



Talladega NASCAR Race Turns Speedway Pink for National Breast Cancer Awareness Month

The National Breast Cancer Foundation, Inc.® (NBCF) announced its official partnership with the Talladega Superspeedway during the month of October, National Breast Cancer Awareness Month. The racetrack will be decked in pink, survivors will storm the tracks, and fan activities will promote awareness, celebrate survival, and generate funds for early detection and education.

“We’re honored to have the two great NASCAR races support NBCF in raising awareness for breast cancer this October” says NBCF Founder and CEO, Janelle Hail. “We are committed to spreading knowledge and fostering hope in the fight against breast cancer. By collaborating with Talladega, we are able to raise funds to provide free mammograms to women who could not otherwise afford them and supporting research programs in leading research facilities across the country.”

The NASCAR Sprint Cup Series Good Sam Roadside Assistance 500 on October 5-7 at Talladega Superspeedway was flooded with a sea of pink as 10,000 breast cancer survivors and their families walked the track before filling the grandstands. Survivors also were able to sign a dedicated banner on the track in memory of their loved ones.

A portion of every “Drive the Awareness” package sale will be donated to NBCF to fuel the fight against breast cancer, and a special Awareness Zone in Horse Power Plaza will educate race fans about early detection, one of the most vital elements in survival.

“So many people have been personally touched by breast cancer, whether it’s through a mother, sister, wife, daughter, or friend, and we are proud to support this cause. We want to deck the races in pink to wish those struggling with cancer a speedy recovery and help people learn how to protect themselves from the disease,” said George Dennis, Senior Director of Sales and Marketing at Talladega Superspeedway.



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BREAST CANCER FACTS AND FIGURES

Quick reference facts from 2011

- There were an estimated 230,480 new cases of invasive breast cancer
- About 40,000 women died due to breast cancer. Only lung cancer accounts for more cancer deaths in women
- Men account for 1% of all breast cancers
- Breast cancer accounts for nearly 1 in 3 cancers diagnosed in US women
- Breast cancer incidence and death rates increase with age
- The median age at the time of breast cancer diagnosis is 61 years
- Incidence rates are higher in non-Hispanic white women compared to African American women
- Survival rate is higher among women who are diagnosed at an early stage
- Postmenopausal obesity can increase the risk of breast cancer

Making Strides Against Breast Cancer

Every Making Strides Against Breast Cancer walk is a powerful and inspiring opportunity to unite as a community to honor breast cancer survivors, raise awareness about steps we can take to reduce the risk of getting breast cancer, and raise money to help the American Cancer Society fight the disease with breast cancer research, information and services, and access to mammograms for women who need them. Each step you take is



Find an event near you!
<http://makingstrides.acsevents.org>



tlc
a
magalog

Tlc (Tender Loving Care) is an American Cancer Society publication. It offers products for women coping with breast cancer or any cancer treatment that causes hair loss as well as advice on how to use these products.

Products include wigs, hairpieces, hats, turbans, breast forms, mastectomy bras and swimwear. The tlc mission is to make these hard-to-find

To order products or catalogs call 1-800-850-9445, or visit tlc online at www.tlcdirect.org.



EARLY DETECTION

Early detection is the KEY TO LIFE! Women who are diagnosed with breast cancer in its earliest stages have a 5-year survival rate of over 98%. The American Breast Cancer Foundation recommends a number of ways you can aid in the early detection of breast cancer:

- Monthly Breast Self-exams (BSE)
- Clinical Breast Exams (CBE)
- Mammograms
- Gene Testing

Move for the Cause



Dirty Girl is unlike anything you've ever done. This female-only, 5K mud run is for women of all fitness levels. Think you're a Dirty Girl? Well, here's your chance to prove it. A portion of all registration fees is donated to the National Breast Cancer Foundation.



Halloween Hustle 5K run and walk. Event includes Best Costume Contest (optional), Prizes, and FREE CANDY! Register or just stop down to support a good cause, exercise, and have some Halloween FUN!



Running not your thing? If walking is more your style, the Sterling House Community Breast Cancer Walk might be better suited to your pace.

Ways to Reduce Your Risk of Cancer

American Cancer Society Guidelines for Nutrition and Physical Activity for Cancer Prevention

Maintain a healthy weight throughout life.

Balance calorie intake with physical activity. Avoid excessive weight gain throughout life. Achieve and maintain a healthy weight if currently overweight or obese.

Adopt a physically active lifestyle.

Adults should engage in at least 30 minutes of moderate to vigorous physical activity 5 or more days of the week.

Children/adolescents should engage in at least 60 minutes per day of moderate to vigorous physical activity at least 5 days of the week.

Eat a healthy diet, with an emphasis on plant sources.

Choose foods and drinks in amounts that help achieve and maintain a healthy weight. Eat >5 servings of vegetables and fruits a day. Choose whole grains over processed grains. Limit intake of processed and red meats.

Limit intake of alcoholic beverages.

Women should drink no more than 1 drink per day (2 per day for men)

SUPPORT



I Can Cope Online

For a quick, easy way to learn important facts and practical tips about cancer and related issues, participate in our interactive online program, I Can Cope—Online. There is never any charge to participate, and you set the pace—whenever and wherever is convenient for you.



Support Email Series

If you or a loved one have been affected by cancer, we have resources to help guide you through every step of the cancer experience. Subscribe to a series of emails – written for patients, survivors, and caregivers – that offer pertinent information to assist you on your



YourShoes 24/7 Breast Cancer Support Center

YourShoes is a 24-hour hotline staffed by trained peer counselors who are breast cancer survivors. The hotline provides information on breast cancer and breast health to anyone touched by or concerned about this disease. Telephone: 1-800-221-2141 (English) 1-800-986-9505 (Spanish) y-me.org

Sponsors

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