

HERS Breast Cancer Foundation

August 2017 Newsletter: Special Walk/Run Issue

On Your Mark...



Photo credit: Ramil Sumalpong, Iconic Lab

We're ready to walk, race, and fundraise...how about you? We hope you plan to join us for our 18th Annual Walk/Run. At this fun and inspiring community event, we celebrate breast cancer survivors, remember those we have lost, and raise money for the services and products that HERS Breast Cancer Foundation provides.

Want some more details? Read all about the event in our official press release: <http://www.prweb.com/releases/2017/08/prweb14595759.htm>

Sharing this release is a great way to show your support and get more people to participate and fundraise. (Hint, hint.) Our [Walk/Run page](#) is a great resource also.

...Get Set

Here are some things you can do to warm up for the big event:

REGISTER to participate as a walker or runner by Sept 25. Do it today so you don't forget! <http://www.itsyourrace.com/event.aspx?id=6292>

FUNDRAISE or **DONATE** online via CrowdRise.

<https://www.crowdrise.com/hersbcfwalkrun2018/fundraiser/hersbreastcancerfour>

You can make a donation on the main event page or set up your own page (it's easy!) to send out to your friends, family, and network. Get a team together (some teams wear fun t-shirts or costumes) and see how much money you can raise. This is a great way to show support for a loved one with breast cancer.

DOUBLE YOUR DONATION

As in years past, the East Bay Community Foundation will match online donations if we are able to raise \$15,000 online through CrowdRise. This is a huge boost to our programs. Let's start building momentum – we are still under \$1000 (last week of August). We have made our goal in the past – let's do it again!

...Go!

We'll see you at gorgeous Quarry Lakes Regional Park in Fremont on the morning of Saturday, September 30. If you miss online registration, you can register at the event starting at 7am. The inspiring Opening Ceremony starts at 8:00 a.m., and includes a special circle and dove release for survivors. The 10K runners hit the course first at 9:00, followed by 5K runners and then 5K walkers. A BBQ lunch will be served, and participants are invited to enjoy a Community Expo featuring vendors, nonprofits, healthcare organizations, massage tables, and more!

We partner with On Your Mark Event Management, a professional race timing company. We will be using a chip-timing system for the 5K/10K run.

Race results will be available within minutes of completion and posted on our website after the event.

Awards go to the top 3 men and top 3 women runners for the 5K and 10K, by age group (age groups available on our [website](#)). All participants will receive a finishers medal and a commemorative t-shirt.



Photo credit: Ramil Sumalpong, Iconic Lab

More than a Race, More than a Fundraiser

There's a reason this event has been happening for 18 years straight. Yes, it has always been a successful fundraiser. But more than that, it is a chance for our community – the wonderful women we serve, their families and friends, and all those who support our organization – to come together in celebration and remembrance.

But don't take our word for it. Here's what runner and HERS volunteer Kat Leung says about the event:



"The HERS Breast Cancer Foundation Walk/Run is my favorite community event of the year in Fremont.

Having done the 10K run a couple of times, I love that it's well-run with quick and easy registration, it's chipped and results are nearly instantaneous, the trail is clean and

clearly marked with volunteers cheering you along the way, and the water stations are strategically placed along the course. It's also a flat course so it's great for PRs!

The highlight of the event, though, is the strong community standing behind the reason of the event -- supporting and celebrating the lives of breast cancer survivors. The ceremony prior to the Walk/Run is one not to miss as those battling breast cancer, and those who have survived, share their stories. The love and hope that washes over the crowd always propels me to run harder and faster, and with purpose."



Our Community Keeps Us on the Right Track!

With several weeks left to go before the big event, we are very busy getting ready. We couldn't do all that we do without the support of our community. We are talking about dozens of volunteers, hundreds of survivors and clients, thousands of individual participants and donors, and a growing list of Bay Area businesses and organizations who participate in our Community Expo, host fundraisers, and sponsor our events.

We are so grateful to our sponsors. Many of them step up year after year to make this event happen. You can find a complete list below and on our [Walk/Run](#) page, but we'd like to highlight a few of them here:

Platinum Sponsor



Diamond Sponsor



Ruby Sponsor



Working together - Healing together



Premier Subaru of Fremont

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- UCI Construction Inc.
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Bronze Sponsors

- American Breast Care
- Cloverleaf Family Bowl
- Dorso Automotive
- Presidio Bank
- CV Administrative Services
- Fremont Artificial Limb & Brace
- Luscombe Engineering
- Rodrigues Tile Company

In-Kind Sponsors



Want to See More of These Awesome Photos?

The very talented Ramil Sumalpong (Iconic Lab) has photographed many of our events over the years. His [album of photos from last year's Walk/Run](#) is available online. Check it out...doesn't it look like fun? We'll see you there!



HERS Breast Cancer Foundation

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Click [here](#) to visit our website



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