

**BY THE NUMBERS—
WINNING TEAMS FROM
LAST YEAR'S RACE**

Seventy-five percent of the proceeds raised from the Komen Atlanta Race for the Cure® remains in the greater Atlanta area to fund grants for the medically underserved for breast cancer education, treatment, screening and support.

In addition, up to twenty-five percent of the proceeds raised supports research grants awarded by the Komen Award and Research Grant Program.

Congratulations and many thanks to Ford Motor Company and all the teams that participated in the Race last year. We look forward to even greater team participation this year.

Here are the largest teams, by number of participants, from 2003.

- 380** Ford Motor Company
- 334** Northside Hospital
- 127** Kraft Atlanta Bakery
- 114** SouthTrust Bank
- 114** Saint Joseph's Hospital
- 109** Grady Health System
- 95** Pier 1 Imports
- 84** Piedmont Hospital
- 66** Worldspan
- 63** ReMax
- 50** Kaiser Permanente

**TEAM REGISTRATION &
INFORMATION HOTLINE
404-459-8700**

Team Leader Checklist

- Set Up On-Line Registration Information**
Go to www.kintera.org, and enter your team name and other required information so team members can register themselves.
- Recruit and Promote Team**
Use a poster display, newsletter, e-mail promotion, flyer, announcements, rallies, etc. Acquire corporate support. Promote pre- and post-race team activities.
- Encourage and Verify On-Line Registrations**
*Each team member must complete the on-line registration procedure and pay the registration fee using credit card. Check your team's registrations any time at www.kintera.org. **On-line registration deadline: Friday, April 30, 2004.***
- Or...Collect Race Entry Forms and Fees, and Submit Team Registration**
*For those who prefer mail-in registration, each team member must complete the Race Entry form and pay the registration fee. Make sure the identical team name is written on each entry form. **Deadline: postmark Tuesday, April 20, 2004.** Complete the Team Roster and bundle with team member Race Entry forms and fees. Mail to address on page 2 of this flyer.*
- Build Team Spirit**
Organize contests and activities to promote team spirit, pledge support, and breast cancer awareness.
- NEW! Enjoy Team Leader Breakfast**
All team leaders are invited to breakfast at Alston & Bird LLC on Tuesday, March 16, 2004, 8:00 a.m. Invitations will follow.
- Make Transportation Plans**
Encourage your team to travel to and from the Atlanta Civic Center together, on MARTA if possible.
- Distribute Race Packets and Reminders**
If you receive Race packets as a Team, let your team members know when and where to collect them. Remind your team about other Race day plans, including transportation and pre- and post-Race gathering sites.
- Race Day—Saturday, May 8, 2004**
Rain or shine, 1-Mile Walk starts at 7:45 a.m., and 5K Run/Walk starts at 8:30 a.m. in front of the Atlanta Civic Center. Pick up your team sign at the Teams table near the Race start. Team members who registered as breast cancer survivors pick up their Race-day recognition packet at the Survivors table and may attend the Survivor Breakfast at 7:00 a.m. Gather your team before and after the Race events at your designated meeting area. Most importantly, enjoy the day.

KOMEN ATLANTA

®

Race for the Cure

GREATER
ATLANTA
AFFILIATE

**PRIORITY
ITEMS**

All Teams Sign Up Now

Welcome aboard, and thanks for being committed to a Cure by teaming up for the 2004 Komen Atlanta Race for the Cure®!

On Saturday, May 8, 2004, bright and early, rain or shine, your team will unite with an enthusiastic crowd of over 10,000 in downtown Atlanta for the 14th annual Race to eradicate breast cancer as a life-threatening disease.

