



CALLING ALL COMRADES ATHLETES WE NEED YOUR HELP



Please read the attached newsletter and R.U.N. (Rise Up Now!)

Contact champion@pinkdrive.co.za to find out how **you** can make a difference.

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RAISE YOUR BRAND AT THE 85TH COMRADES MARATHON – 30 MAY 2010

It's almost that time of the year again where excitement meets emotion and runners around the world gear up for the 85th Comrades Marathon!

PinkDrive is one of the five official Amabeadu Charity Beneficiaries for 2010 Comrades Marathon thanks to Reebok and applauds the strength and values of women and men that take part in this challenging race of a lifetime!

Would you like us to 'R.U.N.' (Rise Up Now) with your brand at the Comrades Marathon? We have been asked by KZN Health Authorities to showcase our project *en route* to the Comrades Marathon as well as when we exit KZN on our return to Gauteng after Comrades.

We will be visiting the following towns: Newcastle, Ladysmith, Pietermaritzburg, Hillcrest, Durban, Stanger, Empangeni and Vryheid, where we will be educating on breast cancer and performing free screenings (mammograms) for all women who are not medically insured. We would like to leave a legacy, share the sentiment and reward the remarkable – your brand should share this wonderful journey.

CALLING ALL COMRADES RUNNERS



We are looking for 2010 registered runners to run for our cause. In return for your efforts, we will provide you with a special goodie bag, which will include a pair of pink shoe laces, a pink water bottle, a pink sweat wrist band

and a pair of pink socks 'with a difference' made from mohair and bamboo, with support bands at the ankle and in the arch of the foot, sponsored by Cape Mohair - so that you are identifiable (the campaign has been officially authorised by Comrades Marathon).

Reebok will donate additional funds to the PinkDrive for every kilometre run. Fantastic prizes have been sponsored by Reebok, Dis-Chem Pharmacies, Dis-Chem Foundation, Clarins and Jenna Clifford.

Interested runners must please email champion@PinkDrive.co.za before 30 April 2010; Phone: +27 (11) 608 4144; Online: www.PinkDrive.co.za; Fax: +27 (11) 608 3409 or SMS 083 301 8789 with a detailed message and we will respond.

WHAT IT MEANS TO BE A CHAMPION FOR CANCER

Our Champions are the guys and girls who help spread the message that Early Detection Saves Lives! A champion is always challenged and never stops learning or growing. Champions are defined through a history of excellence, champions rise through a journey. A Champion is not self proclaimed but given their title by a group of peers, colleagues or by a community.

According to Wikipedia a champion is defined as the following: "the victor in a challenge or contest. A winner of a race" This 85th Comrades Marathon adopts the Breast Cancer Education and Support campaign; PinkDrive, as one of their official charities and thus no matter what place you may finish, you can be a champion for our cause.

Cancer touches many people's lives, this year we have a Call to Action. Rally amongst friends and family to spread the word:

- We need 2010 officially registered Comrades runners to Champion the cause
- We need 85 breast cancer survivors in Newcastle, Pietermaritzburg and Durban who will be given a Reebok "I Fight, I Hope, I Beat it" Pink T-shirt
- We need 2010 supporters in Newcastle and Pietermaritzburg and 2010 supporters in Durban to cheer on the crowd by wearing a Reebok "Fight.Hope.Beat it" Pink T-shirt

One in every 26 women is diagnosed with breast cancer in South Africa and with statistics such as these, it is evident that this disease affects not only those fighting it, but family and loved one's too. Every Kilometer will educate and support Cancer awareness in South Africa.

If you would like more information on how to participate please email champion@PinkDrive.co.za

P.S. Don't forget to visit our stand opposite registration and stand in line to win amazing prizes.

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SPONSORSHIP OPPORTUNITIES

Please contact Noelene on +27 (11) 608-4144 or email noelene@causemarketing.co.za should you be able to assist with any of the following elements:

Sponsors' logos will be placed on the PinkDrive website as well as on a shared **looped banner at the Comrades Marathon Expo**. Furthermore, sponsors will be issued with a Section 18A tax clearance certificate for cash donations and a CSI certificate for the value of the in-kind sponsorship.

