at michelle.risley@gmail.com

Thank you in advance for your support!

Ribbon Chick

www.ribbonchick.com

• Shop For The Cure and support your Local Affiliate

Calling All Warriors....

Here are the details on how your purchases of Ford Warrior Apparel can benefit the WV Affiliate...Here is your promotion code {**WVWIP**} use it when you make a purchase at **FORDCARES.COM** we will be entered into a CHALLENGE for \$10,000.00. I think it is about time we won a challenge and made a name among these great United States as a true WARRIOR for the CURE.

The Affiliate with the most participation nationwide (highest apparel sales) will be recognized by FORD with a \$10,000. donation - Contest ends 12/31/2008.

Check out www.fordcares.com for cool Warriors in Pink apparel/accessory TODAY!

Also stay tuned for Yoplait details....we partnered with many groups and organization last year to increase the lids collected and move up the map in total donations....this year with some excitement and planning we can make more \$ for our State and have a greater showing in State pride 'for the cure'.

- You can purchase 'Hope and Prayers' hand crafted sterling silver bracelet and support your local WV affiliate with a portion of the price. You will also be supporting a local business to make WV stronger.



Check out www.silver.bangles.com they have hand crafted a "Prayers and Hope" piece just for our Affiliate and it couldn't be more beautiful. Sterling Silver byzantine fashioned bracelet with Swarovski crystals and a breast cancer charm....again your purchase not only supports a West Virginia business, located in Parkersburg, but offers a donation to the West Virginia Affiliate.

Now you can click to multiple shopping areas and know that your purchases will generate a donation by that company to our WV Affiliate.

When you visit our web address you can find links to Coffee or Jewelry and yes even Pink Ribbon Clothing (coming by month's end). Or you can go there through these links.

Check out or newsletter namesake product=



Simply go to www.justbrewitfundraising.com

1. click on Buy/Order coffee
2. select your coffee(s)
3. click on Susan G Komen WV Affiliate-WV under *Direct Your Donations*
4. select decaf if needed
5. select grind
6. you may also make an additional donation

When you direct your donation to our organization \$3.00 of every bag you purchase goes to further our cause to eliminate breast cancer.

Now if that isn't enough shopping for you- some of you may remember special pink jewelry we offered during Pink Power events. If not don't worry you can check it out at the following link

**
Click Here for Breast Cancer Awareness Jewelry!
**

Be sure to use the link for jewelry purchasing so a percentage of sale is directed toward the WV Affiliate.

And as if the jewelry wasn't cool enough on it's own there are functional pieces for lymphadema alert. Check the site often for new and creative pieces.



If jewelry and coffee are not enough, stay tuned for cool clothing for men and women from Pink Ribbon Classics.

Check our web site often for updates in Shop for the Cure vendors and more.

If you are interested in holding an event to support the WV Affiliate be sure to check out a special request and agreement form soon to be uploaded to the site. All vendors using the WV Affiliate Susan G Komen Logo in any advertising or announcement will have to have prior approval or risk of fine and misrepresentation.

Upcoming EVENTS;

- **Raft for the Cure August 16th,**

2008 New River Gorge with Class VI

Mention "Cure" when booking your reservation at 1-800-252-7784 and 50% of your trip cost will be donated to WV Affiliate. Together we *can* make a difference.

Both Lower and Upper trip options available at \$110. for adults and youth price based on trip and age. Price includes transportation, gear, guides, and lunch-complementary rose petals for river tribute. Meal and lodging packages available when booking "Raft for the Cure" .

Visit www.class-vi.com or call 1-800-252-7784

So consider a vacation closer to home and support a WV Business, save gas and time, make it a family outing, breath fresh air, eat great food and have an adventure - all while supporting your WV Susan G Komen for the Cure.

A memorable and exciting event for friends and families, that benefits our mission to save lives, empower people, ensure quality care for all and energize science to find the cures.

- **Bridge Day October 18, 2008**

We will join the 200,000 spectators and over 200 vendors on the New River Gorge Bridge, to not only celebrate, but bring our awareness message to Fayetteville and Beckley area. Stop by our table and help us carry our message with pins and stickers...you might even pick up some early Christmas or Birthday gifts from

the 'promise shop'. Meet us on the bridge between 9-3pm on Oct 18th

- **K9's for the Cure (a bark in the park walk for the cure).**

Not too early to mark your calendars for K9's for the Cure (Bark in the Park)

October 11th at Shawnee Park in Dunbar

This time it's not a Race but a walk for you and your best friend...*we even provide some new friends*

Carrie Mallory and her team will offer a day of fun for you and your pooch of any variety. This event not only benefits WV Susan G Komen for the Cure but also the Humane Society. So mark your calendar and keep your eyes open for more details (tell "woofie" to settle down and save the wags for later).

If you are interested in having a table, demonstrating pet related topics or volunteering contact; cmallory@suddenlink.net

What a fun summer this is turning out to be for all our furry friends

Check out **Golf for Women** magazine...20th Anniversary year and they are looking for what inspires you top reach out and "Rally for the Cure". Check with your local golf course or group for Rally events in your area. Or go to www.komen.org and register a Rally in your area. Proceeds go to the National Susan G Komen for the Cure and benefit not only research but our local Affiliate in raising funds.

In October **Self** editors will be looking for online essays with photos concerning someone in their life that has been

affected by breast cancer and how that person has motivated them to make a difference. Keep reading Self magazine for more information and rules for winning not only a donation made to the Affiliate in your name but wonderful prizes for the 5 finalists.

FUZE is our newest National Sponsor in the non- carbonated, all natural, vitamin enhanced beverage category...so keep looking for opportunities to take advantage of their sponsorship.

Want to impact the decisions of the people you put in power?

If you are not receiving the Advocates Alliance newsletter, you can register at www.actnowendbreastcancer.org or www.ivoteforthecure.org

Always for more information you can contact 1-800-GO-KOMEN

Also in todays very active political environment, please do not use Komen materials for any political endorsements or opinions. We have a non-profit tax exempt 501c3 status and could lose that, if we allow ourselves to become partisan in any way. If you have thank you notes or post cards or even mailing labels - do think twice before using them for personal political mailing. Thank you for your attention to this, I would not have mentioned had it not become an issue.

If you have a story to share please email it to me. We are often asked to share stories or just know what is going on in the real lives of Survivors and Co-Survivors.

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A World Without Breast Cancer

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