

SHOW YOUR SUPPORT
for a survivor

SHOW YOUR RESPECT
for someone who lost the battle

SHOW YOUR DETERMINATION
to end breast cancer forever



THE B CUP

susan g.
komen
FOR THE **cure** GREAT
ROANOKE

WERNESS
fund

*BECAUSE REAL
MEN WEAR PINK*

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THE CAUSE

It is estimated that over 180,000 women were diagnosed with breast cancer in 2008. The rate of new cases leveled off during the 1990's and since 2003 there has been a marked decline. Still, somewhere in the world a woman dies from breast cancer every sixty-eight seconds.

Anyone can get breast cancer. For example, did you know...

- The older a woman, the more likely she is to get breast cancer?
- White women are more likely to get breast cancer than women of any other racial or ethnic group?
- African American women are more likely to die from breast cancer than white women?
- Men can get breast cancer, although it is rare?

How do women know if they are at risk for breast cancer?

All women are at risk for breast cancer. Known risk factors; like having a family history of breast cancer, starting menopause after age 55, or never having children account for only a small number of new breast cancer cases every year. That means that most women who get breast cancer have no known risk factors except being a woman and getting older.

THE DAY

Saturday, October 24th
Games start at Noon
B Cup at 4:00pm
Highland Park - Roanoke

Four rugby clubs; Roanoke, Virginia (Charlottesville), Blacksburg and Blackwater (Lynchburg) have come together to raise money for the cause. The clubs will play one another and then provide players for what we are calling, THE B CUP.

Players are looking for individuals and/or companies to sponsor them in the match. Players are expected to raise at least \$100 in donations to play in the match and the Top 10 will get a match jersey.

In addition to the donations players get to play in the match, there will also be event t-shirts for sale, a raffle of pink match jerseys and other prizes and of course donations accepted at the match.

In the unlikely event that the match is cancelled due to extreme weather, etc., all monies raised will still be donated to the charities listed.

THE BENEFICIARIES

Susan G. Komen for the Cure - Greater Roanoke

Komen's Greater Roanoke Affiliate identifies gaps in breast health care, providing breast health education and mammogram access to women in 19 counties, including Roanoke, Montgomery, Botetourt, Bedford, and Floyd. Up to 75 percent of all funds generated by Komen Greater Roanoke Valley Affiliate will stay in the region while the remaining income goes to the Susan G. Komen Award and Research Grant Programs supporting research, awards and educational and scientific programs around the world.

Werness Fund

In May of 2008 Jeremy Werness lost his long battle with cancer. During the 6 years Jeremy was a member of the Roanoke Rugby Football Club he built a reputation as a tough player, a great teammate and a loving father and husband. In his honor Roanoke Rugby Football Club started a 529 College Fund for his daughter, Sydney known as the Werness Fund.