

Mayor's 5K Run/Walk to
BREAK THE SILENCE
ON OVARIAN CANCER

25th Annual West Orange
Mayors 5K Run/Walk



Sunday, September 27th, 2015
West Orange Township Hall

9:30 am Free Kids Run

10 am Run/Walk

Register – Donate - Volunteer
www.WalkForOvarianCancer.com



The mission of the NOCC is to save lives by fighting tirelessly to prevent and cure ovarian cancer, and to improve the quality of life for survivors.

Race Facts

WHAT: MAYOR'S RUN/WALK to BREAK the SILENCE of OVARIAN CANCER®

West Orange Township Hall, 66 Main St., West Orange, NJ 07052

This is the eighth year that the Township of West Orange, The Downtown West Orange Alliance and The National Ovarian Cancer Coalition Northern NJ Chapter have joined forces to organize a 5K Run/Walk; an athletic, educational and fundraising event to raise awareness and help fight the ravages of Ovarian Cancer.

WHEN: Sunday, September 27th, 2015

8:00 am Registration Open

9:30 am Kids Run/Walk; Starting Line at 9:20 am

10:00 am 5K Runners/Walkers Line Up; Starting Line at 9:50 am

10:05 am 5K Starts

CONTACTS:

Team Info: jane@walkforovariancancer.com
cbz@walkforovariancancer.com

General Info: ss@walkforovariancancer.com
crt@walkforovariancancer.com

Team Work

What is a Team?

A team consists of a minimum of 10 people who pre-register for the Run/Walk as a group. Each team picks their own team name, gets a team page on our registration site and a way to track the money raised individually and collectively as a team. Each individual team member should choose a fundraising goal; together the team chooses their team goal.

Create a Team

When you create your Team, you also register as the first member of the team...that makes you the Captain! You can also designate any of your team members to be your Co-Captain, once they join your team. Keep in mind that a team can be as many people as you would like as long as you have at least 10 people.

Go to <http://www.walkforovariancancer.com/teamregistration/formateam.html> and click the link to the registration site, or go directly to Active.com (second screen shot) by clicking [here](#) and register as a team captain.

The screenshot shows the website for the Mayor's Run/Walk to Break the Silence on Ovarian Cancer. The page is divided into several sections:

- Navigation Menu:** Home, Register, About Us, Team Registration, Sponsorship Opportunities, Donate, Volunteer, About Ovarian Cancer, Survivors, Race Map, Kids Walk, Schedule, Directions, Results, Contact Us.
- Header:** Mayor's Run/Walk to Break the Silence on Ovarian Cancer.
- Team Registration Section:**
 - Want to run or walk as a team?**
 - It's easy... Team Captains can set up a team at the [registration site](#).
 - Then as team members register, they can join your team, and as Captain, you can:
 - Invite others to join this team
 - View team roster
 - Update team information
 - Email team members
 - Drop team member(s)
 - Add a registered participant
 - Download team reports
- Fundraising Section:**
 - Want to fundraise as a team?**
 - That's easy too... Click [here](#) for more info!
 - Have Questions?**
 - Get help from our [Team Assistant](#)
 - Or, Download our [Team Handbook](#)
- Team Shirts Section:**
 - Want to make Team Shirts?**
 - That's easy too... Click [here](#) to Inquire!

The page also features a fundraising thermometer graphic showing a goal of 10,000 and a photo of two women wearing team shirts.

Team Work (Continued)

http://www.active.com/west-orange-nj/running/distance-running-1... Mayors 5K Run to Break the Silence

File Edit View Favorites Tools Help

Appticity AT&T - Refinery The Innovation Pipeline Team E&I Outreach - Home (39 unread) att.net Mail, c... eLink HROneStop Webphone Hourly Weather Forecast f...

