



# BRIGHT RUN

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

BRIGHTRUN.CA

BRIGHT Run 2018 - September 8, 2018.

February 6, 2018

## Hearts and Flowers and BRIGHT!

February weather may not be our favourite, but with Valentine's Day on the horizon, chocolates and flowers are a sure thing!

Valentine's Day provides a dandy opportunity to raise some BRIGHT funds. A Valentine's themed raffle is quick and easy – ask team members to contribute goodies and create a tasty gift basket. Sell tickets to family, friends and co-workers and, voila, you've raised some money!

For more fundraising ideas, check out Calling All Captains in this month's eNewsletter.

We like to call her ours, but Kim MacDonald was The Weather Network's long before she joined the BRIGHT breast cancer family. Read about Kim's inspiring breast cancer journey and help us wish her well on her final Herceptin treatment this month.

Our doc with the pink tights, Mark Levine, picks up where he left off in November with Part 2 of the history of the Juravinski Cancer Centre's breast cancer team and the important research it has done.

In this month's Five BRIGHT Questions, get to know Lise Diebel, our newest executive committee member and chair of the AMC (Advertising, Marketing and Communications) committee. Lise brings a wealth of experience and imagination to our team.

Catch up on team news and some BRIGHT fun fundraising events. Don't forget to let us know if your team has an event coming up. Let us know by emailing [lprokaska@outlook.com](mailto:lprokaska@outlook.com).

Meanwhile, treat yourself to some chocolate and flowers. You deserve it! Happy Valentine's Day from your BRIGHT Run family.

Register Now





# CONTEST ALERT!

## Show us the love

### #BRIGHTRun



We all know that February is the most loving month of the year. In honour of Valentine's Day we will be holding our FIRST ever Facebook photo contest.

#### The rules are simple:

- 1) Upload a photo of you and your BRIGHT Run swag (bottles, bags, medals, shirts (anything that isn't paper is welcome) to Facebook.
- 2) Tag us! @Bright run/walk for breast cancer research
- 3) Include the hashtag #BRIGHTRun

Each piece of swag gets you 1 entry into a draw for a great prize basket, that means a photo with a medal, a shirt and a hat all with the BRIGHT Run logo (past or present) will gain you THREE entries in the draw.

Basket includes:

Perfume set, handmade knitted hat and scarf as well as an umbrella.

#### More ways to win!

- 4) We will add your photo to the contest album then you invite your friends and family to like your entry. The person with the most likes by the end of the contest will win a \$30 gift card for their love of coffee on us. (Winner chooses the coffee shop).

Don't forget to LIKE us on Facebook to stay up to date with this contest and our other great content!



## Kim's BRIGHT Story

My name is Kim MacDonald. I am a wife and mother of two daughters (21 and 14) and I live in Hamilton.

For the past 20 years, I have worked as a national television host on The Weather Network, telling weather stories to Canadians from coast to coast.

On Dec. 1, 2016, I was diagnosed with breast cancer. As is the case with all women, it changed my world as I knew it.

The tumour was large – 10 cm – so my treatment began immediately with eight rounds of chemotherapy over four months. In May 2017, I had a double mastectomy and in July I began 25 rounds of radiation. I was diagnosed as HER2+, which meant a year of Herceptin infusions. Like a game of golf, there are 18 rounds which will come to an end this month.



[Read more of Kim's BRIGHT Story](#)



## NEW FEATURE : From Mark Levine, the Doc with Pink Tights

### BRIGHT Run History

By Dr. Mark Levine

[Click here to read the first part of this story.](#)

This is a continuation from where I left off in the November eNewsletter, with the results of the trial comparing 36 weeks with 12 weeks of chemotherapy after breast cancer surgery. The results of this trial were important as they suggested that 12 weeks of chemotherapy with CMF-type chemotherapy was not enough; it was too short a duration.

(CMF chemotherapy uses three anti-cancer agents: cyclophosphamide, methotrexate, and 5-fluorouracil (5-FU).)

In 1990, the results were published in a leading oncology journal. While we were conducting the trial, we also carried out studies that had a



global impact. We developed one of the first quality-of-life questionnaires tailored specifically for women with breast cancer receiving chemotherapy. In addition, we were one of the first groups to recognize that chemotherapy causes thrombosis (blood clots). This was very exciting for all of us, as the results were published in the New England Journal of Medicine, the #1 medical journal in the world.

In the early 1990s, Dr. Tim Whelan, a radiation oncologist, arrived from the Maritimes. He wished to pursue research training at McMaster University and the Hamilton Regional Cancer Centre (HRCC). After completing a two-year fellowship under my supervision, he joined the medical staff of the HRCC.

Dr. Whelan had a passion for research and his area of interest was breast radiation after surgery. He was instrumental in putting Hamilton on the map in terms of leading breast cancer radiation research. There are many examples of his work.