- Product Prizes to incentivise runners
- Financial assistance
- Pink t-shirts
- Pink Water bottles
- Pink Shoelaces
- Accommodation for project staff in all towns
- Meal Vouchers
- Fuel Sponsorship

GIFT OF ADMIRATION



The PinkDrive will be promoting and selling a limited edition **Jenna Clifford** Breast Cancer Awareness 'shoe with a soul' charms, co-sponsored by Dis-Chem Pharmacies and Dis-Chem Foundation, specially designed in celebration of the Comrades Marathon. These charms are made from the finest antimony pewter and cost **R140.00** (incl. VAT). Proceeds from the sale of these limited edition running shoe charms will be used as additional funding for the extraordinary mobile breast check units which offer and promote free breast cancer screening and education in rural and urban areas. Orders can be collected from the PinkDrive stand at the Comrades Expo at the DEC Durban, in Pietermaritzburg at Comrades House between 27 – 29 May, or couriered to your door (additional delivery costs will apply). Contact: Cecile on +27 (11) 608 4144 or email : orders@pinkdrive.co.za

TAKE IT OFF FOR CANCER

With the launch of our **Guinness World Record - Bra Project "TAKE IT OFF FOR CANCER"** we are hoping that South African women will help us break the current bra record (held by Cyprus), by collecting more than 117 000 bras which will be distributed in the rural communities, to women who cannot afford this necessity.



Come on South Africa, we can do it - our aim is to collect over **140 000** bras! Bras can be dropped off at our **PinkDrive** stand at the Comrades expo or at our PinkDrive mobile trucks units passing through various towns (mentioned previously) where we will create an exciting presence and visibility. Alternatively, we will make the necessary collection arrangements. All the bras will be distributed via our breast cancer educational vehicle to women in the communities. +27 (11) 608 4144 or email: champion@PinkDrive.co.za for more info.

GET INVOLVED!

BREAST CANCER SURVIVORS

We are looking for 85 (as it is the 85th Comrades) **breast cancer survivors and 2010 breast cancer supporters** in Newcastle, PMB and Durban, to be part of our campaign **and make an impact!**

Please contact +27 (11) 608 4144 or email champion@PinkDrive.co.za

VOLUNTEERS NEEDED

Volunteer to assist us in upcoming cancer campaigns, please e-mail us on volunteer@PinkDrive.co.za for more info.



TELL US YOUR STORY



We are looking for stories from all South Africans touched directly or indirectly by cancer, especially **breast cancer**. Please email your inspirational story with your own picture to mystory@PinkDrive.co.za. We will then upload your story onto our website, www.PinkDrive.co.za.

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MEDIA

Any media enquiries can be directed to Michelle Korevaar or Lidia Paly at Spice4Life for more information:

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Spice4life CEO

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Lidia Paly

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CANCER IS A CAUSE THAT NEEDS CARE

- 1 in 26 women in South Africa are diagnosed with breast cancer

According to the World Health Organization, The American Cancer Society and the LAF (Lance Armstrong Foundation), in 2010, cancer is expected to become the leading cause of death worldwide:

- By 2030, the global cancer burden is expected to grow to 27 million new cancer cases and 17 million cancer deaths per year.
- 70% of all cancer deaths occur in low and middle income countries
- The Economist Intelligence Unit estimated that in 2009, cancer worldwide cost at least US\$286 billion with 12.9 million new cancer cases and 7.6 million cancer deaths.
- Breast and cervical cancer killed 685,000 women worldwide in 2002. Over 80% of cervical cancer deaths occurred in developing countries.
- It is estimated that unless urgent action is taken, by 2030, tobacco's annual death toll will rise to more than eight million.
- The tobacco industry is aggressively marketing their products to women and girls in high population countries.
- Every day, some 80-100,000 young people around the world become addicted to tobacco. If current trends continue, 250 million children alive today will die from tobacco-related disease.

Please help us where you can to ensure a brighter future for all South Africans.

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