

# BRIGHTRUN

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



BRIGHTRUN.CA

BRIGHT Run 2018 - September 8, 2018.

November 29, 2017

## Have a BRIGHT and Merry Holiday Season

Well, BRIGHT folks, December is here already. It's a busy month for all of us, full of food, family and giving and receiving.

Try to pace yourself through the holiday season, saving some time here and there to contemplate the special moments in the midst of the rush.

One thing to remember is BRIGHT Run 2018. It may not be your top priority for the month of December, but don't let it disappear.

For one thing, we have an early registration deal you won't want to miss. Get \$10 off if you register by Jan. 31.

You may want to include the BRIGHT Run on your wish list. A donation to BRIGHT Run 2018 is a wonderful gift from family members or friends.

We're also super excited that the BRIGHT Run 2018 will be part of unique fundraising endeavour called the 25 Days of Charity! Charity! Charity! Campaign. Find out all about it – and how you can participate – in this month's eNewsletter.

Discover how some BRIGHT teams have the jump on fundraising already and take a look at a few suggestions for holiday season fundraisers for your team.

As well, read about how the Healthy Reflections Endowment Fund helps breast cancer patients who aren't able to afford a couple of important programs.

The folks behind the BRIGHT Run's fantastic silent auction would also love you to remember them during this holiday season. If you receive something that goes straight to your re-gifting box, think about its silent auction potential. Contact silent auction coordinator Lee Prokaska at [lprokaska@outlook.com](mailto:lprokaska@outlook.com).

We're giving the doc in the pink tights a break this month; Dr. Mark Levine returns in January.

Register Now



## Choir!Choir!Choir!

An amazing singing group from Toronto has included BRIGHT Run 2018 in its unique and super fun fundraising campaign.

Thanks to photographer Rick Harris, a longtime BRIGHT Run volunteer, BRIGHT Run 2018 is among the charities that will benefit from the Choir! Choir! Choir! Foundation's second annual 25 Days of Charity! Charity! Charity! Campaign starting Dec 1.

Last year, the fundraising campaign raised \$50,000, which was split evenly among 25 charities.

We're thrilled to be included in this year's campaign, not only because of the donation, but also because of the group's social media campaign, which raises awareness of the charities that benefit from the campaign.

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**Come see them with us!**

The group has a gig in St. Catharines Dec. 1 and a bunch of BRIGHT Run folks have already got their tickets. [Click here to buy your tickets and join us.](#)

On Dec. 16, Choir! Choir! Choir! will hold a fundraising singing event at the Phoenix Concert Theatre on Sherbourne Street in Toronto, with all proceeds going to the campaign. Tickets to that event may be purchased [here.](#)

Watch Facebook for more info about 25 Days of Charity! Charity! Charity! and the BRIGHT Run.



WHAT is  
CHOIR?

Read more about Choir!Choir!Choir!



# BRIGHT Needs YOU

As you know, the BRIGHT Run depends entirely on volunteers to get everything done – from staffing raffle tables, to promoting BRIGHT in the community, to preparing the site for event day and helping participants enjoy that day.

As we head toward BRIGHT Run 2018, we have some specific volunteer positions we want to fill. That's where you come in.

Take a look at our needs and tell us where you can help. Contact Nancy McMillan at [nancy@brightrun.ca](mailto:nancy@brightrun.ca) for more information about these opportunities and to let us know you're interested.

Volunteer vacancies:

- 1)Event day planning team
- 2)Community Connectors to promote BRIGHT Run partnerships with targeted businesses in their community
- 3)Volunteer coordinator for our hospital and cancer centre sales teams
- 4)Fundraising team members to oversee fundraising projects operated by the BRIGHT RUN organizing committee.

Come out and help us make BRIGHT Run 2018 the best BRIGHT ever!



## Did You Know?

HELPING ALLEVIATE  
THE FINANCIAL  
BURDEN FROM

*Breast  
Cancer*



There is funding available for breast cancer patients who don't have the financial means to access two important services – the Assistive Devices Program (ADP) and CanWell.

The funding is available through the Juravinski Hospital and Cancer Centre Foundation's Healthy Reflections Endowment Fund, established by a donor. The donor, a breast cancer survivor, is enthusiastic about giving back to the centre that helped her.

Patients with lymphedema, for example, require specialized treatment that can be expensive. Some patients don't have benefits that might cover the cost of such treatments.

There is funding support through the Assistive Devices Program, but there's a 25 per cent gap to cover the costs of consultations, follow-up visits and compression garments. The Healthy Reflections Endowment Fund can cover that gap.



## Toys and Books and Fundraising oh my!

If there are children on your holiday gift list, here's a great opportunity to do some shopping and raise money for the BRIGHT Run at the same time.

For the second year, the BRIGHT Run has signed up to participate in the Samko & Miko Toy Warehouse sale, which comes to Hamilton Nov. 30 to Dec. 3.

The sale takes place at the Canadian Warplane Heritage Museum in Mount Hope from 8 am to 8 pm on Thursday, Nov. 30, 10 am to 8 pm on Friday, Dec. 1, 10 am to 5 pm on Saturday, Dec. 2 and 10 am to 4 pm on Sunday, Dec. 3.

