

# My 1<sup>st</sup> Annual 10K Pink Tree Walk to end Breast Cancer

## Let's Find a Cure...one step at a time...

Vaughan, Ontario CANADA

Saturday, October 1, 2011

This inaugural event was initiated by a young local Vaughan resident, Amanda-Crystal, who believes there is a cure for Breast Cancer in our Lifetime! "It is important for me to do this and to raise awareness about Breast Cancer on a local level. The reality is that Cancer does not discriminate regardless of your gender, health or age."

The undertaking of organizing what started as a small event took considerable effort and time on her part, however, in less than one month, between juggling a full time job and part-time business, she built upon her mission and is excited at the considerable support she and the event have received.

"This cause is very close to my heart as my mom was diagnosed with Breast Cancer. This diagnosis came as a shock to my family as there has never been a history of cancer in her family. Seeing how cancer affects so many people, I wanted to do something to raise awareness and funds for more medical research."

Initially she was determined to participate in one of the known big walks. Her research however revealed that many sizeable events required registration fees as well as high minimum donations to even be allowed to participate. She then decided to focus her energy on bringing awareness by establishing a small local walk; asking family, friends, and colleagues to help in any way they could.

Her motto from the initial planning stage was '*No amount is too little*' and so far she has surpassed her expectations. A positive attitude and an optimistic outlook can go a long way. "My mom's doctors continuously told me that if they could bottle her energy and enthusiasm it would probably cure cancer. I would love to follow in her footsteps and spread the brightness to friends, family, colleagues, neighbours and anyone who is in need of a little support."

During this amazing 1-day Event, friends, family, colleagues and business supporters will join together to raise awareness and funds to advance medical research for Breast Cancer; increase survival rates and find a cure in our lifetime.

Participants of the walk can choose to register to walk as an Individual or register to walk as a Team, giving them a laugh in creating quirky team names, such as Team Mirky (a combination of two walkers' names).

The 10K Walk has been designed with everyday people in mind, with plenty of time to walk at leisure, share stories and laughs. Also included are regular Pit Stops with water to ensure everyone stays hydrated and healthy. Each participant will be carrying a pink balloon as a united symbol & wearing the Pink Tree Walk to end Breast Cancer logo.

Following the walk a Charity BBQ will be held where each participant who finished the walk will tie their balloon to the Pink Tree branch (the created symbol of this event). At the end of the BBQ all the balloons will be released simultaneously into the air as a sign of hope to find a cure to End Breast Cancer.

Amanda-Crystal adds, "It is my hope that next year we can expand and raise even more awareness and funds for Breast Cancer research, AND also donate to other Cancer research."

**On a daily basis we all have at one point or another faced the realities of Breast Cancer and other Cancers. The 2011 facts are that:**

- **Breast cancer will affect 1 in 9 women in their lifetime.\***
- **Every day, on average, 64 women in Canada will be diagnosed with breast cancer.\***
- **Breast cancer is the most common cancer for women in Canada.**
- **An estimated 23,400 women and 190 men will be diagnosed with breast cancer.\***
- **A breast cancer diagnosis means never knowing how the disease will affect you or the people around you.**
- **ALL donations (large and small) make a difference.**
- **Until there is a cure for breast cancer, it is a reality for everyone.**

\*Projections - Canadian Cancer Society <http://www.cancer.ca>

Recognized worldwide, Princes Margaret Hospital is ranked as one of the top 5 Cancer Research Centres in the World; an emerging world leader in breast cancer research and discovery.

With contributions via the Pink Tree Walk to end Breast Cancer & Charity BBQ we will be that much closer in supporting breakthrough research to Conquer Cancer in our Lifetime!