

Registration now open for BRIGHT Run 2018



BRIGHT RUN

Funding breast cancer research

Register today at

BRIGHTRUN.CA

BRIGHT Run 2018 - September 8, 2018.

July 6, 2018

Summer Time and the Living is BRIGHT

School's out and we're waving our Maple leaf for Canada Day. That's means it's summer for sure! It also means BRIGHT Run 2018 is fast approaching.

This month's eNewsletter is chock-full of interesting reading material for a hot summer's day.

Meet Joanne Stacey, a breast cancer survivor, team captain and the third of our three new Community Connectors. Learn about Joanne's cancer journey and how she is giving back to the breast cancer community.

Part two of Mark Levine's take on living with your post-treatment New Normal has moved to next month. Instead, our doc with the pink tights discusses a recently released report on breast cancer and chemotherapy.

This month's Five BRIGHT Questions were posed to Monica Graves of glamjulz, the designer of our beautiful team captains' achievement bracelets.

And meet Maggie Bell, a little girl with a big heart, and learn about her plan to help people with cancer.

Remember to browse through Calling All Captains and take special note of the July Team Challenge. You could be a winner!

May your July be sunny and BRIGHT!

[Register Now](#)



Joanne's BRIGHT Story

As a social worker who has long been involved in

her community, Joanne Stacey is a natural for her new role as a BRIGHT Run Community Connector.

“It’s what I do best, connecting many I have worked with over the years, as well as patients and others I have met who are interested in getting involved with the BRIGHT Run,” Joanne said.

“I am also mentoring others to do this and have enjoyed working with Lesley DeSousa (another Community Connector), as we visit businesses, stores and offices of those involved in the breast cancer issue,” she said.

Joanne is the captain of BRIGHT 2018 team The Graduates.

The Burlington mom of three and grandmother of three was diagnosed with Grade 3 Invasive Ductal Carcinoma on her 49th birthday in February 2009.



© Sherry Fraser Photography

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



Mark Levine, The Doc with Pink Tights

Recent News Flash: “Chemotherapy Can be Avoided”

By Dr. Mark Levine

In last month’s article “Living with your New Normal,” I indicated my discussion about what life is like after completion of initial therapy would continue in the next edition. However, as is often the case, circumstances and priorities change. I’ll return to New Normal next month.

During the first week of June, you may have noticed there was a great deal in the news about breast cancer; specifically, that many women would no longer require chemotherapy. I cringed when I heard how this information was being presented by the media. I was aware of the background and context of this new information. I feared that many patients would be confused. Unfortunately, it is not that simple. I will try to explain.

Typically, when a patient has a lump or an abnormal mammogram, a biopsy is done to diagnose breast cancer. Then surgery, either lumpectomy or mastectomy, is performed. This is usually followed by a procedure that examines the lymph nodes under the arm to see if cancer has spread to the nodes.

The key factors the oncologist considers to determine what treatments to administer are the estrogen receptor (ER), the size of the cancer and



the grade (how nasty the cancer looks under the microscope), and whether there is cancer in the lymph nodes.

If the ER is positive, estrogen blocking pills e.g. tamoxifen or an aromatase inhibitor is given. If the ER is negative, this type of treatment will not work. Factors that indicate a higher risk of the cancer coming back after initial treatments are large tumours (greater than 5cm), cancer in the lymph nodes, grade III, and ER negative. Chemotherapy is often recommended if any of these factors, called prognostic factors, are present.

But what about the situation where there is no cancer in the nodes and the tumor is ER positive? In general, the prognosis is very good and estrogen blocking treatment is standard. But a few of these cancers can still be bad actors and still come back and spread.

[Read more from Dr. Mark](#)



**ONE DAY
SALE**

PROMO CODE: Friday

SAVE \$13 on
registration!
Register for ONLY \$17
on July 13th by using
the promo code.

*\$17 adult registration



Five BRIGHT Questions For: Monica Graves

Monica Graves founded her Burlington company, glamjulz, in 2000, with a push from her husband Wayne Graves. That turned her jewelry designing and making hobby into a business that's still going strong. And Monica gives back to the community by raising money for a range of local organizations, including the BRIGHT Run.

