Race Information

Saturday, May 13, 2017
Comerica Park

www.karmanoscancer.org/komendetroit
Locally presented by

Barbara Ann Karmanos Cancer Institute
Wayne State University
The way we study, detect, treat and even talk about breast cancer has fundamentally changed in the past three decades. From its beginning in 1982, Susan G. Komen has played a central role and is the only organization confronting breast cancer on every front to achieve our vision of a world without breast cancer.

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. Today, Susan G. Komen is the world’s largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested more than $2.2 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

We hope you share our pride in these very real victories:

- **More early detection** – Nearly 70 percent of women over 40 now receive regular mammograms, the single most effective tool for detecting breast cancer early (in 1982, less than 30 percent received a mammogram).
- **More hope** – The five-year survival rate for breast cancer, when detected early before it spreads beyond the breast, is now 99 percent (compared to 74 percent in 1982).
- **More research** – More than $889 million invested into breast cancer research, making Komen the largest nonprofit funder of breast cancer research outside of the U.S. government.
- **More survivors** – America’s more than 3.1 million breast cancer survivors, the largest group of cancer survivors in the U.S., are a living testament to the power of society and science to save lives.

Susan G. Komen has realigned resources, refocused research efforts and recommitted to finish what we started. And because so many millions of people are counting on us, we will invest an additional $2 billion over the next decade to do exactly that.

- **Without a cure** – 1 in 8 women in the U.S. will continue to be diagnosed with breast cancer, a devastating disease with physical, emotional, psychological and financial pain that can last a lifetime.
- **Without a cure** – An estimated 5 million Americans will be diagnosed with breast cancer-- and more than 1 million could die-- over the next 25 years.
- **Without a cure** – An estimated 41 million women around the world will be diagnosed with breast cancer-- and 10 million could die-- over the next 25 years.

**Breast Cancer Awareness - Take Control of Your Health**

*Susan G. Komen recommends that every woman takes control of her health by practicing Breast Self-Awareness.*

- Talk to your family to learn about your family health history.
- Talk to your doctor about your personal risk of cancer.
- Ask your doctor which screening tests are right for you if you are at higher risk.
- Have a mammogram every year starting at age 40 if you are at average risk.
- Have a clinical breast exam at least every 3 years starting at age 20, and every year starting at age 40.
- Know how your breasts look and feel and report any changes to your health care provider right away.
- Make healthy lifestyle choices that may reduce your risk of breast cancer.
Welcome to the 26th Annual Susan G. Komen Detroit Race for the Cure®, locally presented by the Barbara Ann Karmanos Cancer Institute

Globally, a doctor makes a breast cancer diagnosis every 19 seconds. This year, more than 41,000 women and men will lose their lives to breast cancer in the U.S. alone. Approximately 1,410 of those women will be from Michigan. At the Barbara Ann Karmanos Cancer Institute, routine breast cancer screenings save lives every day. More than 22,000 mammograms were conducted at Karmanos in 2016. When detected early, the five-year survival rates for breast cancer soar to 99 percent. Our work is not done until breast cancer survival rates reach 100 percent!

At Karmanos, we’re continuing research that is turning breast cancer from a destructive disease into a treatable condition. Hundreds of survivors are celebrating with us today and are among the 3.1 million breast cancer survivors in the U.S. They are here because of advances in prevention, early detection, diagnosis and treatment. Many advances have been discovered here at Karmanos.

Karmanos and Susan G. Komen have enjoyed a remarkable partnership for many years. Both organizations share an unwavering commitment to underserved communities. Seventy-five percent of Race proceeds fund breast cancer screening, treatment support and education programs in Wayne, Oakland and Macomb counties. Another 25 percent goes to Komen’s national breast cancer research grant program. Last year’s Race invested more than $1 million into community grants and national research.

Karmanos competed for and won three awards: The Wayne County Breast and Cervical Cancer Control Program, the “Helping Hands” program at the Alexander J. Walt Comprehensive Breast Clinic at Karmanos and McLaren Oakland Foundation’s Expanded Sister & Sister Program, which assists Karmanos patients. These programs provide crucial access to breast health services for underinsured individuals across metropolitan Detroit.

Going into our twenty-sixth year, Detroit’s Race has raised and invested more than $29 million in the fight to end breast cancer forever. The Race will continue to invest those dollars into effective, needs-based community programs and breast cancer research. Thank you for taking an active role and participating in our 2017 Komen Detroit Race for the Cure®! Your involvement in this great cause will help bring about a future free of cancer.