Before you cash out, tell the cashier you support the BRIGHT Run and have your original receipt stamped to indicate the charity affiliation.



Shop at Samko & Miko Toy Warehouse or Online from **November 30** to **December 3** and Samko & Miko will donate 10% of your purchase to **BRIGHT Run**

Feel free to share with your friends and family.

## It's as Easy as 1, 2, 3!

<p><b>1</b>      <b>SHOP</b></p> <p><b>WHEN:</b> <b>November 30</b> to <b>December 3</b></p> <p><b>WHERE:</b> <b>Canadian Warplane Heritage Museum</b> 9280 Airport Rd. Mount Hope, ON L0R 1W0 (at the Hamilton Airport)</p> <p>or</p> <p><b>Online Code</b> <b>FHAM10</b></p>	<p><b>2</b>      <b>STAMP</b></p> <p>Inform the cashier that you are part of a fundraiser by providing the cashier with our group name:</p> <p><b>BRIGHT Run</b></p> <p>They will then stamp the back of your original itemized receipt.</p>	<p><b>3</b>      <b>SUBMIT</b></p> <p>Submit your ORIGINAL itemized stamped receipt to</p> <p><b>The Juravinski Cancer Centre reception desk or mail it to:</b></p> <p><b>BRIGHT Run</b> Juravinski Cancer Centre Hamilton Health Sciences 699 Concession St, Hamilton, ON L8V 5C2</p> <p><b>Remember to copy your original!</b></p> <p><b>** No receipt needed for online orders, totals sales will be added through the fundraising dept.**</b> <b>**Please note any receipts that have a discount, will not be accepted**</b></p>
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Shop online now!



## 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.

In the "It's never too early" category, welcome back to these returning teams that have already registered for BRIGHT Run 2018:

Beckley's Family and Friends and captain Diana Beckley  
Rockers 4 Knockers and captain Carmela Oliverio

### Bake Sale

BRIGHT team The Linear Accelerators and team captain Michele Cardoso are ready to meet your seasonal baking needs.

Satisfy your sweet tooth and benefit the BRIGHT Run 2018 by stopping by the team's bake sale and raffle Tuesday Dec. 5 from 10am to 2 pm in the Juravinski Cancer Centre lobby.

This is a bake sale you won't want to miss!

**Keep Calm**  
and buy  
**Baked Goods!**

Craft Sale Success



Congratulations to captain Diana Beckley and her BRIGHT team Beckley's Family and Friends on a terrific craft sale Nov. 21 in the JCC lobby.

These early birds (they were set up before 8 am!) offered a wonderful selection of hand-crafted items for every taste, raising \$806 in only a few hours. Way to go, team BFF!

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### Rockers 4 Knockers at Tracie's

Rockers 4 Knockers and team captain Carmela Oliverio also got a great head start on BRIGHT Run 2018 fundraising on Nov. 12 with an evening of live music at Tracie's Place on Upper James Street.

The event featured performances by Gary Reid, Matt Miller, Zoe Reed, Nettish and Felicia McMinn and raised \$820 for BRIGHT Run 2018. Great job, Rockers!

**ROCKERS FOR  
KNOCKERS**  
*A Funny Name for a Serious Cause*

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### Tips of the Month

It's a great time of year to get a head start on fundraising for BRIGHT Run 2018. With folks already in the giving mood, here are a few things you can try:

- 1) Ask friends and relatives to make a BRIGHT donation in lieu of giving you another pair of socks or bottle of shower gel. Take advantage of the early bird registration deal, then direct folks to [www.brightrun.ca](http://www.brightrun.ca) to make their donations.
- 2) Have a bottle drive among family, friends and neighbours. Ask them to save their empties for you and turn them in for cash for the BRIGHT Run.
- 3) Enlist friends and workmates to bake some holiday goodies, then have a bake sale at your workplace or home.
- 4) Raffle off a basket of Christmas goodies.

Visit Captains Corner

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### 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.

we'd love to share your stories and tips with our BRIGHT Run eNewsletter readers. Please contact teams committee chair Carmela Oliverio at [coliveri@hpsc.ca](mailto:coliveri@hpsc.ca) or eNewsletter content coordinator

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dates  
to  
Remember

**Register Early, Register for less**

Dec. 1 to Jan. 31

Registration is open for BRIGHT Run 2018 at [www.brightrun.ca](http://www.brightrun.ca). Use promo code **BRIGHTEN** between Dec. 1 and Jan. 31 to register for only \$20. After Feb.1, the registration fee goes back to \$30, so remember to be an early bird.

**Launch, Launch, Launch**

Jan. 16

We're gonna party! Join us Jan. 16 in the JCC lobby for the BRIGHT Run 2018 hospital and cancer centre staff launch party. Don't miss it!

Details to come.....

[See all BRIGHT Events](#)



We want to take a moment to thank you all from the bottom of our hearts for making this a record breaking year for us. We couldn't have done it without you.

From everyone here at BRIGHT Run we wish you and yours a happy holiday season and look forward to another great year.



Make a **BRIGHT** contribution!

JOIN OUR TEAM OF VOLUNTEERS



### 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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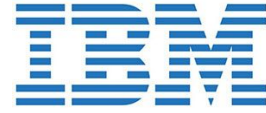


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