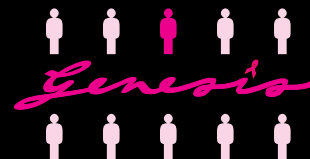


in the pink

Summer 2008



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

MESSAGE FROM LESTER BARR, CHAIRMAN OF THE GENESIS APPEAL



Dear Supporters,

As you know, the Genesis Prevention Centre opened its doors in July of last year. The centre provides a base for one of the most ambitious breast cancer research programmes in Europe.

With your support through donations and fundraising events, we have been able to give back a total of £325,000 (April 2007-March 2008) in grants to various research and patient programmes. These are being coordinated by Professor Nigel Bundred, Professor Tony Howell and Professor Gareth Evans. Their success in changing the world of breast cancer must continue and with your help we really can make a difference. Help us to create a future without breast cancer by making 1 in 10, none in 10.

Lester Barr



STEPPING OUT FOR GENESIS

The Genesis Twilight 10 km Walk was a resounding success, and we raised over £95,000 for the charity, despite the heavens opening on the 1200 participants. The walk was opened in Albert Square by star of *The Fixer* and ex-*Shameless* actor, Jody Latham, who played Philip 'Lip' Gallagher; Rebecca Atkinson, who plays Karen in *Shameless*;

and star athlete, and Genesis patron, Diane Modahl.

Channel M lent their support by compèring the evening, while fitness and motivational expert Bobbi-Joe Edwards got everyone suitably warmed up with his high-energy, pre-walk workout.



RICKY HATTON PUTS HIS WEIGHT BEHIND GENESIS

The Genesis Prevention Centre welcomed champion boxer Ricky Hatton on 1 April. Seen here with past patient Sarah Saphier and Professor Gareth Evans, Ricky Hatton, a longstanding patron of the appeal, visited the centre for the first time since it opened in July 2007.

AN OUTBREAK OF PINK PINKIES SWEEPS THE UK

Genesis' second annual 'Pink Pinkie Week' kicked off on Monday 28 April and saw even more men and women get involved to raise awareness of the one in ten women who develop breast cancer.

JOSEPH AND HIS PINKIES OF MANY COLOURS



Craig Chalmers, star of the BBC's 'Any Dream Will Do' and the touring musical production of Joseph, also pledged his support when he visited Manchester's Palace Theatre.

MICAH'S HARD MAN IMAGE VARNISHED



Manchester City and England defender Micah Richards got involved to support the appeal and help promote the Twilight Walk by having his pinkie painted pink by The Genesis Appeal's event coordinator Nikki Hoffman.

STAGECOACH SUPPORTS PINK PINKIE

Stagecoach Manchester pledged £500 towards Genesis and painted the front left wheel nut guard pink on 50 of its buses. Lester Barr, chairman of The Genesis Appeal, said: "Genesis is delighted with the support that Stagecoach has given to the Appeal's second annual 'Pink Pinkie Week'. The company's charitable efforts not only raised awareness of the Genesis pledge to 'make 1 in 10, none in 10', but also helped to raise vital funds in the fight for the prevention of breast cancer."

CELEBRITY CHEFS PULL THEIR PINK PINKIES OUT

Celebrity chefs Anthony Worrall Thompson and Simon Rimmer showed their support for 'Pink Pinkie Week'. Anthony Worrall Thompson said: "I support wholeheartedly any charity that focuses on the root of the problem and works tirelessly to find a way to prevent any disease from taking lives. Breast cancer is unfortunately a disease that touches the lives of so many - I therefore urge as many people as possible to get that pinkie painted pink!"

North West celebrity chef Simon Rimmer said: "Prevention is the key to beating this disease, and painting your pinkie pink is a great way to raise awareness of Genesis' aim to make 1 in 10, none in 10. As a North West resident, I'm so proud that the region is home to this groundbreaking charity."



FUNDRAISING HEROES



TEENAGER RAISES £10,000 FOR GENESIS

16-year-old Lucy Smith and her mother Carolyn from Heaton Mersey have helped raise nearly £10,000 in aid of Genesis. The money was raised at a fundraising event at St. Kentigern's Social Club in Fallowfield.

Carolyn Smith was diagnosed with breast cancer 12 months ago and recently underwent a mastectomy. Her daughter Lucy personally wrote to over 150 companies asking for prize donations for the raffle and auction she planned to hold. She received an overwhelming response and was able to provide the auction with t-shirts and footballs signed by Manchester City and Manchester United players, as well as vouchers for weekend breaks away.

RBS PUTS GENESIS IN THE BLACK

The Royal Bank of Scotland Candidate Response Centre, Manchester, is sponsoring the Genesis Appeal as its charity of the year for 2008 and has pledged its support for Dr Michelle Harvie's research into diet and lifestyle, which is examining the specific effects of exercise on reducing breast cancer risk.