Sincerely,

Gerold Bepler, M.D., Ph.D.
President and Chief Executive Officer
Karmanos Cancer Institute
Race Day Schedule

6:30 – 7:45 a.m.
Team MEET open

7 a.m.
Street closures begin
Sponsor booths open
Shop for the Cure® opens
Stuff Check opens
Children's Area opens
Survivor Café opens
Memorial Site opens
Friends for the Cure® opens

7 – 8:45 a.m.
Registration

7 – 9 a.m.
Packet Pickup
T-Shirt Pickup

8 a.m.
Opening Ceremony – Hosted by Lila Lazarus
Honoring survivors and lost loved ones

9 a.m.
5K Race start at Montcalm (East of Brush)
5K Walkers line up on Montcalm next to Comerica Park
(West of Brush)

10:30 a.m.
Closing Ceremony – Hosted by WDIV Local 4's Kim DeGiulio
Racer Awards
Team Awards
The Race Event Site & Route

- **SPONSOR LOT**
  - Volunteer
  - Staff
  - Window Check

- **Children’s Area**
  - First Aid

- **Survivor Café**

- **COLUMBIA**
  - New Balance

- **WOODWARD**
  - Montcalm

- **COMERICA PARK GATE A**
  - Entrance to Team Photo, Carousel and restrooms

- **STAGE LOT**
  - UPS Stuff Check

- **WITHERELL**

- **FORD WARRIORS IN PINK**
  - Volunteer Parking

- **VIP PARKING**

- **STUff CHECK**

- **REGISTRATION**
  - Packet Pickup

- **COLUMBIA**
  - Race Finish Line

- **WOODWARD**
  - To Runner/Walker Start

- **WASHINGTON**
  - To Team MEET

**ROUTE MAP**
- Runner Start
- Walker Start
- Finish Line Route

**STADIA**
- Ford Field

**CITY**
- Detroit

**SUSAN G. KOMEN DETROIT**
- Race for the Cure
Komen Detroit Race for the Cure® - A to Z

**Back Signs** - “In Memory” and “In Celebration” signs are provided by Bank of America. Wear your sign with pride and love. Available near Survivor Café and Packet Pickup/T-Shirt pickup.

**Bib** - Race bib should be worn on the front of your Race shirt. It indicates you are authorized to be on the course.

If you are a competitive runner, please fill out the bottom tear portion. This information will only be needed as a backup to our runner chip-timing system. All runners will be timed courtesy of Newton Timing & Race Services. Chip Timing is powered by Ford. Survivor runners must wear their pink Race shirt and pink bib for competitive survivor timing.

**Breast Health Education** - Komen educational materials available at the Karmanos Cancer Institute booth in the Sponsor Area. Watch for “Myth Bustiers” circulating among the crowd - Karmanos Cancer Institute’s staff will be busting breast cancer myths. Join the rallying cry of I AM KOMEN® Rovers cheering along the route and make a personal commitment to share the importance of early detection and healthy living at the booth.

**Bus Parking** - Bus and Limo parking is available on EB & WB Fisher Service Drive on a 1st come 1st serve basis.

**Children’s Area** - Open 7 - 10 a.m. **Look for the yellow balloons.** Enjoy family activities and pick up goodies for the little ones. Be inspired to practice yoga as a family thanks to Manduka’s Project OM: Detroit kids yoga demonstration happening at 7:30 a.m. Visit with surprise guest characters and friendly Detroit Police officers. Children must be accompanied by an adult. Sponsored by Kelly Services and Sedgwick.

**Directions to Comerica Park** - Visit the Detroit Tigers website ([www.detroittigers.com](http://www.detroittigers.com)) for directions. Click on “Comerica Park,” then “Getting To Comerica Park.”

**Facebook/twitter/YouTube** - Join us: Facebook.com/KomenDetroit - Twitter.com/KomenDetroit - Instagram.com/KomenDetroit - YouTube.com/komendetroit

**First Aid** - Open 7 a.m. until end of the Closing Ceremony. **Look for red balloons.** Assistance is available at the First Aid areas in front of Comerica Park (Columbia near Woodward), in the Sponsor lot (near the corner of Columbia and Witherell) and near the water station on Lafayette shortly after exiting the Dequindre Cut Greenway. DMC medical staff will also be located inside Comerica Park. Medical assistance courtesy of Rapid Response and Karmanos Cancer Institute. PLAN FOR HOT WEATHER AND BRING SUNSCREEN, HATS AND YOUR OWN WATER AS A PRECAUTION.