Map/Directions Turn on Alert Share Tweet Print

ACTIVE Advantage Members save on registration & get special perks. [Learn More](#)

Running 5K - Individual Age group - open	\$30.00	REGISTER NOW
Walking 5K - Individual Age group - open	\$30.00	REGISTER NOW

FOR THE INAUGURAL ROCK 'N' ROLL BROOKLYN HALF MARATHON
October 10, 2015
TEAM TRAINING
[join us today](#)

About This Activity
[Event details and schedule](#)

Who's In?
Are you participating in Mayors 5K Run to Break the Silence?
 YES, I'M IN MAYBE

Who Else is In?

8:21 PM

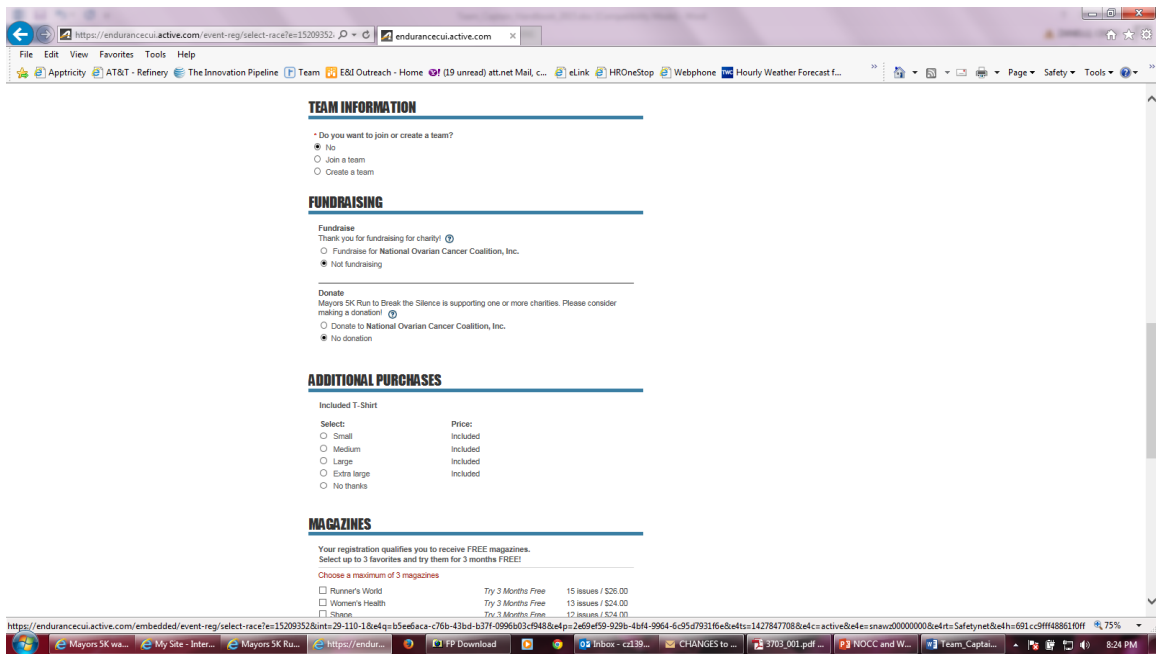
Team Work (Continued)

Create an account on [Active.com](https://www.active.com)

The screenshot shows the Active.com website's sign-in interface. At the top, there's a navigation bar with the Active logo and a language selector set to 'ENGLISH (UNITED STATES)'. Below this is a progress bar with three steps: 'SELECT CATEGORY', 'SIGN IN', and 'CHECKOUT', with 'SIGN IN' being the active step. The main heading is 'Sign in options'. Under 'NEW USER', there's a text input for 'Email address' and a 'CONTINUE' button. To the right, there's a 'FACEBOOK' login option, a 'Sign in with your email address' section with 'Email address' and 'Password' inputs, and a 'SIGN IN' button with a 'Stay signed in' checkbox and a 'Forgot your password?' link. The footer contains copyright information for Active Network, LLC, and a 'POWERED BY ACTIVE' logo.