A large group from the bank took part in the Twilight 10km Walk and they will also be holding fundraising events throughout the year to raise more funds for this particular research project. As the Genesis Appeal is the only charity in the UK entirely dedicated to breast cancer prevention, it is imperative that we continue to raise funds through sponsorship projects so that research such as Dr Harvie's can take place.

BOYS CARE TOO!

Oldham Rugby Club made Genesis its charity of the year for 2007/2008 and raised several thousand pounds at its match against Doncaster this July.

Christopher Hamilton, Oldham Rugby Club's chief executive, feels very strongly that more men should support the Genesis Appeal after his fiancée, Gillian, developed breast cancer twice. The club has organised a 'Boys Care Too' event, which will see men and boys walking or running a 5 K course, to highlight and encourage male support for The Genesis Appeal. Christopher hopes that the marathon will become an annual event.



DIDSBURY MAGAZINE REMAINS A PROUD SUPPORTER OF GENESIS

Salim Uddin-Khandakur and his wife Beverley produce three stylish magazines in the Manchester area and have supported The Genesis Appeal since 2002. Genesis has regularly featured in their publications, and they also held a Summer Ball to raise funds for the charity.

At the beginning of 2007, Beverley discovered that she had breast cancer, and since her diagnosis, her husband Salim has helped out with the magazines. Earlier this year, he opened Didsbury Magazine saying: "I never thought I'd end up writing the welcome letter of the magazines, then again I never thought breast cancer would happen to my wife. Being diagnosed with cancer is probably the scariest thought we could all ever imagine - it always seems to happen to someone else, or so we thought."

"Ironically, when Beverley started Didsbury Magazine in 2002 it was The Genesis Appeal she chose as the magazine's preferred charity. As the Genesis Appeal is the UK's only breast cancer charity entirely dedicated to the prevention of the disease and it's right here on our doorstep, we were aware that 1 in 10 women will develop breast cancer during their lifetime, and that only 2% of all cancer research funding is spent on prevention. We are proud to support Genesis."

CALENDAR OF EVENTS

SEPTEMBER

19th - THE DAVID BENTLEY GOLF TOURNAMENT
at Withington Golf Club – open to all golfers

KEEP FIT AND PINK FUNDRAISING EVENTS
at various schools and colleges – information from the
Genesis office.

OCTOBER

5th/6th - THE FOXFIELD STEAM RAILWAY
- Ride in a steam engine & craft stalls - open to all.

BOYS CARE TOO - Oldham Rugby Club - open to all men

THE GENESIS LADIES LUNCHEON
- information from the Genesis appeals office

NOVEMBER

An Irish Evening at St Kentigerns Social Club by the
Rossccommon Association – open to all

FEBRUARY

THE GENESIS GENTLEMAN'S EVENING
- information from the Genesis appeals office

WALL OF DEDICATION OPEN FOR VIEWINGS

The Wall of Dedication has now been installed in the atrium of the Nightingale Centre and Genesis Prevention Centre. The wall has over 250 inscriptions of people who have kindly raised over £1000 through fundraising for the Genesis Appeal. It was designed and created by artist Lesley Fallis and the project was managed by Helen Kitchen from Lime Art. Lime Art commissioned all the artwork in the building, including special film installations and the beautiful stained glass window in the atrium, as designed by Martin Donlin. If you would like to come and view the Wall of Dedication then please contact either Judi Hibbert or Rebecca Monk on 0161 291 4400 or alternatively email info@genesisk.org

REQUEST FOR GREEN- FINGERED VOLUNTEERS

We now have some beautiful gardens within the centre complex and would love to recruit some green-fingered volunteers to maintain and develop these areas. If you can spare a couple of hours a week or on an ad-hoc basis to help out then please contact Lynda Ellis, volunteer coordinator, on 0161 291 4405 or email lynda.ellis@genesisk.org.

HELP US SAVE FUNDS

Sending this newsletter and other communications to our supporters by email saves us the cost of printing and postage, meaning even more of our funds can go towards preventing breast cancer. If you have an email address, please let us know at info@genesisk.org.

GIFT AID IT FOR GENESIS

In 2007 The Genesis Appeal made an extra £10,000 from supporters who declared Gift Aid - this year we hope to double that figure. Using Gift Aid means that for every pound you give, we get an extra 28 pence from the Inland Revenue. This means that £10.00 can be turned into £12.80 when donations are made through Gift Aid. This could make a big difference and will not cost you a thing, so please complete the form below and return to The Genesis Appeal, The Nightingale and Genesis Prevention Centre, Wythenshawe Hospital, Manchester, M23 9LT.

First Name _____

Surname _____

Address _____

Postcode _____

Signature _____

(To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year. Genesis can claim Gift Aid tax relief of 25p on every pound you give and HMRC will also be operating transitional provisions for Gift Aid donations made from 6 April 2008 until 5 April 2011, paying a government supplement of 3p on every pound you give, making the total 28 pence.)

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


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