**Friends for the Cure® Donation Program** - **Look for the green balloons.** Help raise funds by soliciting tax-deductible donations. Visit [www.karmanoscancer.org/komendetroit](http://www.karmanoscancer.org/komendetroit) and click Donate to learn more about incentives that continue through July 1, 2017. Drop your Race day donations at the Friends booth.

**Information** - **Look for the pink lifeguard chairs** in the main area sponsored by Meg Malley Photography, OLV Investment Group, Joe Zubec and Pointe Fitness and Training. Also get
your questions answered at the Information and Lost & Found tent. Look for white balloons.

**Lost & Found** - Open 7 a.m. in the Information tent. Look for white balloons.


**Media Table** - Information for members of the media. Located near the stage.

**Packet Pickup** - Open 7 - 9 a.m. Look for aqua balloons. Located on Witherell south of the big tiger. For individuals only, no team pickup (team members get their packets from Team Captains prior to the Race).

**Parking** - Arrive early: street closures begin at 7 a.m. Ample parking is available near Comerica Park, often at reduced prices. Visit the Komen Detroit website for details [www.karmanoscancer.org/komendetroit](http://www.karmanoscancer.org/komendetroit). Click on “Race for the Cure,” and then click on “Maps and Parking” under “Event Information.” Click on “General Parking.” Additional info at the Olympia Entertainment website at [www.olympiaentertainment.com](http://www.olympiaentertainment.com).

**People Mover** - Open at 7:30 a.m. The closest stop to Comerica Park is Grand Circus Park. Cost is $0.75 per ride. For more info, visit [www.thepeoplemover.com](http://www.thepeoplemover.com).

**Pets** - For the safety of all participants, NO PETS, in-line skates, scooters or bicycles are allowed at this event.

**Pink Carpet** - Survivors-- don’t miss the pink carpet in front of the stage! This Komen Detroit tradition takes survivors on a stroll down our pink carpet. Dance to rocking music and the beat of our Warriors in Pink drummers, powered by Ford. Carpet stroll starts during Opening Ceremony and lasts until Closing Ceremony. Carpet courtesy of Independent Carpet One Floor and Home in Westland.

**Pinking up the Town** - This Komen Detroit Race tradition turns our route pink with 10,000-plus decorated pink ribbons honoring survivors and celebrating lives lost to breast cancer. Enjoy these messages of hope hung from every fencepost, street light, parking meter and fire hydrant along the route. You can help by decorating ribbons before the Race. For more information, go to the Race home page and click on “Race for the Cure,” “Event Information,” “Survivor and Memorial Activities” and then “Pink Ribbon program.” Pink Ribbons are sponsored by ST Microelectronics.


**Race Lapel Pins** - 7 – 9:30 a.m. Commemorative Race lapel pins are provided at no charge to all registered breast cancer survivors. Pins are on sale for all other participants at a cost of $3 each or two for $5 (special pricing prior to the Race—contact the office). Look for the Race Pin tent in the sponsor area.

**Racer Start Line** - 9 a.m. On Montcalm just east of Brush. Competitive wheelers (in front) and runners line up based on estimated pace. All participants must be registered. Each runner will receive a bib with a chip timing tag that provides actual run time from starting line until crossing the finish. No access without your bib (Race number) Fill out the tab and add emergency contact information on the back.

**Race Day Registration** - People can register on Race day, starting at 7 a.m. Look for black balloons.
All participants, including children, must be registered and must wear the Race bib at the event. Adults - $50, Youths and Seniors - $25. Children 5 and under are free but must be registered (no t-shirt provided). Race day registration on Witherell north of the Big Tiger.

**Runners** - The top 100 men and 100 women will receive medals. Awards will be presented at Closing Ceremony to:

- Alexa Kraft Award given to first place survivor
- Top three overall breast cancer survivors
- First place Master Survivor (40-55)
- First place Senior Survivor (56 and older)
- Top three female and male runners
- Top 3 female and male Master runner (40 and older)
- First-place Master Survivor (40-55)
- Top Wheeler

**Safety Pins** - Safety pins will be available *in limited supply* at registration, packet pickup, back sign area and T-shirt pickup. Please bring your own safety pins from home, if possible.

