

Register early, register for less!

Use promo code **BRIGHTEN** between
Dec. 1 and Jan. 31 to register for only \$20

WALK. RUN. SUPPORT

After Feb.1, the registration fee goes back to \$30, so remember to be an early bird. Registration is open for BRIGHT Run 2018 at www.brightrun.ca



BRIGHT Run 2018 - September 8, 2018.

January 8, 2018

Welcome to a BRIGHT New Year

Happy 2018! We're looking forward to a spectacular year of fun and fundraising at the BRIGHT Run.

This month's eNewsletter is full of interesting stuff, including the return of Dr. Mark Levine, the doc in the pink tights, with his analysis of the research on alcohol and breast cancer.

Meet a new member of the BRIGHT family. Kimberly Deveau, a mom of two who lives in Port Dover, has had a bumpy breast cancer journey, but she's more than ready to jump into her first BRIGHT Run this year.

We have five questions for Rick Harris, the BRIGHT Run's long-time event day photographer. Thanks to Rick, the BRIGHT Run is one of 25 charities that will benefit from a month of fundraising by Choir! Choir! Choir!, a unique and energetic musical experience.

Speaking of Choir! Choir! Choir!, take an inside look at what's up with that by following a group of BRIGHT folks who attended a C!C!C! event last month.

Check out some fundraising tips for the new year and don't forget to take advantage of our early registration deal.

And in keeping with the spirit of a new year, let us all resolve that BRIGHT 2018 will be our best and brightest ever!

Register Now



Kimberly's BRIGHT Story

Kimberly Deveau's six-year breast cancer journey has been a rocky one, but it resulted in at least two blessings: five-year-old Liam and four-year-old Eliza.

"Because of the BRIGHT Run, my children, Liam and Eliza, are just two little miracles that the Juravinski Cancer Centre made possible," says Kimberly, whose chemotherapy ended last year. "They saved my life not once, but twice."

Kimberly, 41, is originally from Hamilton and now lives in Port Dover with husband Jeremy Deveau and their two children. A floral designer, she was diagnosed with left breast cancer Nov. 9, 2011. On Dec. 14, 2011, she underwent a lumpectomy and sentinel node biopsy.

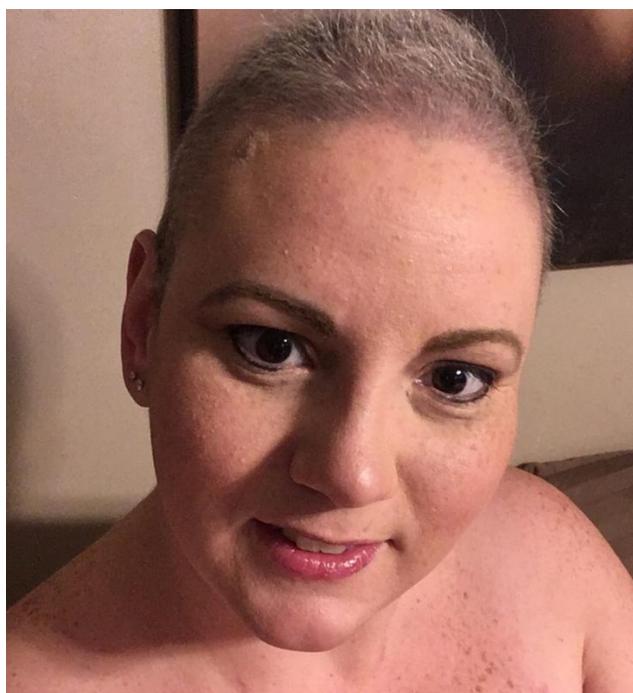
In February 2012, Kimberly found out she was 16 weeks pregnant. She had undergone her surgery at 10 weeks pregnant. Treatment was put on hold until after the baby was delivered. Although abortion was discussed, the couple declined.

Liam was born June 28, 2012 and Kimberly started on Tamoxifen that July. Her radiation therapy began in August. By December, Kimberly was off Tamoxifen because the side effects outweighed the benefits.

In April 2013, Kimberly was declared cancer free and she found out she was pregnant. Eliza was born Dec. 9, 2013.

Jeremy arranged for the two to renew their wedding vows in the chapel at the Juravinski Hospital. He chose the venue because "that's where they saved my life," Kimberly said. The ceremony took place Sept. 19, 2014.