As members of a Komen Atlanta Race for the Cure® team, you'll enjoy such benefits as

- ▶ Easy advance registration—made even easier this year with on-line registration available at www.kintera.org
- ▶ Race Packets mailed to team members in advance of the race
- ▶ **NEW!** Breakfast to honor team captains and the contribution teams make toward grants for screening, education and support for medically underserved women in greater Atlanta
- ▶ Opportunity to show your united team support for a cure for breast cancer (teams receive their own hand-held team sign on race day)
- ▶ Award given to the ten largest teams
- ▶ Free team photo for all teams



This is a tremendous opportunity to help make a difference in the lives of women and men who have been or will be diagnosed with breast cancer in their lifetime. With the goal of a cure in sight, we can't thank you enough for your assistance as a Team Captain and for organizing your team for the Race.

Please contact the Greater Atlanta Affiliate office at 404-459-8700 if you have any questions. Or visit our website at www.komen-atlanta.org.

Thanks again,

Lisa Tanner
Lisa Tanner
Race Chair

P.S. **NEW!** For easy, on-line registration—and to eliminate paperwork hassle—go directly to www.kintera.org.

- ▶ **IDENTIFY TEAM LEADERS**—from your medical facility, neighborhood, company, church, or any organized group
- ▶ **SECURE CORPORATE SUPPORT**—many companies have a matching gift program or will donate a pledge, team apparel or other reward for team participants
- ▶ **RECRUIT TEAMS**—minimum number is 15 per team, but the larger the team, the greater the camaraderie and Race support
- ▶ **REGISTER TEAMS**—team registration deadline is Tuesday, April 20, for mail-in registration, and Friday, April 30, for on-line registration.

- ▶ **BUILD TEAM SPIRIT**—pins, t-shirts, banners and cheering squad are great ways to rally your team on Race day

**KOMEN ATLANTA
RACE FOR THE
CURE®:**

**SATURDAY,
MAY 8, 2004**

**ATLANTA CIVIC
CENTER**

ANYONE AND EVERY-ONE CAN BE PART OF YOUR TEAM

Not everyone can run or walk a 5K race or jog one mile. But there are plenty of ways to get involved and still make a contribution to the Race. Build your team—and encourage everyone to participate! Here's what team members can do:

- ▶ Walk, run or jog the 5K or 1 mile course.
- ▶ Pledge money toward the Komen Atlanta Race for the Cure®. Every dollar brings us closer to a cure.
- ▶ Secure pledges from others. Please encourage each team member to raise at least \$100 in pledges.
- ▶ Be a volunteer at the Race or at other fundraising activities during the year.
- ▶ Help to organize or participate in a Komen breast health educational session. Call the Greater Atlanta Affiliate office at 404-459-8700 for more information on the breast health education program.
- ▶ If your team can't take MARTA, volunteer to drive other team members to and from the race.
- ▶ Be a photographer for your team; after the race, submit photographs to your company newsletter along with a short article about your team and the Race.
- ▶ Make banners, ribbons, flags or apparel for your team members.
- ▶ Find a place alongside the course and cheer on your team and other Race participants.

"DO IT FOR YOUR MOTHER, DAUGHTER, SISTER, SPOUSE, FRIEND, YOURSELF."

Recruiting and Registering Your Team

As a Team Leader, your first assignment is to rally at least 15 participants. Consider co-captains to help you. Use a variety of communications to recruit team members: voicemail, email, flyers, company newsletter, and bulletins posted around the workplace help to create interest. You can have fun developing buttons, posters, flyers or payroll stuffers to encourage registration. Your own enthusiasm will be the most effective promotion.

Set an internal timeline for registrations that will allow you time to meet the Race team registration deadline (**April 30** for on-line registration, **April 20** for mail-in registration).

Our new, on-line registration is easy and flexible, and eliminates a lot of paperwork for you and for us! Using on-line registration, individuals on your team can register themselves, or the team leader can enter all registrations. Entrants can pay online using a credit card. Be sure your team members **know your team name** for accurate registration. You can also enter and update pledge information on-line. Check your team registrations and pledges at any time by logging on to the web site.

To register on-line:

1. Log on to www.kintera.org, click on "Search Events," then search for events in Atlanta, GA. Click on "2004 Komen Atlanta Race for the Cure®" and follow team registration instructions from there.
- ▶ *Each team leader must set up the team information so others can register by team name.*
- ▶ Deadline for on-line registration is **Friday, April 30**.

