



## **Making Strides Against Breast Cancer North Shore *Event Logistics***

We are counting down the days until Making Strides Against Breast Cancer North Shore on Sunday, October 16, 2011! We hope you will be joining us and bringing all of your friends, family, co-workers, and neighbors to join in on our celebration of creating a world with less breast cancer and more birthdays. There will be exercise, entertainment, inspiration, and most importantly, the opportunity to honor someone who has been affected by breast cancer. Please join the American Cancer Society as we honor our breast cancer survivors, remember those we lost, and raise funds and awareness to help end this disease. Here are event details to help the day run smoothly.

### **Maps**

- ▶ Event Route Map (enclosed in this packet)

### **Directions**

- ▶ Eden's Expressway (I-94)

#### **From the north:**

Take I-94 east to Old Orchard Road. Turn left heading east on Old Orchard Road. The center is on the right hand side less than a 1/4 mile from the exit. Westfield Old Orchard is approximately 12 miles before downtown Chicago and approximately 7 miles after the I-90/94 split at Deerfield Road.

#### **From the south:**

Take I-90/94 west, past downtown Chicago until the I-90/94 split. Remain on I-94 east and exit at Old Orchard Road approximately 7 miles further. Turn right heading east on Old Orchard Road. The center is on the right hand side less than a 1/4 mile from the exit.

- ▶ I-294

#### **From the north:**

Take I-294 south and exit at Golf Road. Turn left heading east on Golf Road. Continue on Golf Road to just before Skokie Blvd on Lavergne. The Center is located on the left hand side.

#### **From the south:**

Take I-294 north. Exit at Dempster. Turn right heading east on Dempster, continue until Waukegan Road. Turn left on Waukegan and two blocks later turn right on Golf Road. Continue east on Golf Road to just before Skokie Blvd on Lavergne. The Center is located on the left hand side.

- ▶ I-90/O'Hare Airport

Leaving O'Hare Airport terminal area, you are on I-90. Exit to I-294 north. Take I-294 and exit at Dempster. Turn right heading east on Dempster, continue until Waukegan Road. Turn left on Waukegan and two blocks later turn right on Golf Road. Continue east on Golf Road to just before Skokie Blvd on Lavergne. The Center is located on the left hand side.

### Directions (Cont.)

#### ▶ I-55/Midway

Leaving Midway Airport terminal area, turn left on Cicero heading north. Continue on Cicero to I-55 north to Chicago. Take I-55 to I-90/94 west. Take I-90/94 west, past downtown Chicago until the I-90/94 split. Remain on I-94 east and exit at Old Orchard Road approximately 7 miles further. Turn right heading east on Old Orchard Road. The center is on the right hand side, less than a 1/4 mile from the exit.

### Parking

▶ Parking will be available in Lot D near California Pizza Kitchen and McCormick & Schmick's facing Old Orchard Road.

### The Route

- ▶ The route is a 5K or 3.2 miles long, and you can walk as far or as little as you would like.
- ▶ There will be water and healthy snacks available for all participants and volunteers before the walk, along the route, and after the walk.
- ▶ Children and strollers are welcome.
- ▶ First aid will be available.
- ▶ Most walkers are done with the route by 11:00am at the latest.

### Team Information

- ▶ If your team is not coming together, designate a meeting place for everyone to meet.
- ▶ We encourage teams to get together, hang out, take team photos, and visit the event tents before and after the walk!
- ▶ Feel free to bring signs to carry, many teams make handheld signs for the individuals they are walking in honor/in memory of.

### Check-in/Registration

- ▶ Participants must check-in at the Registration Tent.
- ▶ The Registration Tent will be located next to California Pizza Kitchen.

### Activities/Entertainment

- ▶ **Tribute Wall** – The popular Tribute Wall will be back for another year! For a \$1 donation, a ribbon can be purchased in honor of/in memory of a loved one who has battled cancer. Write the name of your loved one on the ribbon and add to our Tribute Wall.
- ▶ **Silent Auction** – Bid on fabulous prize packages from local restaurants, retailers, and health clubs throughout the North Shore!
- ▶ **Pink Hair Extensions** – Provided by Sam Martino Salon & Spa
- ▶ **Survivor Fashion Show** – Join us for the Survivor Fashion Show during our Closing Ceremony. Breast cancer survivors from your community will be modeling the latest fashions of Westfield Old Orchard retailers.
- ▶ **Flow Entertainment** – Music and Dancing!



