



## FUNDRAISING HEROES

Please log on to our website at [www.genesisuk.org](http://www.genesisuk.org) to see a list of all our fantastic fundraising heroes.

## DINING IN STYLE FOR GENESIS

Our thanks go to local beauty salon The Face and Body Shop, pictured left with a cheque for £4,000. Their annual dinner dance raised a fabulous total of £5,800. The salon is a long-standing Genesis supporter, since both clients and staff have been affected by breast cancer. The evening in Lydgate got off to a fine start with fundraising games and raffles. The 200 guests then sat down to a superb three-course dinner, accompanied by live music, and finally danced until dawn to the sound of a disco beat. Genesis Trustee Pam Glass was on hand to represent the charity.

## STOP PRESS



- **GET OUT AND ABOUT IN A GENESIS TAXI!**

Watch out for our two Genesis taxis, which were launched onto the streets of Manchester in April for 12 months to raise Genesis' profile in the city. The design was supplied by Birmingham agency RBH, who have kindly supported our work over the last three years by producing high quality artwork for our campaigns. Drivers are also informed about our work so they can answer passengers' queries. The taxis are available to hire from around the city centre or on an hourly basis for fundraising events. For details, call 08700 62 3000.

- **GENESIS WEBSITE GETS A NEW LOOK**

We were proud to launch our revamped website earlier this year. The site offers background on Genesis, information about events, merchandise, fundraising and donation pages, and much more! Visit it at [www.genesisuk.org](http://www.genesisuk.org).

For details, please call the Genesis Appeals Office on 08700 62 3000.

## THREE PEAKS CHALLENGE

A team of 9, led by Sharyn Trezise, is set to attempt the tough Three Peaks Challenge this June. The challenge involves climbing all three of the highest mountain peaks in Scotland, England and Wales within 24 hours. The team is motivated by personal experiences of cancer – Sharyn herself has had breast cancer - and the memories of the many relatives they have lost. We wish the team the best of luck in completing the challenge!

## DATES FOR YOUR DIARY

**Saturday 10th November, Duerr's 'Jars In Your Eyes' Charity Ball, The Hilton Hotel, Manchester.** Come as your favourite pop star and enjoy live cabaret acts, a five star dinner, paparazzi photographers, and much more! Tickets cost £80 for individuals and £110 for corporate tickets (which include wine, a gift and logo on the ticket). For details call Tina Howe on 0161 946 7855 or email [tina.howe@duerrs.co.uk](mailto:tina.howe@duerrs.co.uk). Genesis is one of the two charities chosen by Duerr's to benefit from the event.

### GENESIS CONTACT DETAILS

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 T: 08700 62 3000 E: [info@genesisuk.org](mailto:info@genesisuk.org) [www.genesisuk.org](http://www.genesisuk.org)

Registered Charity Number: 1109839



Join the fight to make 1 in 10, none in ten

# In the pink

Summer 2007



## MESSAGE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL

Dear Supporters,

Construction work on The Nightingale Centre and Genesis Prevention Centre continues to progress, with plans underway for the Opening Ceremony later this year. As we report (see right), Genesis has made its first major financial contribution to the project! However, we still need sponsorship for the Research Team based in the new centre (you can find out more on page 3).

As always, we're truly grateful for all your wonderful support. I hope this newsletter gives you a sense of the amazing things you are helping to achieve.

Lester Barr

## GENESIS HANDS OVER HALF A MILLION

Genesis was proud to present a cheque for £500,000 to the University Hospital of South Manchester NHS Foundation Trust (UHSM) towards the construction of Europe's first purpose-built Breast Cancer Prevention Centre. The sum represents thousands of hours of fundraising by our volunteers.

Professor Tony Howell from Genesis handed the cheque to Peter Morris, chief executive of UHSM. Professor Howell said: "The many people who have raised money for The Genesis Appeal can feel very proud as we hand over this contribution, which is our first of several, towards the building of the centre."



Peter Morris added: "The Trust is delighted to be receiving this contribution from The Genesis Appeal. We look forward to working together in the new centre of excellence which will put Manchester firmly on the map in the fight against breast cancer."

## RICKY HATTON KICKS OFF MANCHESTER'S 1ST GENESIS REGATTA TWILIGHT 10KM WALK

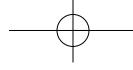


World renowned light-welterweight boxer, Ricky Hatton and his brother, fellow boxer, Matt Hatton, put their best feet forward to open Manchester's first Twilight Walk in aid of Genesis. Despite the poor weather conditions, people turned up in their 100s to join Ricky on the walk, which started and finished in Albert Square and has raised in the region of £45,000. Please remember to send your sponsorship money in ASAP.

Genesis chairman Lester Barr said: "This walk is a unique opportunity for the region to pull together to raise funds for research projects that will spare the next generation the trauma of this rampant disease." We'd like to thank our principal sponsor Regatta Ltd for a fantastic £30,000 and Laing O'Rourke for their generous sponsorship of £5,000.



The walk coincided with Genesis' 'Pink Pinkie Week' when women – and men! – across the region sported one pink nail, representing our pledge to 'Make 1 in 10, none in 10'. Ricky, known as 'The Hitman', was one of many men discarding their tough guy image to have one nail painted pink!



## STAINED GLASS WINDOW ERECTED AT BREAST CANCER PREVENTION CENTRE

A stunning 8m by 5m stained glass window, consisting of 42 distinct panels, has been fitted at The Nightingale Centre and Genesis Prevention Centre. Designed by architectural glass artist, Martin Donlin, the striking window – which uses vibrant blues, oranges and greens – dominates the front of the building, creating a bright, airy, atrium-like feel in the interior.