The screenshot shows the Active.com registration page. The progress bar now highlights 'COMPLETE FORM'. The main heading is 'Registration' for the 'Meyors St. Run to Break the Silence - Running 5K - Individual Age groupopen'. A note states: 'Note: Where applicable, if you are under 18, you must be registered by a parent or guardian.' The 'SELECT PARTICIPANT' section asks 'Who are you registering for this event?' with radio button options: 'Yourself (Only Zarelli) This is not you', 'Someone else, 18 or older', and 'Someone else under 18'. A 'START OVER REGISTRATION' link is at the bottom. The footer is identical to the previous screenshot.

This is a duplicate of the screenshot above, showing the registration page with the 'COMPLETE FORM' step highlighted in the progress bar.



Selecting a Team Name

What's in a name? For The Mayor's 5K Run/Walk to Break the Silence of Ovarian Cancer, a lot! Some teams have been around since the Run/Walk first started and pride themselves on their team's name. Others have only had one go around, but have raised many dollars and have developed a strong team spirit. Be proud of the team name you select as we hope you'll be using it for many years to come. Examples of team names are:

- Suss & Us
- Cathy's Angels
- The Dixie Demon's Dynamos

endurancecci.active.com/event-reg/select-race?e=15209352

TEAM INFORMATION

Do you want to join or create a team?

- No
- Join a team
- Create a team

Team members register themselves. As the team captain, you can use the team captain center to manage and invite team members.

Team name

Team description

Is this a private team? No - anyone can join
 Yes - require a password

FUNDRAISING

Team fundraising
 Thank you for fundraising for charity!

- Team fundraising for National Ovarian Cancer Coalition, Inc.
- Not fundraising

Donate
 Mayors 5K Run to Break the Silence is supporting one or more charities. Please consider making a donation!

- Donate to National Ovarian Cancer Coalition, Inc.
- No donation

ADDITIONAL PURCHASES

Included T-Shirt

Select:	Price:
<input type="radio"/> Small	Included
<input type="radio"/> Medium	Included
<input type="radio"/> Large	Included
<input type="radio"/> Extra large	Included
<input type="radio"/> No thanks	

ACTIVE

SELECT CATEGORY SIGN IN COMPLETE FORM CHECKOUT

Review cart & check out

ORDER DETAILS

[Add Another Registration](#)

ITEMS	TOTAL
Mayors 5K Run to Break the Silence Edit Remove	\$30.00
<small>Running 5K - Individual Age group/open Cindy Zanelli</small>	
Included t-shirt - Ladies-Fit Extra large	\$0.00
Mayors 5K Run to Break the Silence - Team Creation Fee <small>In Memory of Patricia Barbosa</small>	\$0.00
Coupon code <input type="text"/>	Subtotal \$30.00
<input type="button" value="APPLY"/>	Processing fee \$3.28
	What's this?
	Total \$33.28

Cindy you can save \$3.28 on this event! [Learn More](#)

PROTECT YOUR REGISTRATION FEES

Get Registration Protector for an additional \$6.99 per registration. If you can't attend this event for any number of reasons, including covered injury, illness, traffic accidents and more, you'll be reimbursed for your registration cost, fees and other related costs. This charge is in addition to the cost of your registration and will be billed separately by Allianz Global Assistance. You may cancel Registration Protector within 10 days of the purchase date and receive a full refund of insurance fees paid. Terms, conditions, and exclusions apply. See full [Coverage Details](#).

By clicking yes, you authorize The Active Network to send your name, address, and purchase information to Allianz Global Assistance, who will administer your insurance plan. Product is available to residents of all states except WA. Insurance benefits are underwritten by either BCS Insurance Company or Jefferson Insurance Company depending on insurer's state of residence. AGA Service Company is the licensed producer and

Join your team

Go back to registration site and join your team if needed!

Team Work (Continued)

Characteristics of a Captain

Chances are if you're reading this handbook YOU are a team captain! Congratulations and THANK YOU! If you are not, it's important to select a team captain with the following characteristics, which are key to a captain's success in leading a team. A captain should be positive, upbeat, and possess good communication skills. Captains should also be fun loving and be able to spread enthusiasm to their team members.