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

I got involved in the BRIGHT Run when Nancy

McMillan walked into a boutique where I was having a trunk show. This was about 10 years ago. I was selling my hummingbird bracelets in support of the Juravinski Cancer Centre. Nancy wanted to meet me and buy a bunch! The rest is history!



[Read more from Monica](#)



Maggie's Gift



Maggie Bell has a wonderful gift for a stranger who has cancer.

Her glorious ginger hair.

Maggie celebrates her ninth birthday later this month. And on Aug. 18, Felice Valvano at Valvano's Hair Group in St. Catharines will cut off about 10 inches of Maggie's thick, wavy locks. Her hair will be donated to make wigs for cancer patients.

Is she excited about getting it cut? Or nervous?

"A little of both," said Maggie, who enters Grade 4 in September. "But I saw a commercial with cancer patients that didn't have their hair and I am excited to help them!"

Maggie has turned her wig project into a fundraiser for two worthy causes: BRIGHT Run 2018 and Wise Guys Charity Fund, a St. Catharines organization that holds a variety of fundraising events. Over the past 27 years, volunteer-run Wise Guys has donated more than \$3.1 million to a range of Niagara Region organizations.

[Read more from Maggie](#)



It's Time to Fly and Ride!

Got five bucks? You could be a big winner!

BRIGHT Run 2018 Fly and Ride raffle tickets are now on sale. Visit our BRIGHT volunteers between 10

a. m. and 2 p. m. in the Juravinski Cancer Centre lobby on July 3, 10, 24 and 31 to purchase your chances to win.

There are three fabulous prizes up for grabs:

Air Canada – Win a flight voucher for \$2,760.

Mercedes-Benz Quantum Experience – Includes a Mercedes to drive for the weekend. (\$1,300 value)

VIA Rail – Take home a \$1,000 travel voucher for anywhere you want to go.

Only 2,000 tickets will be sold, so get yours early and get them often. Don't wait for event day in case they're all gone. If you are unable to get to JCC, you can buy your tickets via e-transfer by emailing Nancy McMillan at nancy@brightrun.ca

The winners will be drawn and announced at the BRIGHT Run on Sept. 8 at the Dundas Valley Conservation Area.

All the proceeds of the Fly and Ride raffle directly support innovative breast cancer research, right here in Hamilton.

Fly&Ride

BRIGHTRUN Raffle

You could win!



1ST PRIZE

2 Air Canada Tickets

\$5 each • 5 for \$20



2ND PRIZE

Mercedes-Benz Burlington Quantum Ultimate Experience

Supporting breast cancer research in Hamilton



3RD PRIZE

VIA Rail Travel Voucher

Retain this ticket portion for the draw. Draw will be held at the BRIGHT RUN on September 8, 2018 at 12:00 PM. Approximate Prize Value: Air Canada up to \$2,760; Mercedes-Benz Ultimate Package \$1,300, VIA Rail up to \$1,000; Lottery License # M782757. 2,000 tickets total.



Thanks Team Captains!

Each Team Captain will receive a Team Captain Achievement Bracelet.

A unique natural stone will be added when your team reaches the following fundraising milestones.

Bracelets designed and crafted by Monica Graves of GlamJuz

Stone	Description	Given when team raises
Moonstone	Stone of protection	\$1,000
Amethyst	Healing powers to heal physical ailments and emotional issues	\$500
Pyrite	Prosperity and good luck	\$1,500
Green Jade	Protects from harm and brings harmony	\$3,000
Yellow Jade	Wisdom and a long life	\$2,000
Clear Quartz	Amplifies energy & thought. It is the master healer.	Comes with bracelet
Rose Quartz	Promotes love, self love, friendship and feelings of peace	Comes with bracelet
Turquoise	Heals the immune system	\$2,500



Create a team today! BRIGHTRun.ca

Greta's Flair

Lingerie

A BRIGHT Thank You

Many thanks to Greta's Flair on Ottawa Street North for sponsoring our captains' achievement bracelets, created for the BRIGHT Run by Monica Graves of glamjulz.