## Event Schedule

- ▶ 8:00am – Check-in/Registration Opens
- ▶ 8:00am – Entertainment and Activities begin
- ▶ 9:00am – Opening Ceremony
- ▶ 9:30am – 5K Walk Begins
- ▶ 11:00am – Closing Ceremony and Survivor Fashion Show

## T-shirts

- ▶ Event T-shirts along with many other Making Strides Against Breast Cancer merchandise will be available for purchase.

## Survivors

- ▶ We consider anyone a breast cancer survivor from the day that they are diagnosed. Do you have a survivor on your team? Bring them to the Survivor Tent for a birthday celebration including gifts and a reception catered by Corner Bakery. Mario Tricoci Hair Salon & Day Spa will be providing services as well.

## Fundraising

- ▶ There is no registration fee or minimum fundraising to participate, however, we do encourage fundraising and we recommend that all participants try to raise at least \$200.

## Recognition

- ▶ **Birthday Club:** Raise \$365 or more for Making Strides and qualify for the Birthday Club. Celebrate life 365 days a year as a member of this elite group of fundraisers. As a Birthday Club member, you will receive...
  - Name recognition on MakingStridesIllinois.com
  - Making Strides' limited edition slingback bag.
- ▶ **Pacesetter Club:** The Pacesetter Club is a special fundraising club that you become a member of once you raise \$2,000 as an individual. All pacesetters receive special recognition and a gift.
- ▶ **Pink Club:** The Pink Club is a team recognition fundraising program, with levels of recognition starting at \$2,500 up to \$20,000 plus.
- ▶ **2010 Pacesetters and Pink Club Members:** There will be a pink ribbon yard sign in your honor with your name on it at the beginning of the route. You will be able to take these with you when you leave.

## Matching Gifts

- ▶ Please double your dollars with matching gifts! Check with your human resources department to see if they have a matching gift program in place and pick up the appropriate forms.

### **Strides Boutique**

- ▶ Interested in selling items at the Strides Boutique? We are looking for teams who are interested in participating in this on-site fundraiser. If interested, contact Amy Kramer at 847-328-5147, option 3 or [amy.kramer@cancer.org](mailto:amy.kramer@cancer.org).
  - **Silent Auction** – Bid on fabulous packages donated by local restaurants, retailers, and health clubs from throughout the North Shore.
  - **Pink Hair Extensions** – Provided by Sam Martino Salon
- ▶ Our Strides Boutique area will have various items for purchase such as pink food, accessories, crafts, and more. Remember to bring cash to the event. Proceeds benefit Making Strides Against Breast Cancer.

### **Mission/Advocacy Tent**

- ▶ Make sure to stop by our Mission Tent to learn more about what the American Cancer Society is doing in the fight against breast cancer through programs, services, and advocacy efforts.
- ▶ Plant it Pink! Pink Tulips (10 bulbs to plant in October or November) will be for sale for \$20. The tulips will be pink and will come back each year.
- ▶ Choose You is the American Cancer Society's national movement that inspires women to put their health first and make healthy lifestyle choices to stay well and help prevent cancer

### **Volunteers**

- ▶ Know anyone who isn't going to be walking? We still need volunteers! Contact Michelle Reames at [michelle.reames@cancer.org](mailto:michelle.reames@cancer.org) or call 847-328-5147, option 3 for volunteer opportunities.

### **Questions? Need more materials? Web site Problems?**

- ▶ Contact Amy Kramer, Walk Manager at [amy.kramer@cancer.org](mailto:amy.kramer@cancer.org) or call 847-328-5147, option 3.

### **Have you done your part and signed up online at [MakingStridesNorthShore.com](http://MakingStridesNorthShore.com)?**

In just a few easy steps, you can create a personal fundraising page and choose from the selection of new tools available to help you fundraise online – including a new personalized video! Don't forget to lead by example and kick-start your fundraising effort with a personal donation. Then, email everyone you know and ask them to join you in the fight – either with a donation or commitment to walk.

*\* Making Strides Against Breast Cancer will take place on Sunday, October 16, 2011 rain or shine. See you then!*