Decide on a Team Financial Goal

How much money does your team wish to raise? We hope you set your sights high! Working towards a goal, as a team, will be rewarding and great fun. It is our goal that every member of a team raises at least \$25.00 in addition to the registration fee.

Active.com will track your donations if you create a donation page for your team such as "In Memory" of a loved one:

The screenshot shows a donation page in Internet Explorer. The browser address bar displays <http://www.active.com/donate/njnnoccc/dxz>. The page content includes:

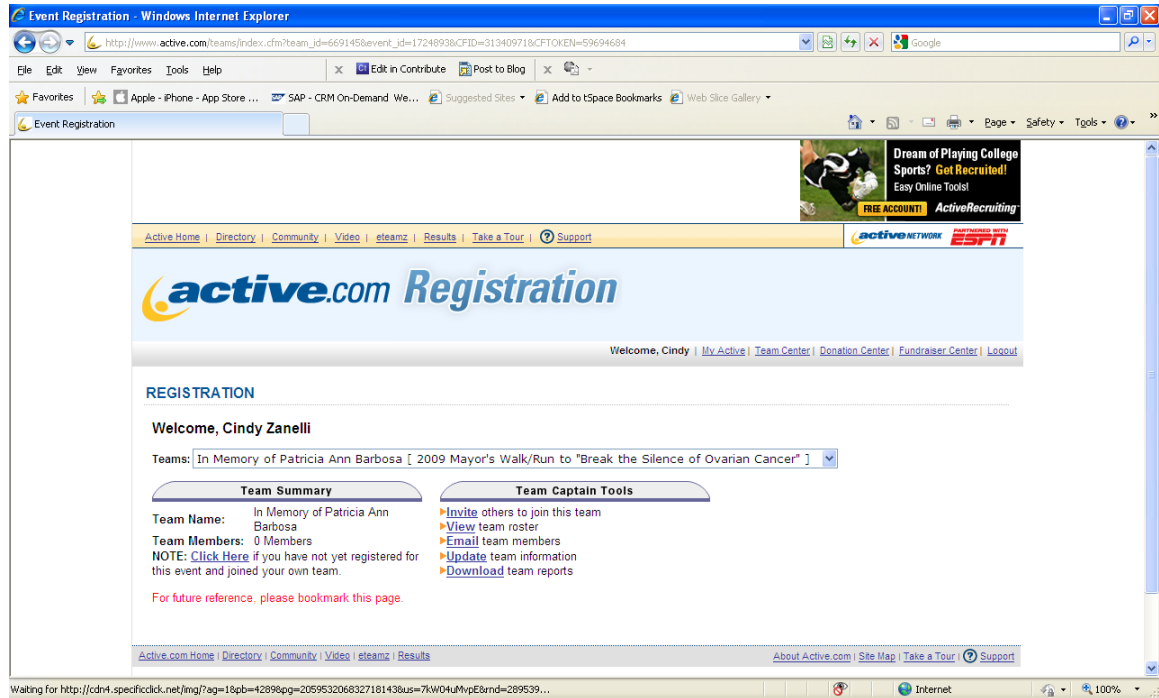
- A photograph of a person's hands holding a white cloth.
- A list of donors and their contribution amounts:

Deborah Terwilliger	\$100.00
John G. Valeri, Jr.	\$100.00
Karen Greenslade	\$100.00
Kassi Kesner Khadr	\$100.00
Kelly Malone	\$100.00
Michael Hou	\$100.00
...	...
- A personal message: "Hello Friends! This year I decided volunteer for the Northern NJ National Ovarian Cancer Coalition (NOCC), as a way to honor the memory of my beautiful Mother who died of this silent disease ~15 years ago. The NOCC is dedicated to increasing the awareness of Ovarian Cancer. Unfortunately for my Mom, this organization was not formed until several years after her death. The NOCC is having a fundraising walk/run on September 21st (September is Ovarian Cancer Awareness month). I am not only a race volunteer, but will be walking in memory of my Mom. Please help me raise money to increase the awareness of Ovarian Cancer! Or come walk with me by registering at www.WalkForOvarianCancer.com. Either way, help Break the Silence of Ovarian Cancer! Note: donations of \$100 or more qualify as a sponsorship level. Visit the web link above to see what each amount provides during the event!"
- A progress bar showing "Total Donations Collected:\$3,235" and "Goal: \$10,000". The bar is 32% full, with markers at \$0, 32%, and \$10,000 Goal.
- The "active GIVING" logo, part of the activeNETWORK.

