

BRIGHT RUN

Thank you for 10 years of supporting
breast cancer research in Hamilton.



BRIGHTRUN.CA

BRIGHT RUN 2017 - September 9, 2017.

August 23, 2017

Counting Down to BRIGHT 2017

Less than a month to go, BRIGHT folks, less than a month to go! We hope you're as excited as we are.

This is the last full newsletter before the big day, although we will send out some last-minute reminders in a couple of weeks.

We've got some terrific and inspirational stories for you this month.

First, get to know Kathie Ward – registered nurse; breast cancer survivor; captain of BRIGHT team Ward's Warriors; the executive committee member who leads the team that pinks up the Dundas Valley Conservation Area for the BRIGHT Run; and this year's survivor spokesperson. Kathie is an amazing member of the BRIGHT team.

We've got Five BRIGHT Questions with volunteer David Balsdon, a member of our sponsorship committee and a long-time BRIGHT Run participant.

Read about some recent team fundraising successes and find out who has registered since the last newsletter. Make sure you take a look at this month's fundraising tip.

Don't forget to get your tickets for the penny sale, the Fly & Ride raffle and the Bras in the Benz contest...you could be a big winner!

Enjoy the next few weeks of fundraising and see you BRIGHT and early on Sept. 9!

Register Now



How Breast Cancer Changed Kathie's Life

Kathie Ward's life changed after her 1998 breast cancer diagnosis.

She joined a dragon boat team of breast cancer survivors, forming intense lifelong friendships. After years of intensive care nursing, she joined the chemotherapy team at the Juravinski Cancer Centre, caring for cancer patients every day.

And she became one of the founding members of the BRIGHT Run, which celebrates its 10th anniversary on Sept. 9 at the Dundas Valley Conservation Area.

"The first year, we hoped for 500 participants," said Kathie, the powerhouse who leads the team that pinks up the conservation area for the BRIGHT Run each year.

"We had 1,000 participants and \$250,000 was raised," she said. "It was amazing!"

Approaching its 10th anniversary celebration, the BRIGHT Run has raised about \$2.8 million and supported 15 local breast cancer projects. Through the past nine months, we have profiled the courageous people who have been our survivor spokespeople over the years. Kathie will be on stage at BRIGHT Run 2017, telling her story as nine other survivor spokespeople have done before her.

"I am humbled by the opportunity to tell my story at the BRIGHT Run," Kathie said.



[Read more about Kathie](#)



Five BRIGHT Questions For: David Balsdon

David Balsdon is Senior Vice President of Influence Marketing, a retail, experiential, digital/social and event marketing agency based out of Mississauga. A Waterdown resident, he has been married to Lisa for 25 years and they have two daughters, Alexandra, 20, and Meaghan, 19, both of whom attend McMaster



University.

David has long been involved in charitable and community work, most recently as a member of the organizing committee of the Waterdown Terry Fox Run.

He is a long-distance runner, a skier and a boater.

When, how and why did you get involved in the BRIGHT Run?

My wife is a Radiation Therapist at the Juravinski Cancer Centre and because of this, we started running with the Linear Accelerator team eight or nine years ago.

Read more from David



BRIGHT Run Needs YOU!

If you have energy, imagination and leadership skills, the BRIGHT Run needs you. We are recruiting for the volunteer position of BRIGHT Run Event Co-Chair, an exciting opportunity to be involved in the BRIGHT Run from the inside out.

The Event Co-Chair will work closely with the Event Chair and the executive committee, sharing responsibility for planning and hosting the BRIGHT Run. He or she will have a lead role in the organizing and fundraising activities that have made the BRIGHT Run the successful, fun and inclusive community event it has become since its inception 10 years ago.

Each year, more than 1,000 participants of all ages gather to raise funds that support local breast cancer research. The event has raised more than \$2.8 million and has funded more than 15 research projects.

Our generous community partners cover the costs of organizing and hosting the event, so all the funds raised by participants are used to support research.