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.

Team Events:

Congratulations to Captain **Hannah MacWilliam** and her **Team Tarion cohorts** on their terrific Krispy Kreme office fundraiser for the BRIGHT Run.

The team, registered for the first time this year, raised more than \$400 and spread a lot of sweet joy. Way to go, Team Tarion!



A tip of the teacup to **Captain Georgina Mitropoulos** and her BRIGHT team **GG's Gorgeous Gals** for the highly successful second annual BRIGHT Run Tea for Two.

More than 250 guests donned their party dresses and fascinators for an elegant afternoon tea at Ancaster's Tamahaac Club. Georgina brought together a dynamite group of female chefs and food specialists to provide a delicious array of goodies, along with wine and spiked – and unspiked – tea.

Last year's first Tea for Two raised almost \$20,000. Georgina and her team are still counting this year's donations.



Congratulations to **Beckley's Family** and Friends 2nd annual bake sale which took place June 27 in the Juravinski Hospital Lobby. They raised \$1,225!!

And thank you to the Brampton-based Craving

Cure Foundation, established in October 2017 by Jassie Dhanoa.

The foundation, inspired by BRIGHT Run team captain Navneet Sharma, held its first annual Kill Cancer breast cancer fundraiser in Mississauga in January and raised \$3,100 to donate to Navneet's BRIGHT team Cancer Warrior. The foundation's next event is scheduled for April 2019. Many thanks to Jassie and her team for an exceptional job.



Tip of the Month

It's Team Challenge time. And this month, it's a **barbecue challenge**.

For the month of July, consider raising some money for BRIGHT by hosting a barbecue. It can be as simple or as complicated as you want to make it.

Invite family, friends and neighbours to a BRIGHT Run-themed backyard barbecue, making it clear in advance that the price of admission is a donation to your team.

Cook up some hotdogs and burgers, have cold beverages on hand and some beach music on the sound system. If you want to up the ante, add some games of chance – Bra Pong is a favourite with us – and charge a modest fee for participating.

We want to see your team spirit, so get your BRIGHT shirts on and upload your pictures to Facebook either on your wall or BRIGHT Run's. Don't forget to tag us!

Let our Teams Committee chair Carm Oliverio how much you raised by emailing her at coliverio@hhsc.ca. The team that raises the most money in the barbecue challenge will win 1 Tim Hortons gift card worth \$10 each per team member (Maximum of 10)

Are you up to the challenge? We think you are, so go to it!

Stay tuned for the August team challenge, coming soon.

Welcome aboard to our new teams:

CLASSY, SASSY and a WHOLE LOT OF ASSY and captain Jill Guite
WALKERS 4 KNOCKERS and team captain Aryn Sousa
MINIONMARGO and captain Margo Almas

Welcome back, returning teams that have registered:

CANCER BUSTERS and captain Bindi Dhesy
PINK HATS and captain Glenna Dulmage
TEAM TD and captain Paul Bresnahan

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

Calling All Volunteers Contest Alert

"Volunteers don't get paid, not because they're worthless, but because they're priceless."

- Author Sherry Anderson

Volunteers are the heart of the BRIGHT Run and always have been. The reason we can make sure all the funds raised go directly to research is that volunteers run the show. From top to bottom.

We have volunteers of all ages and backgrounds. They come together to make the BRIGHT Run a success each year. Many have been with us since the start, returning annually because they get joy from their experience.

We're building our volunteer base for this year's event on Sept. 8 at the Dundas Valley Conservation Area.

And you can help.

From now until **Volunteer Orientation Night (August 29th)**, when you refer a new volunteer for event day to Volunteer Coordinator Aryn Sousa (volunteer@brightrun.ca), your name will be entered a draw for a \$30 gift certificate of your choice.

The more volunteers you refer, the greater your chances of winning. Pretty good deal, eh?

It's not too early to register to be a volunteer this year. If you have volunteered in the past, please email Aryn at volunteer@brightrun.ca to express your interest in volunteering again this year.

Email Aryn 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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