Team Work (Continued)

Stay Connected!

The best way to stay connected is to manage your team online at www.active.com



The screenshot shows a web browser window displaying the Active.com Registration page. The page is titled "REGISTRATION" and welcomes "Cindy Zanelli". It shows a team named "In Memory of Patricia Ann Barbosa" with 0 members. The page includes sections for "Team Summary" and "Team Captain Tools". The "Team Captain Tools" section lists several actions: "Invite others to join this team", "View team roster", "Email team members", "Update team information", and "Download team reports". The page also features a navigation bar with links to "Active Home", "Directory", "Community", "Video", "eTeamz", "Results", "Take a Tour", and "Support".

Some suggestions include emails, postcards or letters, communication by phone, or when schedules permit, group training sessions. We recommend that to “stay connected!” you are in touch at least on a monthly basis. Communication will help your team share all the exciting efforts everyone is making for the Mayor’s 5K Run/Walk to Break the Silence of Ovarian Cancer! Please do not forget to establish a meeting time and location for your team on the day of the event. The 5K starts Town Hall on Main Street. A great place to meet would be in front of the steps of Town Hall. Be sure that all your team members are well informed about the beneficiary of the Walk to Break the Silence of Ovarian Cancer. People like to know whom they are helping. Thank you!

Team Recruitment

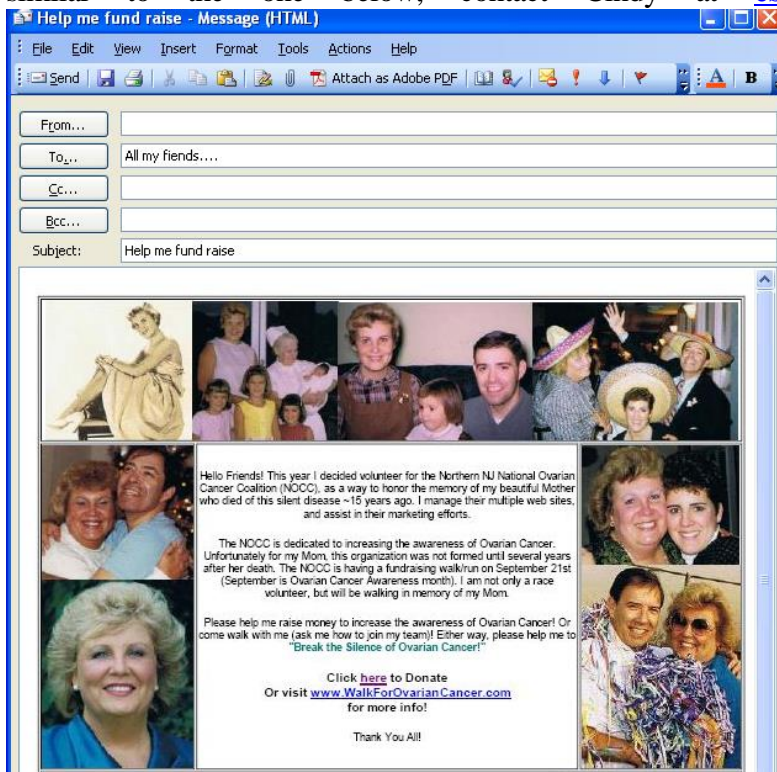
Who Are Your Potential Teammates?