Become part of the vibrant team that makes it all happen. For more information about this exciting opportunity, contact Nancy McMillan at nancy@brightrun.ca



Pink Ribbon Clinic Raises Thousands



Congratulations to Amber Ripa and her team for raising \$5,371.34 for the BRIGHT Run at the July 15 Pink Ribbon Clinic at Holly Oaks Farm in Lynden. That's the team's best fundraising total yet! After 10 years of hosting the Pink Ribbon Ride dressage show, Amber's team changed the format of their event and ran a Pink Ribbon Clinic this year. There was also a BBQ (breakfast and lunch), raffle table and silent auction.

As well, Holly Oaks Farm generously opened its doors for a Family Farm Day during the Pink Ribbon Clinic. For only a \$5 parking fee, the whole family could visit the farm for a day to meet and feed chickens, cows and sheep.

Great job by all!



How many bras in the benz?

Hey BRIGHT folks, have we got a contest for you!

As part of our 10th anniversary BRIGHT Run celebration, our good friends at Mercedes-Benz Burlington have pinked up the smart car you may have seen parked in the lobby of the Juravinski Hospital.

You may also have noticed that cute little car is stuffed with bras. Yes, bras. A rainbow of colours. A full range of sizes. With straps and without. Fancy and plain. Bejewelled and utilitarian. You name it, it's in there.

If you haven't been to the hospital lobby, get there quick. This is a must-see!

Your assignment, should you decide to accept it, is to guess how many bras are in that little



beauty. No hints.

Tickets are \$5 each and will be available from Monday-Thursday from 10 a.m. to 2 p.m. in the hospital lobby (August 28-September 8th). Take your best guess, or take a bunch of best guesses. The person whose guess is closest to the actual number will win \$500 worth of gift cards. And it's no use asking around; the official total is a closely guarded secret. Suffice it to say there are a lotta bras in that little smart car!



Calling all Captains

Welcome to Calling All Captains, a place for BRIGHT Run team captains to share successes, talk about fundraising ideas and take a look and what and how other teams are doing.

Fundraising Success!

Congratulations to captain Donna Stasiuk and her BRIGHT team THE RACK PACK on their successful fundraising event Aug. 19.

The event, at The Brown Barrel on Upper Ottawa Street, raised more than \$2,000 for the BRIGHT Run and provided loads of fun for all in attendance. Great job!

And kudos to captain Soula Karambelas and her BRIGHT team PANAGIA'S ANGELS, who represented the BRIGHT Run at Greekfest, Aug. 18-20 at Inch Park on the Mountain.

Team members did a great job raising awareness of breast cancer and the BRIGHT Run, while visitors help fill the team's pink rubber boot with donations to the BRIGHT Run. Way to go, team!

GREAT GOODIES = GREAT FUNDRAISING

Congratulations to Diana Beckley and her BRIGHT team Beckley's Family & Friends on their successful bake sale Aug. 2 at the Juravinski Hospital.

It was the team's first bake sale at the hospital and it raised \$1,270 for local breast cancer research.

Three primary bakers - Diana, Michelle Lee and Karla Sousa - created the majority of the treats, with three others - Diana's niece Alicia, sister-in-law Janet and friend Yvonne Van Dyk pitching in to provide goodies as well.

On bake sale day, Diana had great help from - and tons of fun with - her Mom Ann Vanden



Berg, sister-in-law Crystal and niece Alicia.

Kudos for a job well done!

Welcome aboard, new teams that registered in June:

- CHRISTINE'S WARRIORS and captain Christine Sheppard
- FOR THE LOVE OF JULIETTE and captain Kathy Hrinivich
- FREEDOM FIGHTERS and captain Ashton Lambert
- GUNS N ROSES and captain Natalie Cheng
- LIZZIES GADDLES and captain Maria Murchie
- LOU'S GIRLS and captain Jennifer Crowson
- MARJORIES WAY and captain Mary General
- PROSIA TOTAL HEALTH and captain Lou Prosia
- SHE WON! and captain Sandy Arevalo
- THE GLORIA EstaFANS and captain Gloria Billeci
- THE MACKAY CLAN and captain Andrea Mackay
- UNsung HERO-B and captain Navneet Sharma
- ZAV and captain Aaren Zavarella



And welcome back, returning teams that registered in July/ August:

- BREAST FRIENDS and captain Judi Preston
- JENNA'S JOGGERS and captain Neil Turchyn
- TEAM CARM and captain Carm Ciccioni
- TEAM TD and captain Paul Bresnahan

And remember, captains, the more your team raises, the more BRIGHT BLING you will collect for your BRIGHT BLING charm bracelet!

