



**What:** Women's and Men's 5K Run  
Women's and Men's 5K Walk  
1-Mile Family Fun Walk

**When:** Sunday, October 10, 2010  
Survivor Photo – Meet at **7:15 a.m.**; Photo at **7:30 a.m.** – Parking lot north of 8<sup>th</sup> St ramp  
Opening ceremonies at **7:45 a.m.**  
Race begins at **8:00 a.m.**

**Where:** Start and finish at Mercy Medical Center on 8<sup>th</sup> Street SE

**Mission:** The mission of the *Especially for You*<sup>®</sup> Race Against Breast Cancer is to raise funds for individuals unable to afford breast cancer screenings and other support services and to educate individuals on the importance of early detection.

The event is dedicated to the memory of Sandy Knight. Sandy was a General Mills employee who died of breast cancer in July 1991. Sandy was a charter member of the *Especially for You* Support Group. It was her wish that a fund be established to cover the cost of mammograms for disadvantaged women. Sandy also was instrumental in generating a very successful screening program at the General Mills plant in Cedar Rapids.

#### **FOR MORE INFORMATION ABOUT:**

Volunteering:	(319) 398-6582
Registration and teams:	(319) 398-6582
Utilizing the <i>Especially for You</i> <sup>®</sup> Fund:	(319) 221-8889
E-mail questions to:	<a href="mailto:especiallyforyou@mercy.org">especiallyforyou@mercy.org</a>
General race information:	<a href="http://www.especiallyforyourace.org">www.especiallyforyourace.org</a>

# *Especially for You*<sup>®</sup>

## **TEAM CHECKLIST**

- TWO (2) OPTIONS:      1 – Online registration (go to [www.especiallyforyourace.org](http://www.especiallyforyourace.org))  
                                 2 – Traditional paper registrations with team rosters (see below)

### TRADITIONAL REGISTRATION:

1. \_\_\_\_\_ Be sure registration forms are complete:
- signature
  - shirt size
  - team name
  - credit card information (if applicable)

2. \_\_\_\_\_ One person per form

3. \_\_\_\_\_ PAYMENT METHOD

Please keep all registration forms that are paying by credit card separate from those paying cash or check. Thank you.

- If paying individually, **leave money with registration form. Please do not staple.**
- If the business, organization or family is paying for part of the registration, **please submit one check for all.** Each individual should submit their portion to you (or sponsoring group), and then the sponsoring group submits one check.

4. \_\_\_\_\_ For teams with logos:

- Team Logo Order Form completed along with a separate check payable to Garment Designs (no credit cards accepted)
- Provide logo information (see Team Logo Order Form)

5. \_\_\_\_\_ Submit the team roster with team member names, shirt sizes and any contributions

Two (2) options for roster submission:

- Excel spreadsheet\* (\*Preferred submission method)
  - Use the **Revised 2010 Race Roster Excel spreadsheet template\***
  - Return completed roster via e-mail to Barb Worley at [bworley@mercyare.org](mailto:bworley@mercyare.org) (Subject: "Your Team Name" Registration Roster)
  - Questions about the spreadsheet? Contact Barb Worley at (319) 221-8889 or [bworley@mercyare.org](mailto:bworley@mercyare.org)

\* **The Excel spreadsheet template will be e-mailed to all 2009 team captains.**  
**To request a template, contact Barb Worley at [bworley@mercyare.org](mailto:bworley@mercyare.org)**

**OR**

- Use 2010 Team Roster for Hand-Written Submission Only (attached at end of this document)

**DEADLINE:            Turn into Mercy Women's Center no  
                                 later than 6:00 p.m. on Wednesday, September 8.**

**\*\*No changes accepted after submitted\*\***

## *Especially for You*<sup>®</sup> Race Against Breast Cancer Team Logo Imprinting Guidelines

With a minimum of 12 registrations, Garment Designs, Inc. is offering businesses, families and organizations the option of adding their logo or name to the back of the *Especially for You*<sup>®</sup> Race T-shirts. If interested, please follow these guidelines:

1) Cost:

- a set-up fee of \$12.00 (**payable every year even if using the same logo**)
- a running fee of \$1 per shirt to be imprinted
- a minimum order of 12

Example for a team of 20:

Set-up fee	\$12.00
Imprinting (20 x \$1)	<u>\$20.00</u>
Subtotal	\$32.00
7% sales tax	<u>\$2.24</u>
Total	\$34.24

You must include ***one separate check*** for logo imprinting (no credit cards):

\* **THE CHECK FOR LOGO IMPRINTING MUST BE MADE OUT TO GARMENT DESIGNS** \*

\* **CHECKS FOR REGISTRATION MUST BE MADE OUT TO Especially for You** \*

2) The team captain must turn in all registrations (either paper form or online) **and** the attached logo order **no later than Wednesday, September 8** to Mercy Women's Center. We then will confirm the number of shirts, sizes, and logo order with Garment Designs. **No changes will be accepted to logo imprinting orders once they are submitted.** You may add members to your team, but they will not receive the logo on their T-shirt.

3) The team captain will pick up **all** team shirts and race information at team packet pick-up on Thursday, October 7, 10:00 a.m. – 6:00 p.m. in the parking lot north of the 8<sup>th</sup> St parking ramp (former gym location). Team captains will be responsible for distribution to team members.

4) Please be sure to inform your employees in advance, should you decide to imprint your business logo, especially if they are paying their own registration fees. It also is important that they know your plans for distribution of the shirts and race information.

If you have additional questions, please call the  
*Especially for You*<sup>®</sup> Race Information Line at 398-6582  
or e-mail [especiallyforyou@mercyare.org](mailto:especiallyforyou@mercyare.org)

**Especially for You<sup>®</sup> Race Against Breast Cancer  
Team Logo Order Form**

The team captain should complete the information form below and mail or hand deliver it, along with paid registrations, to Mercy Women's Center **no later than Wednesday, September 8. Once an order has been placed, no changes will be accepted.** Participants may be added to your team, but they will not receive a shirt with the logo. A minimum of 12 is required.

Team Captain: \_\_\_\_\_

Team Name: \_\_\_\_\_

Phone (REQUIRED): \_\_\_\_\_

Address: \_\_\_\_\_

E-mail (REQUIRED): \_\_\_\_\_

Total Number of T-shirts with logo: \_\_\_\_\_

Sizes of shirts with logos:

3X \_\_\_\_\_ 2X \_\_\_\_\_ XL \_\_\_\_\_ L \_\_\_\_\_ M \_\_\_\_\_ S \_\_\_\_\_ Youth M \_\_\_\_\_

**Cost of imprinting**

Number of Shirts _____	x \$1 =	_____
\$12.00 Setup Fee	=	12.00
Subtotal	=	_____
Tax – 7%	=	_____
<b>TOTAL</b>	=	_____

**One check for logo imprinting, made out to *Garment Designs*. No credit cards.**

**Logo or artwork**

- \_\_\_\_\_ Logo attached (**sample required**)
- \_\_\_\_\_ Logo sent directly to Garment Designs (*curt@garmentdesigns.com*)
- \_\_\_\_\_ New logo for 2010    \_\_\_\_\_ Same logo as 2009
- \_\_\_\_\_ Please have Garment Designs create a logo

**My team registration forms are**

- \_\_\_\_\_ Attached, along with hand-written roster
- \_\_\_\_\_ Attached, with roster sent as Excel spreadsheet by email to *bworley@mercyare.org*
- \_\_\_\_\_ Completed online

**Please mail this form to:**

Especially for You Race  
Mercy Women's Center  
701 10th Street SE  
Cedar Rapids, IA 52403

**Or hand deliver to Mercy Women's Center:**

Level 1 South of 8<sup>th</sup> St parking ramp. Enter through the entrance marked *Women's Center*.