**Safety Information** - Plan for heat and bring sunscreen, hats, and bottled water from home. For everyone’s safety, pets, in-line skates, scooters and bicycles are not allowed in this event; and families with strollers, please line up at the rear of the crowd. Also see First Aid.

**Shop for the Cure®** - Open 7 - 10:45 a.m. Look for blue balloons. Shop with cash, check or credit cards for commemorative merchandise for children, women, as well as men. Merchandise sales are at the Race Pins, New Balance and Ford Warriors in Pink booths.

**Stage** - Located in parking lot at East Elizabeth and Woodward where both the Opening and Closing Ceremonies are held. Pink carpet and bleachers reserved for breast cancer survivors. Sponsored by Michigan Association of CPAs and Brogan & Partners.

**Stuff Check** - Open 7 - 11:30 a.m. No need to carry your parcels around. Check your stuff in secure UPS trucks. It’s free! Sponsored by United Parcel Service. Look for gold balloons.

**Survivor Café** - Open 7 a.m. Look for pink balloons. Celebrate survivorship over a light breakfast. Breast cancer survivors and their co-survivors join invited guests. Sponsored by Binson’s Home Health Care Centers.

**Survivor Trolley** - For breast cancer survivors who are short on energy but who want to be part of the festivities. Reservations and Race registration required. Call (248) 304-2080 or email raceforthecure@karmanos.org. The trolley boards on Elizabeth behind the Ceremony stage. See volunteers in the “Green Room” next to the stage for assistance.

**T-Shirt Pickup** - Open 7 a.m. Individual registered participants (not team members) who have not already picked up their shirts can get them near the big tiger. Look for orange balloons. Team members; get yours from your Captain.

**Team MEET** - Meet your team beginning at 6:30 a.m. at the team area lot, 111 Madison (corner of Adams and Witherell). Recommended for LARGE teams. No vehicles, foot traffic only. Closes at 7:45 a.m. so everyone can attend the 8 a.m. Opening Ceremony. Get a team picture taken by one of our volunteer photographers inside Comerica Park with the scoreboard as the background! After your Team is together, you will head inside Gate A (Big Tiger statue) and head to your right to section 118-117 where the photo team will be stationed to take your picture!
Toilets - Comerica Park restrooms open at 7:00 a.m. The portable restrooms are inside the Team MEET area at 111 Madison St., on the Race route on E. Lafayette just after exiting the Dequindre Cut Greenway, and on Gratiot Ave. near Antietam Ave. Many of our route neighbors will have restrooms open.

Trash & Recycling - Please help keep our city clean. There are trash receptacles throughout the event site. Recycling and trash pickup sponsored by Republic Services. Look for recycle bins in the Comerica Park site area. Volunteers are a great help; we need plenty! Sign up online: www.karmanoscancer.org/komendetroit.

VIP Parking - Open at 6 a.m. Located in The D garage adjacent to St. John’s Episcopal Church at Woodward and I-75 Service Drive. Entry requires a permit. Lot closes early due to street closures starting at 7 a.m. Best to arrive before 7:15 a.m. Exit after 10 a.m.

Volunteer Check-in - Open 5:30 a.m. Look for purple balloons. Registered volunteers, stop here first for your shirt and assignment.

Volunteer Information - More than 1,000 volunteers make this event possible. Volunteers wear blue shirts; Komen Detroit Planning Committee members wear purple. Online signup at www.karmanoscancer.org/komendetroit.

Click on “Volunteer” under “Get Involved.” Take a moment to thank our wonderful volunteers. We couldn’t do this without their generous support!

Walker Information - Line up at 9 a.m. on Montcalm just west of Brush. All participants, including children, must be registered. No access without your bib (Race number). Be sure your emergency contact information is on the back of your bib. Plan for heat and bring sunscreen, hats and a bottle of water. For the safety of all participants, pets, inline skates, scooters and bicycles are not allowed in this event. For everyone’s safety, families with strollers please line up at the rear of the crowd. Walker Finish is on Adams east of Witherell (near the Tiger Greats).

Warriors in Pink Drummers - The Warriors in Pink Drummers, powered by Ford, will be at the Opening and Closing Ceremonies. They are part of Ford’s Warriors in Pink initiative - a campaign to get everyone to join the battle against breast cancer. www.fordvehicles.com/warriorsinpink/wip

SPIRIT drummers are with us again in the Children’s Area.