Martin created the design after consulting with the future users of the centre – both staff and patients – who agreed that the overall feel should be positive, uplifting and

energising. The glass used is antique, hand-blown, handmade glass made from a 500-year-old recipe and the window reflects the history of the Nightingale Centre, which is a former chapel.

Since completing the design, Martin's own 84-year-old mother has been diagnosed with breast cancer. Fortunately, she is now on the road to recovery and is currently undergoing radiotherapy.

## ODDFELLOWS STEP RIGHT UP!



Stetsons, cowboy boots and the odd lasso were the order of the day as Oddfellows across the country staged line-dancing events to raise funds for Genesis. The events were the brainchild of Joy Cook, a breast cancer patient from the St. Helens and Warrington District.

Over 130 members and friends attended the Oddfellows gathering in St. Helens and Warrington, raising a fantastic £922. Just down the road, the Deeside Branch's event generated an impressive £700.

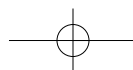
North London's event kicked off with a Country and Western Quiz, and the Stepney District held a Western Night featuring Wild West costumes and an authentic western buffet. Finally the Swindon Branch enlisted the help of a local dance teacher to coach members, and raised £852 into the bargain. We're very grateful to the Oddfellows for their ongoing support.

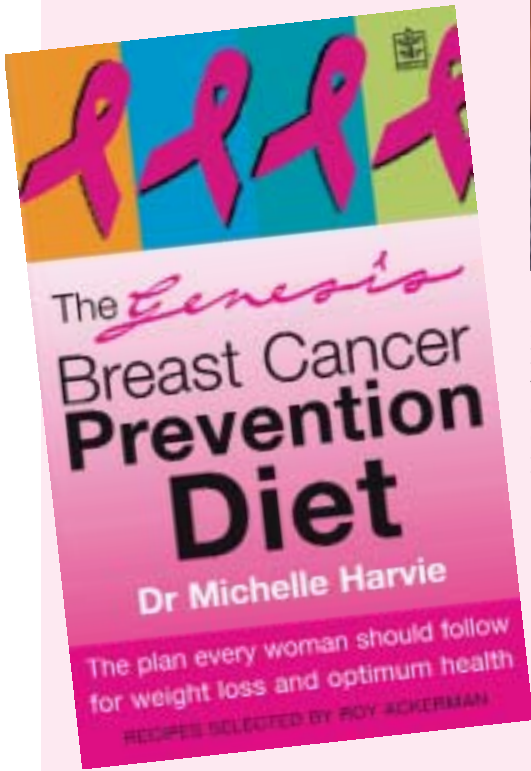


## DARIA'S WISH

Daria Fisher, a mother-of-three from Wigan, died from breast cancer just days before her 40th birthday. Now her family has raised an amazing £32,355 for Genesis in her memory. The money will fund a room in the new Breast Cancer Prevention Centre, to be named 'Daria's Wish.'

The whole family has played a part in the success: Tiernan scaled the heights of Mount Nephin in Ireland, and Daria's mum Barbara Davies, dad Paul, sister Martina, and children Mairead, Callum, and Harry helped to organise theme nights and parties. The Wigan Breast Cancer Support Group and the Norma C Ashton Foundation also generously contributed to the funds.





## TV DOCTOR LENDS HIS SUPPORT TO GENESIS BREAST CANCER PREVENTION DIET

Dr Chris Steele, GP and resident doctor on ITV's 'This Morning', is the latest high-profile personality to become a Genesis Patron. Dr Chris will be promoting the Genesis Breast Cancer Prevention Diet book by nutritionist Michelle Harvie on his website: [www.thefamilygp.com](http://www.thefamilygp.com).

Dr Chris, who lives in Didsbury, Manchester, has been a GP since 1970 and the health expert on This Morning since the first programme back in 1987. He has also featured on 'The Afternoon Show' for Granada TV, ITV's 'Tonight with Trevor

McDonald' and on ITV's 'Celebrity Fit Club.' During his time on-air he has covered a range of health issues – including breast cancer – as well as news about the latest gadgets and treatments.

"There are so many good causes around today but The Genesis Appeal is one I am particularly proud to support," says Dr. Chris. "One in 10 women are currently affected by breast cancer in the UK every year and I wholeheartedly support the charity's aim of making 1 in 10, none in 10."

Genesis chairman Lester Barr added: "I never cease to be amazed by the number of high-profile people who are willing to take time out from their busy schedules to lend us their backing and practical support."

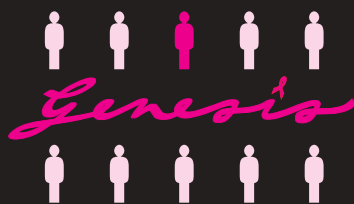
# HELP

## SPONSOR THE GENESIS RESEARCH TEAM

Thanks to the generosity of our supporters, we've raised over £2 million to meet the costs of building the Genesis Prevention Centre. However, it's now vital that we continue to raise at least £100,000 per year to keep the centre open and fund the Research Team. In addition our sponsorship campaign offers a number of ways you can contribute to our research programme:

- For £10 you can become a Friend of Genesis
- For £100 you can become an official Team Supporter
- For £1,000 you can sponsor a Genesis Team Member
- For £10,000 you can sponsor a Genesis Project
- For £25,000 you can become a Principal Sponsor

For more information, call the Appeals Office on 08700 62 3000.



Join the fight to make 1 in 10, none in ten

## SPECIAL THANKS TO THE JEFFREY KELSON FOUNDATION

The Jeffrey Kelson Foundation has donated £250,000 to help us reach our goal for building the new centre. Our grateful thanks go to Thelma Ricketts and all the trustees for such a generous gift.

For details, please call the Genesis Appeals Office on 08700 62 3000.