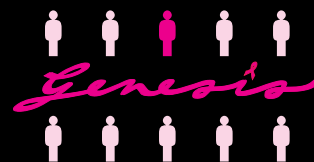


in the pink

Autumn 2008



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

MESSAGE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL



Dallas Jones & Amanda Wadsworth present a cheque to Lester Barr following their Black & White Ball.

Dear Supporters,

This summer we were pleased to celebrate the first anniversary of the Genesis Prevention Centre. It's been a fantastic 12 months for the appeal and a wonderful first year for the Centre.

So much has been achieved already; in particular your community fundraising has been vital in securing the future success of the charity and in ensuring that research into the prevention of breast cancer continues. However much work is still to be done...

Why not plan an event or activity for October, Breast Cancer Awareness Month. Ideas include a sponsored silence, walk or run, or if you are feeling less active, you could collect your loose change for the month and send it to Genesis. Call the Genesis office and let us know what you are going to do to help us reach our goal of making 1 in 10, none in 10.

Thank you as always for your hard work and commitment.

Lester Barr

BIRTHDAY CELEBRATION FOR THE GENESIS PREVENTION CENTRE



The Genesis Appeal's Fundraising Team.

Staff and volunteers gathered at the Nightingale Centre and Genesis Prevention Centre to celebrate one year of exceptional patient care and pioneering research into the prevention of breast cancer.

Since July 2007, 50,000 women have been screened for breast cancer at the £14 million state-of-the-art centre at Wythenshawe Hospital and on the mobile screening vans, thanks to the dedication of 120 employees.

We've also served 160,000 cups of tea with the help of numerous volunteers! In addition, the appeal has raised more than £700,000 in the past year.

Pauline McKay, a volunteer at the centre, summed up the mood when she said: "It's been a fantastic year of meeting the most amazing people in a wonderful centre. I feel privileged to be part of an excellent team."



OLDHAM RUGBY CLUB PARADE FOR BREAST CANCER

The Genesis Appeal is the charity of the year for Oldham Rugby League Club. To raise funds, their team, the Roughyeds, were kitted out entirely in PINK when they played Doncaster at Boundary Park on Thursday July 17th. The match was covered by Sky Sports.

Many would argue that Rugby League is the toughest, physical contact sport in the world and never before in this country

has a professional team worn all-pink in the heat of the battle on the field of play!

The Oldham Rugby Club received special permission from the Rugby League to make this a memorable 'first' in rugby. All those attending the match were asked to donate £1 or more as an entrance fee. The match and the subsequent auction of the pink kits has raised over £4000 for Genesis.

GENESIS PATRON SILVENA ROWE SUPPORTS 'LADIES WHO' LUNCH



Celebrity chef Silvena Rowe recently became a Genesis Patron and we're delighted to announce that she will be a special guest at the Genesis 'Ladies Who Lunch' event. Held in association with Pannone LLP, this fabulous event will take place at Harvey Nichols 2nd Floor Restaurant on Wednesday 29th October.

Silvena will speak at the event about her food philosophy and the hard work and dedication that have gained her an international reputation as an award-winning chef. Silvena is the executive chef for the Baltic Restaurant Group, which includes the London restaurants Baltic, Wodka and Chez Kristoff.

A staunch Genesis supporter, Silvena has created recipes for the Genesis Breast Cancer Prevention Diet and promoted the charity's work on her many television appearances, including the BBC's Saturday Kitchen.

The event will also feature an exclusive showcase of Harvey Nichols' autumn/winter collection - in perfect time for Christmas!



CHARITY DUO TAKE ON EUROPE IN AID OF GENESIS

An intrepid charity duo from Stockport have embarked on an adventure of a lifetime to help in the fight against breast cancer and to raise funds for Genesis.

Phil Maden and Anthony Jackson, otherwise known as Toj, are travelling 5,000 miles across Europe over nine months in a humble van. The 22 year-old university graduates are visiting western and central Europe taking in the sights of 15 countries including France, Poland, Italy, and Austria. The pair, who have personally funded the trip, set off on 1st September and with your kind donations, hope to raise more than £5,000 for Genesis.

Anthony's mum sadly lost her eight-year battle against the disease and passed away in 2006, while two of Phil's close family members have also received treatment for breast cancer. Anthony said: "We hope our trip across Europe will inspire others to raise much needed funds for The Genesis Appeal and help raise awareness of breast cancer not just amongst women, but men as well.

To help reach their fundraising target, Phil and Anthony are appealing for sponsorship. To make a donation, visit www.philandtoj.com.



GENESIS VOLUNTEERS BRAVE THE WEATHER AT ALTRINCHAM FESTIVAL

Three of our dedicated volunteers, Norma, Pauline and Tracey ran a Genesis stall at the Altrincham Festival. Despite the appalling weather the tombola was a sell out. Not only did the ladies raise money for Genesis, but they also helped to publicise the Nightingale Centre and Genesis Prevention Centre to the local community. We'd like to thank them for all their hard work.

RESEARCH UPDATE

GENESIS WARNS BREAST CANCER TO HIT ONE IN SEVEN UK WOMEN IF CURRENT TRENDS CONTINUE



Recent research conducted by Genesis Professor, Gareth Evans, warned that if current trends continue, 1 in 7 women in the UK will contract breast cancer by the age of 80.