Water - Bottled water sponsored by Absopure. During the Race, water is available at the 5K halfway point on Lafayette just after exiting the Dequindre Cut Greenway. After the Race, water is available at the Racer and Walker Finish (Adams east of Witherell). Please use the recycle bins, courtesy of Republic Services, throughout the Race event area. PLAN FOR HOT WEATHER AND BRING YOUR OWN WATER AS AN EXTRA PRECAUTION.

Wheelers - Wheelers are welcome at our Race! Competitive wheelers line up in front of runners at the Race start line.

Wheelchairs - A number of wheelchairs will be available for loan on Race day at the First Aid tent, courtesy of Binson’s Home Health Care Centers. Look for red balloons. When you pick up the wheelchair you will have to leave your driver’s license, which will be given back to you when you return the wheelchair. Race registration and prior reservation are required. To use a wheelchair on Race day, call (248) 304-2080 or e-mail raceforthecure@karmanos.org.
Survivor & Memorial Activities

Opening Ceremony - Lila Lazarus helps the crowd honor breast cancer survivors, those currently battling the disease and celebrates the lives of those who have died from breast cancer. Please join in this moving tribute that is the essence of the Komen Detroit Race for the Cure®.

Closing Ceremony - Approximately 10:30 a.m. Closing Ceremony, hosted by WDIV Local 4’s Kim DeGiulio, ends with a drawing for breast cancer survivors. (Winners must be present and all winnings are taxable.). Survivors must wear their pink race shirt, and pink bib to qualify for the breast cancer survivor competitive runner awards including:

- **Top 3 Overall**
- **First Place Master (40 or older)**
- **First Place Senior (56 or older)**
- **Alexa Kraft Award** (First Place Survivor) - named for a talented Detroit runner who died in 1988 of breast cancer at age 39.

Team awards are also presented at closing ceremony, including the “Pretty in Pink” Award sponsored by the Detroit Pistons for the team with the largest number of survivors, and the “Co-Survivor” Award sponsored by Karmanos Cancer Institute for the team with the most inspiring co-survivor story (See **Teaming Up** section or go online at the Race site for entry directions.).

Breast Cancer & Breast Health Information - Pick up life-saving Susan G. Komen for the Cure and Karmanos breast health information at the Karmanos Cancer Institute table, and see what some of our Komen Detroit Race grantees have accomplished. Do you know the difference between myth and fact? If one of our “Myth Bustiers” bumps into you, you will! Cheer along with our Breast Ambassadors cheering along the route, reminding us all to: “Get mammograms and breast exams! I AM KOMEN®.”

Share Your Story - Submit your story and enjoy the stories of others who have made a difference through their support of the Komen Detroit Race for the Cure®. We’re particularly interested in those of you who have been participating all 26 years! raceforthecure@karmanos.org.

Pink T-Shirts and Signs - Participants who mark the Breast Cancer Survivor box at registration receive a pink shirt and Race bib. Wear your pink gear to qualify for awards and to show the world that early detection saves lives! “In Memory” and “In Celebration” signs are available for everyone. Honor the people in your lives who have been touched by breast cancer. Get back signs on Race day near the Survivor Café or T-Shirt Area.

Pinking up the Town – This Detroit tradition turns the Race route pink with 10,000-plus decorated pink ribbons celebrating survivors.
and honoring lives lost to breast cancer. Enjoy these messages of hope hung from every fencepost, streetlight, parking meter and fire hydrant along the route. You can help by decorating ribbons before the Race or by volunteering to “pink up” and “pink down” the town (on-line volunteer sign-up prior to Race day is required). For more information, go to the Race home page and click on “Race for the Cure,” “Event Information,” “Survivor and Memorial Activities” and then “Pink Ribbon program.” Pink Ribbons are sponsored by ST Microelectronics.

**Survivor Café** - Open from 7 - 9 a.m. near the stage in the lot at Woodward and Columbia. Light breakfast and hugs will be served to registered participants and volunteers who are breast cancer survivors. Each survivor is invited to bring a special co-survivor to the Café. Volunteer translators are there to make everyone feel welcome (American Sign Language, Arabic and Spanish). The Survivor Café is sponsored by Binson’s Home Health Care Centers.

**Memorial Site** - Stop by our memorial site and take a moment to remember a loss that is personal to you. With the help of volunteers, you can help create a work of art that will grow and be on display every year at the Komen Detroit Race for the Cure. Open 7 – 10:30 a.m. in the Stage lot. Sponsored by Delphi.