If I am telling the story in chronological order, the first radiation trial we were involved with was the Ontario Clinical Oncology Group (OCOG) Stage I trial. (I will talk more about OCOG in a separate article). In the 1980s, lumpectomy was emerging as a surgical treatment of breast cancer. What was unclear was whether radiotherapy to the breast after the lumpectomy reduced local (in-breast) recurrence of the cancer. If the cancer came back in the breast, then a mastectomy was done.

[Read more from Dr. Mark](#)



## Five BRIGHT Questions For: Lise Diebel

Lise Diebel works for the Regional Cancer Program, promoting the province's three organized cancer screening programs – the Ontario Breast Screening Program (OBSP), Ontario Cervical Screening Program (OCSP) and Colon Cancer Check.

Lise is married to Al, a captain at Air Canada, and they have two teenage boys, Alec and Owen. When Lise isn't working, she enjoys skiing, mountain biking and travelling with her family.

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

I got involved last year, after being introduced to BRIGHT Run Chair Nancy McMillan through a mutual friend. It was kind of a whirlwind after that.

Once you get swept up by Nancy's enthusiasm – and BRIGHT Run's incredible group of volunteers, participants and supporters – there's really no turning back.



Read more from Lise



## A Sweetheart of an Event



Several BRIGHT Run folks were in the crowd January 27 at the “Love Life” Valentine’s dinner and dance at the Verdi Convention Centre in Mississauga.

The first annual event was organized by Jassie Dhanoa, who created the Craving the Cure Foundation late last year.

The evening of food, fun and entertainment was a fundraiser for breast cancer research funded through the BRIGHT Run.

Read more



## Did You Know?



A free shuttle service is available for women with appointments at the Ontario Breast Screening Program, located at the CIBC Breast Assessment Centre at the Juravinski Hospital and Cancer Centre.

The Ontario Breast Screening Program is for women ages 50-74 with no signs of breast cancer, as part of their routine medical care.

A Dodge Grand Caravan, driven by a hospital volunteer, provides rides for women facing transportation barriers such as not having a vehicle or driver’s licence. Johnston Chrysler Dodge Jeep has stepped forward since 1999 to provide the leased mini-van.

If you face transportation barriers and are interested in booking a ride for your breast screening appointment, call the OBSP at 905-389-0101.



## Laura Fortino Heads to the 2018 Olympic Games



Let's all cheer on BRIGHT Run Honorary Team Captain Laura Fortino, who will be on the ice with Canada's women's hockey team at the Olympics this month in South Korea.

This is Laura's second trip to the Olympics. Her debut was at Sochi 2014, where she assisted on Marie-Philip Poulin's overtime winning goal, giving its fourth straight gold medal in women's hockey. She has helped Canada win three straight silver medals at the world championships in 2015, 2016 and 2017. At the 2016 Worlds, she was Canada's top-scoring defenceman with one goal and two assists.

Read more about Laura



## BRIGHT Run 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!

Email Nancy



## 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.

### Party, Party, Party!

Captain Donna Stampone and her team, In It Together, are holding their fourth annual party of fun, music and prizes to raise money for the BRIGHT Run.

The event kicks off at 8 p.m. on Saturday, March 3 at The Pour House, 1115 Fennell Avenue East on Hamilton Mountain.

Don't miss the performance by Ragdoll, featuring Walter Cernile, James Cameron, Robin Benedict and Pete Stampone. Wes Hahn and friends will be opening with an acoustic set.

Keep your ticket stub because you may win a door prize and you can buy more raffle tickets during the event.

Tickets are \$10 and can be purchased at the door or in advance by contacting Pete Stampone at [stamponepeter@gmail.com](mailto:stamponepeter@gmail.com).

Last year's event raised about \$1,500 for the BRIGHT Run. Way to go, In It Together!



### Tip of the Month

The BRIGHT Run website is one of your best resources for fundraising ideas. It provides a bit of everything: who to approach for donations; how to involve team members; simple fundraising ideas both online and off; other online resources you can tap. Take a look at [www.brightrun.ca/wp-content/uploads/Team-Captain-Tips.pdf](http://www.brightrun.ca/wp-content/uploads/Team-Captain-Tips.pdf)

### Welcome aboard, new teams that have registered:

BJ'S CUTIES and captain Bev Jacobs  
TEAM TARION and captain Hanna MacWilliam  
THE GRADUATES and captain Joanne Stacey

## And welcome back, returning teams that have registered:

BREAST INTENTIONS and captain Leslie Ubbels  
ELLY BELLIES BOOBIES  
FIFTY SHADES OF PINK  
JENNA'S JOGGERS  
McMILLAN'S MADCAPS and captain Nancy McMillan  
PANAGIA'S ANGELS and captain Soula Karambelas  
PINK RIBBON RIDE and captain Amber Ripa  
TEAM JODY and captain Jody Rushton  
TEAM KURPEL and captain Lisa Kurpel  
TEAM SHEPPARD and captain Vanessa Sheppard  
THE LINEAR ACCELERATORS and captain Michele Cadroso

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.

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



# 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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