

in the pink

autumn 2007



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

MESSAGE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL



Dear Supporters,

Sunday 8th July was a very proud day for Genesis, as we finally unveiled The Nightingale Centre and Genesis Prevention Centre at Manchester's Wythenshawe Hospital. Even the torrential rain couldn't dampen the spirits of over 600 of our supporters, volunteers and staff, who gathered to celebrate the results of six years of planning and hard work.

The new centre is a fantastic achievement and a very positive step towards our goal of "making 1 in 10, none in 10." My sincere thanks to you all.

Lester Barr

JERRY HALL HELPS US TO NAIL BREAST CANCER



Our thanks to John Cooper of Ikon Photography, who kindly took this photo, and to the Intercontinental Hotel, Park Lane for providing a venue for the shoot.

Jerry Hall is urging women across the country to 'paint it pink' for Breast Cancer Awareness Month in October. The supermodel has pledged her support for Genesis by sporting one bright pink varnished nail, to represent the 1 in 10 women who contract breast cancer in the UK.



A highlight of the ceremony was the breaking of the Guinness World Record for the longest ribbon cutting! 5,000 metres of pink ribbon were wrapped over 20 times around the new building. Guests were invited to take a pair of scissors and join the countdown to the ribbon cutting.



Former Commonwealth Games athlete and Genesis patron Diane Modahl was in attendance on the day. Genesis patron Gordon Burns hosted the ceremony, which was also attended by *This Morning's* Dr. Chris Steele.

Jerry has experienced first hand the dreadful effects of breast cancer, after her twin sister Terry was diagnosed in 1998. She said: "I'm 100% behind the work of Genesis, the groundbreaking and inspiring breast cancer prevention charity, and its pink nail campaign for October 2007. Those of us who will be sporting a pink nail in October will be showing our support and helping to raise awareness and funds for this vital work."

Why not get involved in the campaign too by painting one nail pink this October and encourage your friends and family to do the same? You can raise funds for Genesis by asking everyone who takes part to donate £1.

LAING O'ROURKE CLIMB MOUNTAINS FOR GENESIS

Not only did Laing O'Rourke Construction North build the Genesis Prevention Centre, but they've made a massive contribution to our fundraising too. In March, Nigel Howe and Andrew Bradley scaled the heights of the summit of Kilimanjaro, raising £3,500 for Genesis.

At last year's Friends for Genesis fashion event, Laing O'Rourke took a table with Genesis Appeal patron Cherie Booth QC, with the price of the table going directly to Genesis. An employee of Laing O'Rourke donated £1,000 of prize money won on World Environment Day, a UN initiative where employees contribute innovative environmental ideas.

Finally Laing O'Rourke donated £5,000 to the Twilight Walk, as well as lending hi-visibility vests to the volunteers managing the event. We'd like to thank them for their on-going generosity.

TWILIGHT WALKERS PUT THEIR BEST FEET FORWARD



We're delighted to report the resounding success of Manchester's first Twilight Walk in May, which has so far raised over £40,000 for Genesis. Over 500 people put on their walking shoes and braved the weather for the event, launched by boxers Ricky and Matt Hatton.

Chris Livesey was among those who gathered in the town centre, but what was remarkable about Chris is that in the afternoon, she had fallen downstairs and injured her foot. Not wanting to let anyone down, Chris completed the walk.

But because her foot still hurt afterwards, she visited the doctor and was astonished to find she had broken her toe! Everyone was shocked that Chris had managed the full 10k in so much pain. We congratulate Chris and her group on raising £400, and hope she's now fully recovered.

The next walk will be on Sunday 4th May 2008. Visit our website www.genesisuk.org to keep up to date and make sure you apply early when registration opens in January 2008.

"PINK LADIES" GATHERING FOR GENESIS

Sandra Breen, Elisabeth Roney and Sharon Kelly – aka the Pink Ladies – organised a Ladies Day in June in aid of Genesis. Glorious sunshine and a marquee in Sandra's garden provided the perfect location for the event, which was attended by 300 ladies. Holistic therapists were on hand with complimentary treatments, while speakers included Sue McDonald, the Bra Doctor and Diane from "Freshly Squeezed Water" who talked about the importance of drinking water and its quality.

Local companies donated food, champagne, music, printing, and raffle prizes, while up-and-coming band "Home Grown" provided a live soundtrack to the event. Sandra, a breast cancer survivor, was delighted. "Everyone wanted to make the day a success – even the local firemen came to serve drinks!" Manchester City FC has offered the Pink Ladies a venue for an even bigger event next summer.