**Co-Survivor Program** - Survivors can honor the special person whose help made a real difference by sharing a symbolic gift at the Survivor Café. Grab “In Memory” and “In Celebration” signs at the Co-Survivor table just outside of the Survivor Cafe. Wear your sign with pride and love. Co-survivorship is also honored with the Karmanos Cancer Institute “Co-Survivor” Team Award. We hope every team will inspire us with a story of co-survivorship (see the **Team Captain Kit** and Team Awards online for guidelines). “Children are Co-Survivors, Too!” so stop by Children's Area where little ones can express feelings with artwork, games and stories depicting co-survivorship from a child’s perspective.

**Stage** - This is the focal point for Opening and Closing Ceremonies, when survivorship is celebrated, memories of loved ones are honored, awards are given, songs are sung and so much more. Survivors are invited to stroll the pink carpet to the beat of the Warriors in Pink Drummers powered by Ford. Racer and team awards include special honors for survivors. Both Stage and Green Room are sponsored by Michigan Association of CPAs and Brogan & Partners.

**Survivor Trolley** - Boarding begins just before 9 a.m. for breast cancer survivors who are short on energy, but who want to be part of the festivities. Space is limited. Reservations and Race registration are required. Call 248-304-2080 or email raceforthecure@karmanos.org. Assistance is provided by Green Room MICPA volunteers.
Teaming up in the Race for the Cure®

Teams provide the opportunity to celebrate life and make a difference in the fight against breast cancer with those closest to you. Families, businesses, and other organizations can honor breast cancer survivors or celebrate the lives of lost loved ones. Teams build employee morale, and boost the sense of affiliation and camaraderie for any organization. We expect over 300 teams to participate on May 13, 2017.

Team MEET
This special area is set aside for teams. It opens at 6:30 a.m. and is located in Olympia Entertainment’s Madison Lot, 111 Madison, bordered by Witherell, Adams, Madison and John R, directly across from the southwest corner of Comerica Park-- a short walk to the Walker Start. Bring banners, signs and team spirit. Team photos will be taken by our volunteers. After meeting your team, head inside Comerica Park for a commemorative Team photo with the scoreboard as the backdrop. After your Team is together, you will head inside Gate A (Big Tiger statue) and head to your right to section 118-117 where the photo team will be stationed to take your picture! Foot traffic only; no vehicles in Team MEET!

At 7:45 a.m. we will send teams to the stage for the 8 a.m. Opening Ceremony. Take everything you bring to Team MEET and store it at Stuff Check until after the Race. Look for the gold balloons.

Awards: Join us at the Closing Ceremony, hosted by WDIV Local 4’s Kim DeGiulio, to see who wins these great team awards:

Ford Motor Company “Largest Team” Awards (one award in each category)
- Corporate – over 5,000 local employees
- Corporate – 501 to 5,000 local employees
- Corporate – 10 to 500 local employees
- Community
- Family-Generated
- Schools - K thru 12
- Schools - Colleges/Universities

Winning teams each receive a plaque and special Ford gifts.

Detroit Pistons “Pretty in Pink” Award
Awarded to the team with the greatest number of survivors (a one-time per team award). Survivors from the winning team will be honored.

Detroit Tigers Wives “Rookie of the Year” Award
Awarded to the largest new team. Winning team gets a plaque and special Detroit Tigers gifts.

All About Women’s Health Boutique “Spirit” Award
Awarded to the team with the best demonstration of team spirit (a one-time per team award). Winning team receives a plaque and special gifts from All About Women’s Health Boutique.
Karmanos Cancer Institute “Co-Survivor” Award
Awarded to the team with the most inspirational co-survivor story (a one-time per team award). A “Co-Survivor” is the key supporter of a breast cancer survivor or patient-- living or deceased-- who is the team’s inspiration. Every team should enter this competition— every team has a story. Only one story per team. Maximum 500 words. Story must be emailed by May 5, 2017 to: racefortheecure@karmanos.org OR postmarked by May 3, 2017 mailed to:

Komen Detroit Race for the Cure®
4100 John R – Mail Code VE01RF
Detroit, MI 48201

The winning team will receive a plaque and a $1,000 gift certificate to Somerset Collection.

New Balance Top Fundraising Team Challenge Award:
Awarded to the team in each category with the most fundraising dollars. WOW cards are good at Farmington Hills, Troy and Utica stores only.

New Balance Highest Percentage Team Challenge Award:
Awarded to the team in each category with the highest percentage of team members fundraising, at a minimum of $100 each. In case of a tie, the award will be given to the qualifying team with the most dollars. Certificates are good at Farmington Hills, Troy and Utica stores only.