In May 2015, Kimberly underwent breast reduction surgery to even out her breasts. By February 2017, she had another surgery because she wasn't happy with the results of the previous reduction surgery.



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

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 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



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

Alcohol & Breast Cancer

By Dr. Mark Levine

I have to begin by confessing that I have a bias: I love a good wine and I collect Italian wines.

For many years there has been a controversy about alcohol consumption and the risk of breast cancer. A number of research studies have reported an association (link) between alcohol consumption and the development of a number of cancers including oral cavity (mouth) and pharynx (throat), esophagus, liver, breast, and colon cancers.

Such reports, even though they are published in the scientific literature, catch the attention of the media and not infrequently a story reporting that "alcohol causes breast cancer" is picked up by television, radio, or newspapers. A recent example of this was when the American Society of Oncology (which I am a member of) published a special article entitled "Alcohol and Cancer: A Statement of the

American Society of Clinical Oncology” in November 2017. This article was quoted widely by the media and you may have read about it.



The scientific term for a process where we look for a cause and effect relationship between exposure to a factor and an illness like cancer is called causation. When you come across a statement like “alcohol causes breast cancer,” how do you determine whether there is truly a relationship?

What criteria do I look for?

1. Is there an association reported in the scientific study? Typically, the type of study is called a case-control study in which cases of cancer are matched to control patients without cancer. Then the researcher determines the amount of alcohol cases and control have consumed over a period of time. The rate of alcohol consumption in the cases is compared to the rate in the controls to give a statistic called a relative risk.
2. Is there a dose response relationship? In other words, as the amount of alcohol consumption increases the risk of cancer increases.
3. Is there a biologic explanation?

[Read more from Dr. Mark](#)



Five BRIGHT Questions For: Rick Harris

Rick Harris is an IT Project Manager for a large financial services company and his wife is an associate professor at Trent University. Their daughter is a post-doctoral student in Applied Sciences at McMaster University; their son is a marketing grad living in Oshawa.

Rick loves combining photography and volunteer work. Besides the creative work he does for the

BRIGHT Run, he also volunteers for animal rescues and others. And every week or so, he gathers with 150 friends to sing with Choir!Choir!Choir!

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

In 2010, my neighbor Beverly Pond, then a member of the BRIGHT Run executive committee, asked if I wanted to be event photographer for a fundraiser called the BRIGHT Run. She was very enthusiastic, and it sounded like great fun, so I signed up.



[Read more from Rick](#)



BRIGHT Run Sings! Sings! Sings!



Event Chair Nancy McMillan and a handful of BRIGHT Run volunteers had a blast last month at the Choir! Choir! Choir! event in St. Catharines.

We laughed and sang and laughed and sang some more. We went because, as we told you last month, Choir! Choir! Choir! accepted the BRIGHT Run as one of the 25 charities to benefit from its annual December fundraising drive.

For those of you who have never been to a C!C!C! event, get out to one. Particularly if you ever wanted to be a back-up singer!

Here's how it works:
We were handed a song sheet on the way in. Our song for the night was Journey's Don't Stop Believing. The song sheet has no musical notes, just words, oohs and aahs and some ba ba bums. The page is divided into three sections: high, middle and low.



[Read more about C!C!C!](#)



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.

Bake Sale

Congratulations to BRIGHT team The Linear Accelerators and team captain Michele Cardoso on their successful bake sale and raffle last month in the Juravinksi Cancer Centre lobby.

The team sold a wide range of seasonal goodies and raised a whopping \$734.50 for the BRIGHT Run.

Great job, Linear Accelerators! Keep it up.



Tips of the Month

How about this for a New Year's resolution? Start your fundraising now!

Sure, January can be a bit of a downer. The holiday season has passed, it's super cold out and we're heading back to work. Try putting a bit of a spark into the month by having a wee fundraiser.

Could be a 50/50 draw at your workplace. Simple but effective. Or try a wine raffle – have each team member contribute one bottle of wine, sell tickets to family and friends and, voila, you're raised some money for BRIGHT 2018.

Whatever you choose to do, keep it simple. You can move on to more complex ideas in February, when we all really need a pick-me-up!

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 coliveri@hhsc.ca or eNewsletter content coordinator Lee Prokaska at 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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