Thanks Team Captains!

Each Team Captain will receive a **BRIGHT BLING** charm bracelet. The more the team raises, the more bling!

* 10th Anniversary Charm, Breast Cancer Ribbon Charm and 10 clear crystal charms come with the bracelet



Create a team today! BRIGHTRUN.CA

Tip of the Month

Thank You - two simple words that make a big difference.

It's important to thank people. Not just those who make a donation to your team, but also your team members.

For donors, a Thank You note will make them feel appreciated. It will also encourage them to donate to your team in the future.

In this age of instant messaging, it's easy to send off a quick Thank You email. That's OK, or at least it's better than nothing. But a hand-written Thank You, as vintage as it may seem, will mean more to your donor.

It needn't be long or fancy, but it should be heartfelt and personal. Thank your donor specifically – by name – and include the amount of their donation so they know you appreciate their specific gift, regardless of its size. Snail mail or hand-delivered - either way shows both appreciation and class.

For your hard-working team members, a Thank You is also very important. You want them to continue working hard to raise money, so let them know you appreciate what they have already done. Again, a hand-written personal note has more impact than an email. Including a sticker, a button or a little treat makes your Thank You that much sweeter.

Bottom line? Take some time out from the busy-ness of fundraising to show you appreciate the time, effort and donations of those you count on for support. Don't take anything – or anyone – for granted.

Visit Captains Corner

We want to hear from you

Each month from now until September, we'll offer tips we hope will boost both your team's fundraising and fun.

And we'd love to share your stories and tips with our BRIGHT Run eNewsletter readers. Contact event chair Nancy McMillan at nancy@brightrun.ca or eNewsletter content coordinator Lee Prokaska at lprokaska@outlook.com



Out and About with the BRIGHT Run

We'll be In the lobby of the Juravinski Cancer Centre on Tuesdays in July from 10 a.m. to 2 p.m.
And In the lobby of the Juravinski Hospital on Wednesdays in July from 10 a.m. to 2 p.m.

Get your tickets to win one of the fabulous Penny Sale prizes and make sure you don't miss out on the terrific Fly & Ride raffle.

Remember to look for the pink BRIGHT Run tent at the Winona Peach Festival from Aug. 26 to Aug. 29. Hope to see you there!



August 25, 26 and 27
[Click here to volunteer](#)



Fly&Ride BRIGHTRUN RAFFLE



1ST PRIZE

2 Air Canada Tickets
Approximate Value \$3,200



2ND PRIZE

VIA Rail Travel Voucher
Approximate Value \$1,697



3RD PRIZE

Mercedes-Benz Burlington
Quantum Ultimate Experience
Approximate Value \$1,300

Tickets

\$5 each **5 for \$20**

Supporting



Draw will be held at the BRIGHT RUN on September 9, 2017 at 12:00 PM.
Lottery License #782570. 3,500 tickets total.

Winners will be drawn at BRIGHT RUN
Saturday September 9
See you there!

See all BRIGHT Events



Make a **BRIGHT** contribution!

JOIN OUR TEAM OF VOLUNTEERS

Calling all volunteers

If you or someone you know is interested in volunteering for BRIGHT Run this year please email volunteer@brightrun.ca or apply at <https://www.brightrun.ca/volunteer/>

Reminder: Mandatory volunteer orientation meeting August 30th 6:30PM at Wellwood.

Apply to Volunteer



A Word About Our Sponsors

The BRIGHT Run doesn't magically appear. It takes a lot of work by our team of volunteers and we depend on our wonderful sponsors to pay the freight. That's why all the money you raise goes directly to breast cancer research. We couldn't do it without our sponsors.

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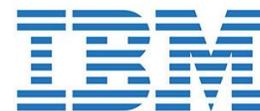
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