<b><u>For Office Use Only (Initial)</u></b>	
Logo Shirts Confirmed	_____
Money Confirmed	_____
Order Checked	_____
Order Picked Up	_____
# of Shirts without logos	_____
3X _____ 2X _____ XL _____ L _____ M _____ S _____ Youth M _____	



## **TIPS *Especially for Teams***

1. Encourage team participation with competition between departments or challenge another company. The business, organization and family with the most participants will receive recognition on race day.
2. Display posters on all bulletin boards (even in restroom stalls!).
3. E-mail information to all employees.
4. Put information in your in-house newsletter (see attached example).
5. Recruit previous walkers to help recruit a buddy, including co-workers, family and friends.
6. Recruit help from other departments for sign-up. NOTE: Be sure you are seeking people that are good recruiters, and keep in mind that organizational skills are helpful.
7. Sign-up day outside the cafeteria.
8. Share personal stories of employees who may have first-hand experience with breast cancer.
9. Make a list of TOP 10 REASONS TO PARTICIPATE. A few ideas are:
  - ~ You like being part of a crowd.
  - ~ You have always wanted to stroll down the middle of 2nd Avenue.
  - ~ You and a friend have a lot of gossip to catch up on.
  - ~ You need another long sleeved t-shirt.
  - ~ **#1 To help provide breast cancer screening services for individuals who cannot afford them and to provide them the best chance to survive breast cancer.**Be creative ~ you'll come up with a lot of good ones. (Please share them with us!)
10. Arrange for a "KICKOFF IN THE WORKPLACE". The *Especially for You*<sup>®</sup> Race Committee has arranged for individuals to come to the workplace for a 30-minute presentation that includes information on breast self-examination, mammography guidelines, history of the race and team recruitment. Call Sallie Buelow at 398-6718 to arrange.
11. Be sure to include a big thanks to all who participated in your promotion and helped your company's efforts to support this event. A few pictures and information on how the fund can be accessed would be great!

12. ***Please review all team information forms.*** Teams may register in one of the following categories: Organization, Business or Family. ***All teams must designate a captain*** (contact person) to facilitate communications and packet pick-up. The team captain must turn in all registrations from the company or organization, including a list of all participants, by **September 8**. Packets and T-shirts will be ready for you to pick-up on October 7, between 10:00 a.m. and 6:00 p.m.
13. Team logo may be imprinted on the back of the race shirt. Please see the "Team Logo Imprinting Guidelines." Teams with logos imprinted on the shirt ***must*** send one person to pick up all shirts and packets. Individual shirts ***will not*** be distributed.
14. If a company is paying for a portion of the registration fee, ***only one*** check will be accepted for the total amount.

### NEWSLETTER EXAMPLE

The 20th annual *Especially for You*<sup>®</sup> Race Against Breast Cancer will be held on Sunday, October 10, 2010. This event, co-founded by Mercy Medical Center and General Mills, is held each year to help increase awareness regarding the importance of early detection and screening for breast cancer. ALL PROCEEDS from the race are used to provide breast cancer screening services for individuals in need.

**YOUR COMPANY NAME** encourages you to participate as a member of our team. Team captain(s) this year are **TEAM CAPTAIN(S)**. This year's race includes a 5K run for females and males, a 5K walk for females and males, or a 1-mile Family Fun Walk. Registration fee is \$20 by September 8, \$25 from September 9 - October 9, and \$30 on the day of the race. Youth registration (15 years and younger) is always \$15. All participants receive a long sleeved T-shirt. If you plan on registering as part of **YOUR COMPANY** team, please turn in completed registration forms and money to **TEAM CAPTAIN** by September 7.

For more information on the race, or to sign up to participate, please call **TEAM CAPTAIN AND PHONE NUMBER**. Let's beat last year's number of \_\_\_\_\_!

If you have any questions or need additional help with recruiting team members, please call Especially For You<sup>®</sup> at 398-6582, e-mail [especiallyforyou@mercyare.org](mailto:especiallyforyou@mercyare.org) or visit our race website at [www.especiallyforyourace.org](http://www.especiallyforyourace.org).