The Genesis Appeal has carried out a study on women who carry faults (mutations) in the high-risk genes BRCA1 and BRCA2. The research, published in open access journal BMC Cancer, has shown that the risk of breast cancer in these women has increased three to five-fold in the last 60 years.

Professor Evans explains: "This rise in the incidence of breast cancer is reflected in the general population. In 1984 only 1 in 13 women were projected to develop breast cancer in their lifetime. In 2004 this reached 1 in 10 and, if the rates rise as they are currently doing so, it is predicted that by the year 2024 1 in 7 women in the UK will develop breast cancer by 80 years of age. That will translate into an extra 4000 deaths, unless further improvements in treatments occur."

However, Genesis insists that the rising trend in breast cancer can be largely reversed by altering lifestyle. This includes: planning families earlier; avoiding long-term use of female hormones in contraceptives and HRT; having a healthy lifestyle; and by exercising and maintaining a healthy weight. The Genesis Prevention Centre is also pioneering new drug and lifestyle-based strategies to turn around the trend seen in the last 80 years.



KEEP FIT & PINK

Keep Fit & Pink is our new campaign to raise awareness of how fitness can help reduce the risk of breast cancer. Keeping fit is important for people of all ages, and can be lots of fun too. Below are some of the organisations holding Keep Fit & Pink events.

- Branches of Total Fitness have held Keep Fit & Pink classes or have let members take on challenges of their own choice. Everyone involved has made a donation or found sponsorship for their hard work!
- David Lloyd in Cheadle have organised a Keep Fit & Pink Day in November, which includes a ladies' tennis tournament, pink exercise classes and a luncheon.
- Curves of Timperley have held several events, including a pink walking day.
- Newhall Green School have invited our fitness friend Bobbi-Joe Edwards to supervise fitness activities, while Judi Hibbert from the Genesis team has delivered brief presentations on Genesis and the prevention of breast cancer.

We want you to think about where you could hold Keep Fit & Pink events – at your local gym or club, at your workplace, or with friends. You could even try to get your whole town together in your local park to raise awareness of the importance of fitness! Here are some ideas that might inspire you:

- Hold an "Olym-Pinks"
- Hula-hooping
- Bollywood dancing
- Belly dancing
- Pogo stick jumping

LOG ON TO
WWW.GENESISUK.ORG
FOR ALL OUR
FUNDRAISING
IDEAS

THE BEAUTY BAR BRINGS HOLLYWOOD GLAMOUR TO MANCHESTER

The Beauty Bar on Washway Road, Sale has already raised a fabulous £1,300 for Genesis and is set to reach their target of £2,500 through a series of fundraising events. The Beauty Bar has chosen to support Genesis because several of its clients have suffered from breast cancer and it would like to support them by raising money for us.

Their next event is the 'Hollywood Christmas Ball' on 22nd November at Didsbury Golf Club. Tickets cost £30, or tables of eight are available for £200. There will also be an auction and a raffle to raise more money for Genesis. Make sure you are suitably glammed up for the occasion.

For more information, contact Leonie or Deborah on 0161 962 5454.

STOP PRESS

- The Genesis Twilight Walk in May this year was a fantastic success, raising £100,000. Thanks to everyone who took part or supported the event. Details of next year's event will be released at the start of 2009.
- By now you should have received your Genesis Christmas card order form, but did you know that you can now collect your order direct from the Genesis Prevention Centre? Please contact Lynda Ellis on 0161 291 4405 for details. You can also order your cards though the Genesis website, www.genesisuk.org
- For the latest calendar of events in your area call the Genesis Team on 0161 291 4400 or visit our website, www.genesisuk.org

HELP GENESIS BY PLANNING A FUNDRAISING EVENT



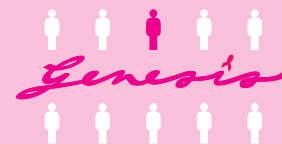
Lewis Dale, Ethan Wadsworth, Chris Stephenson, Harriet Wadsworth & Josh Stephenson completed a sponsored bike ride.

If you're a keen organiser looking to raise money for Genesis, why not try holding your own fundraising event? There are literally hundreds of different things you can do to raise money – and to get you started we've included some ideas below.

- Hold a Pink Golf Day and encourage local businesses to get involved
- Hold a coffee morning with your friends
- Organise a Pink Christmas Party
- Ask your local Brownie group to plan a charity day
- Paint a nail pink and donate £1 to Genesis
- Involve your local hairdressing salon or beauticians and plan an evening event of pampering
- Organise a sponsored swim/walk/bike ride
- Arrange a fashion show in aid of Genesis
- Take part in the Great Manchester Run or a similar event
- Take a collection box to your local pub and ask the landlord to place it on the bar.

Whatever event you decide to plan, we are happy to support you! Contact Judi Hibbert or Rebecca Monk on 0161 291 4400, or email judi.hibbert@genesisuk.org

FOR MORE
INFORMATION
ABOUT THE GENESIS
APPEAL VISIT
WWW.GENESISUK.ORG
OR CALL 0161 291 4400



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