Category 1 (10 to 25 members)
Category 2 (26 to 50)
Category 3 (51 to 100)
Category 4 (101 to 300)
Category 5 (301+)

September 2017 Celebration Team Invite: September 19, 2017:
Teams that have at least 40 members or raise over $5,000 in total team donations will receive an invitation for the Team Captain and guests to attend the exclusive celebration with refreshments, awards and a breast cancer presentation by Karmanos Cancer Institute experts.
There is much to be grateful for in the decades-long breast cancer movement. The medical community has made substantial and lifesaving discoveries. Among the most important of these was learning that breast cancer was not a single disease, but a family of diseases, some more easily treated than others.

This led to more discoveries: new surgical approaches; new medical treatments; the importance of early detection and timely treatment; and new findings about lifestyle, genetics, and a greater understanding of risk. As a result of all these developments:

• Breast cancer death rates declined by 37 percent from 1990 to 2013.

• New therapies and targeted treatments improved survivability and replaced the one-size-fits-all treatments of three decades ago.

• Education has helped millions learn about the importance of early detection, timely diagnosis and effective treatments proven to save lives.

• Thousands of community-based programs funded by Komen provided financial, medical and psychosocial support for women, men and families, from screening through treatment and into survivorship.

• Millions of people are now able to talk openly about breast cancer – a significant change from a time when women suffered breast cancer in silence and even shame.

• Komen contributed to many of these advances, and led the way through our research programs, our community outreach and advocacy, and our global work.

• We have invested in more breast cancer research than any other nonprofit organization outside the U.S. government – from a single $28,000 grant in 1982 to more than $920 million to date.

• We were the first to understand the power of communities and advocacy in breaking down barriers to breast cancer care. We are the only breast cancer organization with a network of 100-plus community Affiliates. We have invested in thousands of community health, advocacy and global programs to deliver support where it is needed in the U.S. and in 30 countries.

• These include programs that provide free or low-cost screening diagnosis, treatment and patient navigation for breast health and cancer care; help with medical and emergency living expenses, and transportation and other assistance to help overcome the barriers people face when trying to access the care they need.
• Komen advocacy helped increase federal breast cancer research funding, and helped establish government programs like the Breast and Cervical Cancer Early Detection Program to assist low-income and underserved women.

• Komen fought for passage of the Mammography Quality Standards Act.

• We continue the fight today for more breast cancer research funding and high-quality care for all.

And because breast cancer knows no borders, Komen expanded its work to more than 30 countries around the world where breast cancer still carries a stigma, and where there are few resources to detect or treat the disease.

About Susan G. Komen

Susan G. Komen is the world’s largest breast cancer organization, funding more breast cancer research than any other nonprofit while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Komen was founded in 1982 by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life.

Komen Greater Detroit® is working to better the lives of those facing breast cancer in the local community. Through events like the Komen Detroit Race for the Cure®, Komen Greater Detroit has invested more than $29 million in community breast health programs in the tri-county area (includes Wayne, Oakland and Macomb counties) and has helped contribute to the more than $920 million invested globally in research. For more information, call 248-304-2080 or visit www.karmanoscancer.org/komendetroit.

Revenues achieved by the 2016 Race enabled funding of local grants of more than $719,000. The 2017 Request for Application is online. Details at: http://www.karmanoscancer.org/KomenDetroit/grantsprocess.aspx

Komen is committed now more than ever to achieving its mission of saving lives and ending breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures. We thank you for your continued support of the Detroit Race for the Cure through your participation and fundraising. We hope to make an even larger impact across Wayne, Oakland and Macomb counties at our 26th annual Komen Detroit Race for the Cure on Saturday, May 13, 2017 at Comerica Park.
Public policy is one of Susan G. Komen’s four core mission pillars. Komen takes a stand on issues of importance to cancer survivors, advocates, and others involved in the movement to end breast cancer forever. Komen public policy issues are non-partisan and our positions serve the interests of breast cancer patients and survivors around the world.

Komen’s 2017 Advocacy Priorities are:

- preserving women’s access to breast cancer screenings by funding the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) at $275 million in the FY2017 and FY2018 budgets
- make biomedical research an unwavering national priority by increasing the investment to the National Institutes of Health in the FY2017 and FY2018 budgets
- ensuring that breast cancer patients can access the treatments they need by supporting H.R. 1409 legislation, which eliminates the insurance coverage disparity between oral and IV anti-cancer medications

Join us on Saturday, May 13, 2017 at the Public Policy/Advocacy table to learn more about these priorities and how you can support us in our efforts.

