



# BRIGHT RUN

Funding breast cancer research

Register today at

[BRIGHTRUN.CA](http://BRIGHTRUN.CA)

BRIGHT Run 2019 - September 7, 2019.

February 6, 2019

## Here's to a BRIGHT Month of Hearts and Flowers

Sure, February's a short month, but it's also a great month to let your loved ones know how much they mean to you.

Valentine's Day is also a great day to remind people about the BRIGHT Run. For example, try a simple **little raffle** among family, friends and workmates. Put together some chocolate goodies with a red bow and, voila, you've got a raffle basket!

In the meantime, the February eNewsletter is full of interesting and informative info.

Take a read of this month's submission from Mark Levine, our doc with the pink tights, who takes a critical look at **some recent breast cancer news**.

Learn about what motivates our **new social media coordinator**, radiation therapist Derek Ribeiro, who's keen to spread the word about BRIGHT.

Get the head's up for an excellent team event in April, and take a look at **BRIGHT's spikeball team**, which participated in a fundraising tournament at McMaster University last month.

Find out why we're excited for **Monica Graves of glamjulz**, a great BRIGHT Run supporter and an all-round super woman.

We're also welcoming BRIGHT teams that have registered, and we've come up with a simple way we hope we can help you get attention for your team events.

So, settle in with a box of chocolate hearts and read on!

**REGISTER NOW!**



## Five BRIGHT Questions For: Derek Ribeiro MRT(T)

Derek Ribeiro is a radiation therapist who has worked at the Juravinski Cancer Centre for five years. Although he has never been to the BRIGHT

Run, he is very excited to have joined the BRIGHT team as our social media guru.

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

I got involved with the BRIGHT Run when my co-worker asked me to assist with the social media co-ordination of the event. I felt the need to contribute back to the community after seeing how breast cancer affects the lives of so many women and men.



[Read more about Derek](#)



## Our Women of Distinction Nominee: Monica Graves



Congratulations to Monica Graves, who has been nominated for a YWCA Women of Distinction Award.

Monica, the brains and creativity behind glamjulz, was nominated in the community leadership category by the BRIGHT Run chair Nancy McMillan, who said: "Monica deserves recognition for the remarkable and varied work she does in our community and, particularly, how she strives to share her vision of philanthropic entrepreneurship with other women in business."

The BRIGHT Run has partnered with glamjulz for the past four years in honouring our hardworking team captains. Monica designs our one-of-a-kind captain's appreciation bracelet each year, with special additions to mark increasing levels of fundraising. Her bracelets have a strong spiritual component, with the beads and charms representing the balance of mind, body and spirit.

[Read more about Monica](#)



## From Mark Levine, the Doc with Pink Tights

**Don't Shoot the Messenger**



Recently, one of the BRIGHT Run supporters emailed us and wanted to know BRIGHT's position on breast screening (early detection) in young women. She was reacting to a CTV media report from Ottawa (Jan. 17) about recommendations from the Canadian Task Force on Preventive Health Care on Breast Screening.

Among the key recommendations: no routine screening for women aged 40 to 49 and screening with mammography every two to three years for women 50 to 69 years old. It appeared to me that she was indignant because of the recommendation for no screening in younger women.

BRIGHT's mission is to raise funds for breast cancer research. Although in my blog in the BRIGHT newsletter, I often cover topics related to the treatment and care of breast cancer, it must be recognized that these are my own thoughts. The Juraviski Cancer Centre and Cancer Care Ontario have recommendations about breast cancer screening and I direct interested readers to their websites.

A number of years ago, I was the Chair of Health Canada's Committee that developed guidelines (recommendations) on the treatment and care of breast cancer. In any guideline development process, such as the one used by the Canadian Task Force on Preventive Health Care, a very formal process is used to review the medical literature. A thorough literature review is conducted to identify research studies that inform the topic of interest. The studies are categorized according to their quality and strength of the evidence provided. It is very important to make recommendations on the highest quality of evidence available.

The reality is that there is a lack evidence supporting breast screening in women less than 50 years old. Some studies have even suggested that mammography increases breast cancer in this population. A number of respected organizations have published their synthesis of the literature and come up with the same conclusions as the Canadian Task Force.

[Read more from Dr. Mark](#)



## 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 at what and how other teams are doing.

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

THINK PINK and captain Mackenzie Wiens

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

Beckley's Family & Friends and captain Diana Beckley  
Breast Intentions and captain Leslie Ubbels  
Making the Mark and captain Mark Levine  
Marion's Motivators and captain Marion Dowds  
McMillan's Madcaps and captain Nancy McMillan  
Pink Ribbon Ride and captain Amber Ripa  
Steppin' Wolves and captain Vanessa Sheppard  
The GRADUATES and captain Joanne Stacey

[Fun and Fundraising – Think Pink Week at McMaster University](#)

Wasn't that a pink party?! Congratulations to first-time BRIGHT Run team THINK PINK and captain Mackenzie Wiens on a week of fun at McMaster University's David Braley Athletic Centre last month.

McMaster Athletics and Recreation's 2019 Think Pink Week included games, goodies and sporting events to raise money for local breast cancer research.

Along with a couple of varsity games, Think Pink Week featured a spikeball tournament and of course the BRIGHT Run team – Drs. Mark Levine, Bindi Dhesy, Juliet Daniel and Kumar Tyagi Nidhi, along with cheer squad Nancy McMillan – showed up ready for action. No, they didn't triumph in the tourney, but they gave it their best BRIGHT try!



## Tip of the Month

Help us help you. We want to let folks know about team events and we've created an easy-to-use form you can submit to ensure we are able to publicize your event.

Use this link [xxxx](#) to access the form and follow the e-mail instructions to get your info to both the content coordinator of the BRIGHT Run's eNewsletter AND our social media coordinator. We've got you covered!



## BRIGHT Events

### Party Night with In It Together

BRIGHT team In It Together is at it again, with its second annual fundraising dinner set for the Grand Ballroom at Stoney Creek's LIUNA Gardens at 526 Winona Road.

Team captain and breast cancer survivor Donna Stampone joins her cousin, Mark Calcagni, and his mom Rita, a member of our breast cancer community -along with other family members - in organizing the April 6 evening of fun, food and great music.



Doors open at 5.30 p.m. and the full sit-down meal begins at 6.30, with the sweet table at 10.30.

The entertainment – a rockin’ performance by Pete Stampone’s band Ragdoll – gets going around 9.30-10 p.m.

The evening will include a silent auction, a raffle with many terrific door prizes, a photo booth and a range of games.

All the proceeds will go toward In It Together’s fundraising efforts for the BRIGHT Run. Last year’s event welcomed almost 180 guests and raised about \$7,200 for local breast cancer research.

Tickets are \$50 each for adults and \$25 each for children and must be purchased in advance. To purchase tickets, contact Mark at [mcalcagni90@hotmail.com](mailto:mcalcagni90@hotmail.com), Rita at [rcalcagni@sourcecable.net](mailto:rcalcagni@sourcecable.net) or Donna at [dstampone@cogeco.ca](mailto:dstampone@cogeco.ca) by March 15.



Make a **BRIGHT** contribution!

JOIN OUR TEAM OF VOLUNTEERS

Are you interested in helping to organize and plan BRIGHT Run 2019? If so, please contact Nancy McMillan [nancy@brightrun.ca](mailto:nancy@brightrun.ca)



### Thank You to our Community Partners

The BRIGHT Run would not happen without the dedication of our community partners. Because of the support of those partners, we can ensure that every single dollar raised by participants goes directly to research.

**Genomic Health**  
LIFE, CHANGING.