One of the easiest ways to build your team is to ask your friends, family, and co-workers to join your team...then ask them to ask others to join as well. Before you know it, that little bit of courage you put into asking someone to join you has grown into five, ten or even one hundred people who would not otherwise have known about Walk for Ovarian Cancer.

- Ask your family to be on your team – it's a bonding experience like nothing else.
- Ask the people who live in your neighborhood
- Ask more than just the co-workers you know; send an email invite to all of your co-workers or invite members of an organization with which you are associated.

How to Ask People to Join Your Team

Email your friends and family to join your team (note: if you want help creating an email similar to the one below, contact Cindy at cbz@WalkforOvarianCancer.com



Team Recruitment (Continued)

- Write an article or ad for your company/organization newsletter, e-newsletter, intranet or bulletin board
- Leverage the tools on Active.com

The screenshot shows a Windows Internet Explorer browser window displaying the Active.com website. The address bar shows the URL: http://www.active.com/teams/index.cfm?team_id=669145&event_id=17248938&CFID=31340971&CFTOKEN=59694684. The page features a navigation menu with links for Active Home, Directory, Community, Video, eTeamz, Results, Take a Tour, and Support. A prominent banner reads "active.com Registration". Below this, a welcome message is addressed to "Cindy Zanelli". The main content area is titled "REGISTRATION" and displays details for a team named "In Memory of Patricia Ann Barbosa [2009 Mayor's Walk/Run to 'Break the Silence of Ovarian Cancer']". The team summary shows 0 members and includes a note: "NOTE: [Click Here](#) if you have not yet registered for this event and joined your own team." The "Team Captain Tools" section lists several actions: Invite others to join this team, View team roster, Email team members, Update team information, and Download team reports. A footer note states: "For future reference, please bookmark this page." The browser's status bar at the bottom indicates it is waiting for a specific image from a content delivery network.

Fundraising Goals

Sharing your goals creates enthusiasm, generosity and commitment. Pledges are a major source of funding for the Mayor's Run/Walk to Break the Silence of Ovarian Cancer. Create your fundraising page.

The screenshot shows a web browser window displaying a fundraising page for the "MAYORS 5K RUN TO BREAK THE SILENCE'S FUNDRAISING CAMPAIGN". The page is divided into several sections:

- Event Details:** A table listing the event name, date (September 27, 2015), location (66 Main Street, West Orange), and update date (March 20, 2015). Below this is a photo of runners and a thank-you message.
- Fundraising Progress:** A section showing a goal of \$100,000 and current progress of 0% (\$0.00 raised). A "Deadline: November 27, 2015" is also noted.
- Event Charities:** A section encouraging donations to charities, specifically mentioning the "National Ovarian Cancer Coalition, Inc." with a "Donate now!" button.
- Top Fundraising Teams:** A section for "Your Team Here" showing a current total of \$0 (0% of \$0 goal) and a "Donate Now!" button.
- Top Fundraisers:** A section for "HONOR ROLL" (partially visible).

A red circle highlights the "Register Now" button in the "220 Days Remain for fundraising" section at the top right of the page.

Choose How You Want to Run/Walk

Create a team banner, poster, or flag to carry on event day!

Celebrate your accomplishments and let everyone know who you are.

Run or Walk in honor or in memory of someone!

Run/Walk to honor someone who is battling the disease. Run/Walk to celebrate survival. Run/Walk in memory of someone who lost their battle with Ovarian Cancer. Create an “In Memory” Fundraising page:

Cindy Zanelli's Team Fundraising Page
In Memory of Patricia Ann Barbosa



... Make a Contribution ...

