Making Strides Against Breast Cancer of Central New Jersey
Annual 2 Mile Fundraising Walk

Important Event Information

It is with great pleasure that we acknowledge the generosity and commitment of our Flagship Sponsor: RWJBarnabas Health

Date: Sunday, October 22, 2017

Main Area: Johnson Park – Grove 4, River Road, Piscataway Township, 08854

Registration Start Time: 8:30 a.m.
Opening Ceremonies: 9:30 a.m.
Walk Start Time: 10:00 a.m.

Important Event Details:
- The walk takes place rain or shine.
- Enter the park from VIOLET DRIVE.
- Watch the weather. Dress in layers and sneakers are the best footwear for the day.
- Smoking and alcohol consumption are prohibited.
- For the safety of the walkers, we strongly discourage the use of bicycles, skateboards or roller blades on the route.

Parking – Parking will be available at Johnson Park. Once you enter from Violet Drive, parking will be on your right-hand side.

After you park, REGISTER/CHECK-IN at the Registration Tent - The first thing you should do is turn in your online check-in sheet (you will receive it via email the Thursday or Friday before the walk), cash/check donations, and matching gift forms at the Registration Tent. Day of registrants can register at the Registration Tent. If you are a team leader, please inform your walkers that they each need to hand in their own check-in sheet and cash/check donations.

Volunteers – After you park, volunteers can check in at the Volunteer Area where they will receive your t-shirt, breakfast and assignments. Estimated end time is 12:00pm. If you are a student needing proof of volunteer hours, you will be able to get a letter at the Volunteer Check-In.

Pacesetters Tent - Every individual walker who raises $2,500+ will automatically become a member of Pacesetters Club! Encourage all your team members to reach a personal/individual fundraising goal of $2,500 and on the day of the walk, each individual will get public recognition. Pacesetters will have special access to the Survivor Tent.

Survivors Tent – All survivors and (1) one guest are invited to a lite Survivors Breakfast at the Survivors Tent between 8:30 a.m. and 10 a.m. – the pinkest tent at the event. You won’t want to miss it! Survivors will receive a FREE survivor shirt, survivor sash, and will be able to enjoy some fun pink activities!

Tribute Tent- Stop by the Tribute tent, pick up a bib to wear and commemorate a loved one you are walking for.

Kids Entertainment Area – The kids can stop by and receive a pink ribbon tattoo, enjoy some arts & crafts and other family activities will be at the Family Entertainment area.

Refreshment Tent – Healthy snacks and water will be available for all walkers at the Refreshment Tent after the walk. No coffee will be provided.

A meeting place for your team - It’s not always easy finding your team mates in such a big crowd – we’re expecting about 3,000 walkers. Plan a location to meet your team prior to the event. If you want to keep it simple, make sure team mates have the team leader’s cell phone number. Some suggested meeting places are near the stage, by the event arch, or picture area/
The walk will start at **10:00 a.m.** – The start line is where the event arch is located.

**The walk route** - The walk is approximately 2 miles long. Strollers and wheelchairs are welcome! The walk route is flat and doesn’t have hills.

**Check list for the week leading up to the walk:**

- If you registered online, you will receive a check-in sheet via email a few days before the walk. Remember to turn it in at the Registration Tent the day of.
- Follow-up with the people you have asked to support you and have not heard back from.
- It’s not too late to email your Making Strides webpage link, or mail your personal fundraising letter.
- Make sure that you get your matching gift form from your Human Resources Department and turn it in with your cash/check donations the day of the walk.
- Make sure your team has a way of finding you the day of Making Strides Against Breast Cancer.
- You can send your cash/check donations to the American Cancer Society office located at 2600 US Highway 1, North Brunswick, NJ 08902 (Attn: MSABC) for all donations that you receive after the walk. Make sure to include your name and team name along with each cash/check donation you mail to our office.
- We will continue to accept donations for the 2017 Making Strides Against Breast Cancer of Central New Jersey and credit your team until December 31.

**Team Leaders** - Make sure all your walkers receive this Event Information sheet. If you have any questions, please call us at 1.800.227.2345 or e-mail CentralJerseyNJStrides@cancer.org.

Thank you for making the Making Strides Against Breast Cancer of Central New Jersey a success! Whether you are a team leader, individual walker, or are volunteering the day of, your dedication and hard work are greatly appreciated! Because of you, we are moving closer to a day when no one has to hear the words, “You have breast cancer.” Thank you!