NEW GLOVE TAKES THE MYSTERY OUT OF BREAST SELF-EXAMINATION

In partnership with Genesis, Lloydspharmacy has launched its Breast Sense Self Examination Glove in time for October's Breast Cancer Awareness Month. The new glove reduces friction while allowing the fingers to glide smoothly across the skin. It comes with an instructional DVD and calendar, so women know what to look for and will never forget to do the exam again!

This Morning's resident GP, Dr Chris Steele is a long-term advocate of breast self-examination. He says: "The trick is to detect lumps early and by getting into a routine and doing checks at the same time each month you become more aware of what is normal for you - then you will notice any new changes that might occur. I think the product is very useful because

it encourages the use of the flat of the hand, which is how breast examination should be done."

Lloydspharmacy has 1,666 pharmacies across the country and 2 million customers a week, most of them women. Because breast examination is so important to women's health, the glove is being sold at a discount price of £4.99. In addition, Lloydspharmacy are promoting Michelle Harvie's Breast Cancer Prevention Diet book, and are supporting our "Paint it Pink" campaign by selling a new shade of pink nail varnish, especially designed by Rimmel.

GREAT NORTHERN AID TRUST TURNS UP THE VOLUME ON CANCER PREVENTION AND RESEARCH

The Great Northern Aid Trust held the hugely successful "Manchester Versus Cancer 2007" concert at Manchester Arena in March, featuring musicians including Ian Brown of the former Stone Roses. Funds were raised for cancer prevention and research charities, including The Genesis Appeal, in memory of Nina Rehman, sister of Nova Rehman, Chief Executive of the Trust. The Trust is also offering us a generous £15,000 to sponsor a research project on diet and lifestyle.



RUSSELLS CONSTRUCTION CYCLES COAST-TO-COAST FOR GENESIS

A 21-strong team from North West-based contractors and developers Russells Construction cycled a total of 178 miles from Whitehaven to Whitby, raising a fabulous £13,252 for Genesis. Led by the firm's directors, Andrew and Gareth Russell, the three day trip was not without its mishaps, including a missing persons report, bedraggled men cycling through a deceptively deep ford, 21st birthday celebrations, and several handlebar flips and wall-crashes! Andrew Russell says: "The challenge was not completed without a few scrapes and bruises, but the effort shown was incredible."

FUNDRAISING HEROES

Please log on to our website at www.genesisuk.org to see a list of all our fantastic fundraising heroes.

SPECIAL THANKS to the Yorkshire Building Society Charitable Foundation for their recent donation of £200, which funded an exercise and stretching mat and an exercise ball for the gym at the Genesis Prevention Centre.

HEALTHY LIVING FESTIVAL BENEFITS GENESIS



Genesis was chosen as Charity of the Year for Manchester's 10th Food & Drink Festival. The theme of this year's October festival was Healthy Living, which ties in nicely with our research and Michelle Harvie's Breast Cancer Prevention Diet Book. Events included a Ladies Luncheon held at Harvey Nichols, with a number of guest speakers including image consultant Martine Alexander and lingerie company Betty and Belle, who specialise in underwear for women who have had mastectomies. Many local restaurants supported Genesis via the Table Talk campaign, where customers are asked to add a £1 donation to the charity on to their bill.

GOT A COLLECTION OF USED STAMPS?

Please send them to the Genesis office or to Mrs. M. Griffiths, 48 Stoke Street, Manchester M11 4QD. All profits go to the appeal.

DATES FOR YOUR DIARY 2007

10TH NOVEMBER

"Jars in Your Eyes" Duerrs Jam Ball at the Hilton Hotel in Manchester (places for 450 guests)

24TH NOVEMBER

The Caterian Circle's Ladies Evening in aid of Genesis

1ST DECEMBER

Crewe Golf Club's Christmas Coffee Morning for Genesis

2ND DECEMBER

Altrincham Grammar School for Girls will feature a Genesis stall at their Christmas Fair

3RD DECEMBER

Genesis will have a stall at Manchester Airport's Gifts and Crafts Fair at the Radisson Hotel (11.00am-2.00pm)

STOP PRESS: COMING IN 2008

APRIL

Oaklands Hospital's Spring Ball in aid of Genesis.
Ring Rosie Aitken-Greenhalgh for details on 0161 787 3450
or email: rosie.aitken-greenhalgh@capio.co.uk

JUNE

Cheque presentation from The Inner Wheel Founder Club of Manchester, who have chosen Genesis as their 2008 Charity of the Year.

JULY

"Showcase" an annual event at the Lowry Theatre, which brings together operatic societies in the Manchester area. Genesis is to benefit in 2008.

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

The Genesis editorial team makes every effort to ensure that the details and spellings in this newsletter are correct before going to print; however, occasional errors may still occur. We would like to apologise here for any such errors and for any inconvenience or upset they may have caused.



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