

Wednesday, May 2, 2012, 7:00pm  
The Delta Winnipeg

**2012  
Committee**

Pat Wedlake

Kelly Boles

Darla Raddysch

Becky Parkes

Tina Jones

Kenny Boyce

Tracey Moskal

Jackie Stephen

Denise Zaporzan

Susan Stobart

Cheryl Mazur

Traci Friesen

Doug Nanton

Karen Sagness

Wayne Rogers

Lori Olson



keeping  
abreast

[www.keepingabreast.org](http://www.keepingabreast.org)

*An evening of celebration  
& gratitude for those  
who enhance the lives of  
women with breast cancer.*

**Proceeds to the Health Sciences Centre Foundation**  
For Breast Reconstruction Surgery Research & Education



**Health Sciences Centre  
Foundation**

*Giving Hope, Improving Care*



## *The History of Keeping Abreast*

In January of 2007, Jackie Stephen was diagnosed with DCIS (ductal carcinoma in situ) breast cancer. Within a few short weeks, a mastectomy was performed at Health Sciences Centre by Dr. Ethel MacIntosh with immediate reconstruction surgery by Dr. Ed Buchel.

The positive outcome and gratitude Jackie felt for everyone who supported her throughout the ordeal, led her, with the support of her family and close friends, to create Keeping Abreast. In May 2007, the first event was an overwhelming success and raised over \$26,000 for CancerCare Manitoba and breast cancer research.

In 2008, Keeping Abreast partnered with the Health Sciences Centre Foundation to raise funds specifically for Breast Cancer Reconstruction Surgery Research & Education and established the Keeping Abreast Fund at the HSC Foundation to accept year-round donations. Karyn Lazaruk, another breast cancer survivor and reconstruction patient has very generously pledged her support of Keeping Abreast with a pledge of \$9000 per year for 4 years!

Fundraising events for Keeping Abreast now occur throughout the year including during Breast Cancer Awareness Month in October and in 2011 KA partnered with the Winnipeg Blue Bombers and raised \$23,000.00! In less than 5 years, Keeping Abreast has raised over \$800,000.00 to enhance the lives of Manitoba women affected by breast cancer by purchasing state of the art surgical equipment, a Breast Reconstruction website, computers and database software. Keeping Abreast also provides funding for nursing and medical staff education, and breast reconstruction research.



**Health Sciences Centre  
Foundation**  
*Giving Hope, Improving Care*

**“As reconstructive surgeons, our role is somewhat unique, particularly where breast cancer is concerned. While we certainly are here to repair the physical damage, I think our role in helping women to retain their sense of femininity—their feeling of wholeness—is the more important aspect of our care.”**

**—Dr. Ed Buchel: Section Head Department of Plastic Surgery and Medical Site Leader Surgery Program, Health Sciences Centre Winnipeg**

Dr. Buchel and his team are committed to groundbreaking research, advanced surgical techniques, and the very best patient care. Because you give, world-class investigators, like Dr. Buchel, have the resources they require. Because you give, caring and committed staff have the tools and support they need. Because you give, patients receive the finest care and hope in the face of adversity.

Funds raised by Keeping Abreast are being used by Dr. Buchel and his team to purchase the latest surgical equipment, computers and database software to further their research and to provide education and training for physicians and nurses in the best and most effective surgical procedures.



# The Event

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*In Support of Breast Cancer Reconstruction  
Surgery Research & Education.*

- **Games Galore on the Bra'dway Midway**
- **Chocolate Boob Blitz**  
(Blitz ... it rhymes with fun. Huge prizes – huge fun.)
- **"Boobie Prizes"**  
(FREE random prizes just for being there.)
- **Live Auction** (Only 6 items including a Trip for Two *t'italy!*)
- **Silent Auction** (Shhhh ... more outstanding prizes.)
- **Over the Top Auction** (The prizes are "stacked")
- **Autographed Bras** (At the Bra Bar!)
- **Cash Bar**

**Tickets \$75** (a tax receipt will be issued for \$35)

For tickets, please contact:

**Jackie Stephen, (204) 781-2828**

To learn more visit:

**[www.keepingabreast.org](http://www.keepingabreast.org)**





# Opportunities for Support

(No pun intended)

## "Cups Runneth Over" Event Sponsor: \$40,000

- Presenting sponsorship acknowledgement on all promotional materials
- Acknowledgment on press release
- Presenting status on buck slip advertising on HSC Foundation outgoing mail
- Presenting status listing on HSC and Keeping Abreast websites with link provided
- Introduction and thank you at the event
- 6 tickets to the event
- Acknowledgement in all media materials
- Tax receipt in accordance with Revenue Canada Guidelines

## Double D Cup Sponsor: \$5000-\$9999

- Prominent acknowledgement on all promotional materials
- Acknowledgment on Press Release
- Prominent status on buck slip advertising on HSC Foundation outgoing mail
- Prominent listing on HSC and Keeping Abreast websites with link provided
- Logo sponsorship acknowledgement on all event on-site signage
- Introduction and thank you at the event
- 2 tickets to the event
- Tax receipt in accordance with Revenue Canada Guidelines

## D Cup Sponsor: \$2500-\$4999

- Listing on all printed materials and event signage
- Acknowledgement on all paid promotional materials
- Tax receipt in accordance with Revenue Canada Guidelines
- Listing buck slip advertising on HSC Foundation outgoing mail
- Listing on HSC Foundation and Keeping Abreast websites with link provided
- Verbal acknowledgement at the event



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# Opportunities for Support

... continued

## C Cup Sponsor: \$1000-\$2499

- Listing on all printed materials, event signage and the Keeping Abreast website
- Acknowledgement on all paid promotional materials
- Tax receipt in accordance with Revenue Canada Guidelines

## B Cup Sponsor: \$750-\$999

- Listing on all printed materials, event signage and the Keeping Abreast website
- Acknowledgement on all paid promotional materials
- Tax receipt in accordance with Revenue Canada Guidelines

## Training Bra Sponsor: Less than \$750

- Listing on all printed materials, event signage and the Keeping Abreast website
- Tax receipt in accordance with Revenue Canada Guidelines

## Auction/In Kind Donation Sponsor

- Gifts in Kind are gratefully accepted
- Tax receipts will be issued for donated items in accordance with Revenue Canada Guidelines