MORE INFORMATION ON KOMEN RESEARCH GRANTS:
www.komen.org
Breast Cancer Facts

• One in eight women will be diagnosed with breast cancer in her lifetime.
• Breast cancer is the most frequently diagnosed cancer among women.
• Breast cancer is second only to lung cancer in cancer deaths among women.
• An estimated 198,602 new cases of invasive breast cancer are expected to occur among women in the U.S. in 2016.
• In one year alone, over 40,000 women are expected to die from the disease in the U.S.—1,468 in Michigan alone.
• Even though African Americans have a higher incidence rate before age 45 they are more likely to die from breast cancer at every age.
• Breast cancer is the leading cause of cancer death among Hispanic women in the United States.
• In the U.S. today, there are more than 3 million breast cancer survivors.
• In the U.S., a woman is diagnosed with breast cancer every two minutes, and one woman will die of breast cancer every 13 minutes in the United States.
• The 5-year relative survival rate for women with localized breast cancer (cancer that has not spread to lymph nodes or other locations outside the breast) has increased from 74% in 1982 to 99% today.

More Thank Pink

More than 40,000 women will lose their lives to breast cancer in the U.S. alone this year. It’s time to change that number, and Susan G. Komen has set a Bold Goal to do so, complemented by a new movement that celebrates those who have made progress possible over our first 34 years.

Komen’s recently announced Bold Goal aims to reduce the current number of breast cancer deaths in the U.S. by 50 percent by 2026. We are now rallying supporters to take the extra step – make a bigger, bolder impact and be “More Than Pink.”

Sweet Sounds

Once again the Komen Detroit Race for the Cure® will be blessed with a variety of fantastic musical talent. All of our performers donate their time and talent on this special day.

The Opening and Closing Ceremony will feature Testimony, leading the survivors in “Forever Young.” “Amazing Grace” will be performed during the Opening Ceremony by Rick Greenwell on the Indian Flute. Steve Acho will perform, “Heroes for Life.”

The Warriors in Pink drummers, powered by Ford — community volunteers — will give us that fantastic beat on the pink carpet near the stage, welcoming dancing breast cancer survivors and their loved ones. We will also have the S.P.I.R.I.T. drummers at the Children’s Area.

Bands and performers will entertain and encourage you along the 5K route. These generous performers enjoy the Race and keep coming back year after year. With us again are: the Fam Jam, Leilani and The Triple Impact Band, Six and the Sevens, Church of the Messiah, 1st Michigan
Colonial Fife & Drum Corp, Stroller Goat, The Rerunz, Steelin’ Time and the Martin Luther King Jr High School Marching Band.

Please show your appreciation for their outstanding contributions when you pass their performance areas.

Contact the Komen Detroit office at (248) 304-2080 or email raceforthecure@karmanos.org for more information on any of the performers.

Volunteers

THANK YOU!  THANK YOU!  THANK YOU!

The Komen Detroit Race for the Cure® is built on the strength and commitment of our wonderful volunteers. We couldn’t do it without you!!

Because of your tireless efforts and commitment, we are able to raise money for research, to support our communities by providing better access to screening and treatment, to raise awareness through educational programs and be a year-round community resource.

You make things happen and Komen Detroit would not function without you. Your dedication, hard work and passion are what help us fulfill our mission to save lives and end breast cancer forever.

Thank you, national volunteer program sponsor American Airlines for being a part of this very special day and for making a difference in the fight against breast cancer!

Sincerely,

Brandy Cline
Volunteers Committee Co-Chair

“We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.”

Mother Teresa

Stay hydrated!

Absopure bottled water for all registered Race participants will be available AFTER near the Walker and Racer finish area.

DURING the Race, water is available at the halfway point located on Lafayette after exiting the Dequindre Cut Greenway courtesy of Absopure. Plan for hot weather and please bring your own water as an extra precaution.

Parking

Arrive Early! Parking is ample and at your expense. Parking information is available at www.karmanoscancer.org/komendetroit under “Maps & Parking.”
Thank You Media Partners
Local Presenting Sponsor

B A R B A R A A N N

Karmanos

CANCER INSTITUTE

Wayne State University

Diamond Sponsor

new balance

Detroit

Platinum Sponsor

Absopure

SINCE 1908