



# Call to Action Inaugural Event



## National Breast Cancer Awareness Month

To: Regional/Chapter Directors

From: Alicia Hughes  
Director of Community Involvement

**October** is National Breast Cancer Awareness Month. As one of BWLC's National Charities, we are challenging you to raise donations toward our National Goal of \$1,000.

We are asking **each** Chapter to strive towards helping us to raise these funds for a worthwhile cause by either:

**Purchasing the BWLC – Women of Color Breast Cancer Pin \$5**

✓ Contact Deborah Hall via email: [deborah.hall@xerox.com](mailto:deborah.hall@xerox.com) to order your pins. See page #2 for ordering details.



**Signing up for the “Making Strides Against Breast Cancer Walk”**

✓ For information on how to sign up your local chapter go to:

[http://makingstrides.acsevents.org/site/PageServer?pagename=MSABC\\_FY10\\_Findanevent](http://makingstrides.acsevents.org/site/PageServer?pagename=MSABC_FY10_Findanevent)

✓ For information on Oct 4<sup>th</sup> Monroe County Walk go to:

[http://makingstrides.acsevents.org/site/TR/MakingStridesAgainstBreastCancer/MSABCFY10National?px=12735264&pg=personal&fr\\_id=19801](http://makingstrides.acsevents.org/site/TR/MakingStridesAgainstBreastCancer/MSABCFY10National?px=12735264&pg=personal&fr_id=19801)

**Create your own local activity.**

Through one donation at a time, we as members of BWLC can make a difference. This is a perfect way for us to participate, knowing the reality that cancer threatens the lives of so many people we love. If you would like to participate, please consider any of the aforementioned suggestions above.

We truly hope you'll join us!

Thank You,  
Alicia

# Women of Color Breast Cancer Awareness Pin

The **Women of Color Running Ribbon Pin** is a simple way to show your support for the many lives that have been touched by breast cancer. The traditional colors around the running ribbon are **Red** representing the noble blood that unites all people of African ancestry, **Black** for the people, and **Green** for the rich land of Africa, hope and promises of the future. This small symbol speaks loudly of your support for the fight against breast cancer. The running ribbon is a registered trademark of Susan G. Komen for the Cure®.

**Cost:** \$5/person

**Regional & Chapter Directors:** Please notify Deborah Hall via e-mail for the # of pins your chapter would like to receive (please include shipping address).

**Deadline for Contacting Deborah Hall:**  
September 18<sup>th</sup>

**Pins Shipped To Chapter Directors on:**  
September 30<sup>th</sup>

**Mail Check/Money Order Payments for Pins by October 30<sup>th</sup> to the following address:**

**BWLC**

**P.O. Box 20195**

**Rochester, NY 14623**

**Make checks/money orders payable to BWLC**