For mail-in registration:

1. Each team member must complete and sign a Race Entry form (available in the Team Leader packet). *We recommend you pre-stamp the team name on each Race Entry form to ensure your team is properly credited for each team participant.*
2. Collect a completed Race Entry form from each team member, and collect registration fee per entrant (check or money order, VISA or MasterCard charge information).
3. Complete the Team Roster form provided in the Team Leader packet.
4. On or before **Tuesday, April 20**, bundle the completed Team Roster form, completed Race Entry form for each team member *including registration fee per entrant*, plus any completed Pledge forms.

Mail the package to: Komen Atlanta Race for the Cure®, PO Box 530100, Dept. G-00458, Atlanta, GA 30353-0100

TEAM REGISTRATION DEADLINE:
ON-LINE FRIDAY, APRIL 30, 2004
MAIL-IN POSTMARKED APRIL 20, 2004

Preparing for Race Day

Once a team is registered, team leaders must concentrate on preparing for Race day. You'll need to:

- ▶ Encourage team members to raise pledge money (see enclosed Pledge Form). Devise and communicate contests that encourage pledges and other participation (see list at right).
- ▶ If you elect to have bib numbers mailed to a single location, let your team members know you have done this. Then plan the distribution of race packets and other team accessories you have (those you make yourself—see ideas at right). It's helpful if you have a copy of your Team Roster for reference.
- ▶ Select a meeting spot for your team pre-race at a MARTA station, carpool location, or at the Atlanta Civic Center. There will be thousands of people at the start of the race, so be specific on your team meeting place. The front of the Atlanta Civic Center, at the intersection of Piedmont Rd. and Pine St., will be lined with alphabet markers to assist you. You may also want to bring your own tall sign or banner.
- ▶ This is the perfect time to capture a team photo. Photographers will be available at the race start area to take team photos—team signs and banners are great for this.
- ▶ *Have fun!*

Breast Cancer Survivors: We Honor You

Many teams are formed to support a family member, neighbor or co-worker who has battled or is battling breast cancer. These individuals deserve our recognition, respect and support.

The Komen Atlanta Race for the Cure® is dedicated to these individuals, and have an entire morning of special activities planned just for breast cancer survivors. We hope each team will encourage any cancer survivors among them to participate in these activities.

- ▶ Survivor breakfast 7:00 a.m.
- ▶ Wear the honorary pink t-shirt and cap (pick up Survivor recognition items at the VIP/Survivor tent early on Race day)
- ▶ Group photo
- ▶ Recognition ceremony 9:15 a.m.

"In Celebration Of" and "In Memory Of" back signs will be available prior to the Race start for all team members.

BUILDING TEAM SPIRIT: OPTIONAL TEAM ACTIVITIES

Joining in the Komen Atlanta Race for the Cure® as a team greatly enhances the fun for most entrants. Your team can have a lot of fun preparing for Race day. Here are some ideas, and we hope you'll be inspired to create your own challenges and team activities:

- ▶ Resolve to have the largest team on the course.
- ▶ Large companies may organize inter-department competition for largest team or most donations pledged.
- ▶ Hold a t-shirt design contest within your organization and use the winning design for a team shirt to be worn on Race day.
- ▶ Come up with a team name that reflects the spirit of your team.
- ▶ Make posters, banners or flags to carry in the race—feature your team name or VIP breast cancer survivor.
- ▶ Arrange a team walk or jog a few days after work or on the weekend to prepare for the Race.
- ▶ Keep your team spirit growing by volunteering as a team for other charities, targeting one event per month. The Susan G. Komen Foundation Greater Atlanta Affiliate office (404-459-8700) can give you ideas of which local organizations need volunteer help.
- ▶ Hold a post-Race party to thank team members and co-captains, to view photographs and to share Race experiences.

THANKS TO IMPORTANT ADVANCES IN RESEARCH, EDUCATION AND SCREENING, THERE ARE MORE THAN 1.7 MILLION BREAST CANCER SURVIVORS ALIVE TODAY.