

2007 American Cancer Society *Cure by Design*

Presented by BON SECOURS CANCER INSTITUTE
Bon Secours Richmond Health System



Event Overview

Cure by Design is an event in which the fashion, design and retail communities join forces with the local corporate community to benefit the American Cancer Society. The event is unique because each model who walks the runway is a cancer survivor. We are celebrating cancer survivorship and hope for a cure by focusing on the role that research, prevention and early detection of cancer plays in everyone's life. *Cure by Design* reinforces the message that more and more people are surviving cancer. It is also another way of creating a sense of community of people fighting for a common cause - the elimination of cancer as a health threat.

Events Specifics

The Fabric of Life

Saturday, June 9, 2007 at 7 PM

Cure by Design Fashion Show / Event Reception *immediately following*

Tickets

Individual Tickets - Show and Cocktail Reception - \$125/person

Group of (10) with Tribute Sign and Champagne Reception - \$1,500/table

Tribute Signs (*In Honor or Memory of Friends and Loved Ones*) - \$50 each

Location

Toad's Place

on the Canal in Richmond's Shockoe Bottom



Who We Are

Cure by Design is a special fund-raising event hosted by the American Cancer Society in Central Virginia. The monies raised through *Cure by Design* support cancer research nationwide, as well as programs and patient services throughout the Commonwealth of Virginia. Because of your support, the American Cancer Society is making a difference in the lives of cancer patients and their families right here in our community! We invite you to take a closer look...



A Celebration of Survivorship

Facts

- The American Cancer Society South Atlantic Division provided more than \$38 million in grants at South Atlantic institutions with \$3,014,000 currently invested at UVA and VCU Health Systems
- 411 newly diagnosed breast cancer patients were linked with breast cancer survivors who offered support and information through the Reach to Recovery program.
- Local volunteer drivers transported 436 cancer patients to and from their medical treatments through the Road to Recovery program.
- 202 women with cancer received free cosmetic kits and were taught how to manage the appearance-related side effects of treatment by volunteer cosmetologists with the Look Good...Feel Better program.
- 2,542 people reached out to the American Cancer Society through our toll free, 24-hour phone number 1-800-ACS-2345
- 15 pediatric cancer survivors received more than \$11,000 in college scholarships
- 31 cancer patients received personalized dietary assistance through our Dietitian On Call program
- 37 cancer patients received one-on-one help navigating their cancer journey through our Patient Advocate
- 242 free nights of accommodations were provided to 4 cancer patients from Central Virginia at Hope Lodge when they traveled to Baltimore for life-saving cancer treatment