- Diamond Sponsor \$7,500.00
- Platinum Sponsor \$5,000.00
- Gold Sponsor \$2,500.00
- Silver Sponsor \$1,000.00
- Bronze Sponsor \$500.00
- Teal Sponsor \$100.00
- Other: \$



Top Contributors

Franklin Barbosa	\$600.00
Amie Shapack	\$260.00
Linda Scally	\$200.00
Aleen Aveni	\$100.00
Deborah Terwilliger	\$100.00
John G. Valeri, Jr.	\$100.00
Karen Greenslade	\$100.00
Kassi Kesner Khadr	\$100.00

Hello Friends! This year I decided volunteer for the Northern NJ National Ovarian Cancer Coalition (NOCC), as a way to honor the memory of my beautiful Mother who died of this silent disease ~15 years ago. The NOCC is dedicated to increasing the awareness of Ovarian Cancer. Unfortunately for my Mom, this organization was not formed until several years after her death. The NOCC is having a fundraising walk/run on September 21st (September is Ovarian Cancer Awareness month). I am not only a race volunteer, but will be walking in memory of my Mom. Please help me raise money to increase the awareness of Ovarian Cancer! Or come walk with me by registering at www.WalkForOvarianCancer.com. Either way, help Break the Silence of Ovarian Cancer! Note: donations of \$100 or more qualify as a sponsorship level. Visit the web link above to see what each amount provides during the event!

10 Great Fundraising Ideas

- Be the first one on your list and personally pledge MORE than the cost of the registration
- Ask everyone you know (partner, spouse, friend, relative, neighbor, doctor, dentist or local merchant) to become a sponsor (65% of people donate their time and money simply because they were asked)
- Log on to www.walkforovariancancer.com and create a personal pledge page. Invite everyone to make a pledge in your name
- Write an inspirational letter to family and friends and tell them why you are participating
- Ask your Human Resource Department if they have a matching gift program
- See if your company will post a link to your pledge page on their internal weekly or monthly newsletter
- Put a link to the Race on your Facebook or My Space page
- Speak to your manager to see if everyone can dress down for a day to support you and the event or have a “Wear Teal Day”
- Try to involve others at your office or in your neighborhood by organizing a bake sale, pasta party, etc.
- Hold an auction or garage sale where the proceeds can be earmarked for Walk for Ovarian Cancer

Team Prizes

Team prizes for:

- Largest team in members
- Largest amount of dollars raised by a team

Mayor's 5K Run/Walk to
BREAK THE SILENCE
 On Ovarian Cancer

**25th Annual West Orange
 Mayors 5K Walk/Run**



**Sunday, September 27th, 2015
 West Orange Township Hall**

9:30am Free Kids Run 10am Run/Walk

Register – Donate – Volunteer
www.WalkForOvarianCancer.com

The mission of the NOCC is to raise awareness and promote education about ovarian cancer. The Coalition is committed to improving the survival rate and quality of life for women with ovarian cancer.



AGE CATEGORIES:

- Male and Female
- Under 15; 15-19; 20-29; 30-39; 40-49; 50-59; 60-69, 70-79, 80 and over

AWARDS:

- First, Second and Third in all classes
- Medals for class winners
- Trophies for overall male and female winner

AMENITIES:

Registration fee includes electronic timing by Best Race, mile splits, water stops, post race refreshments, and quality t-shirts for the first 600 registrants. **PLENTY OF PARKING! WALKERS WELCOME!**

REGISTRATION FEE:

- Pre-registration \$30.00, \$27.00 for USATF NJ members
- Must be received no later than September 9th
- Race Day registration \$35.00 (cash or check only)

DIRECTIONS:

- GPS Address is 66 Main Street, West Orange, NJ

PARKING:

Free parking will be available behind Town Hall, 66 Main Street, at 80 Main Street, and at 61 Main Street, all conveniently located close to the event

RESULTS:

www.bestrace.com, bill@bestrace.com

MAYOR'S RUN/WALK TO BREAK THE SILENCE OF OVARIAN CANCER REGISTRATION FORM

LAST NAME: _____ FIRST NAME: _____

ADDRESS: _____ CITY/STATE: _____ ZIP: _____

EMAIL: _____

PARTICIPATING IN: KIDS FUN RUN (FREE) 5K RUN 5K WALK

SEX: MALE FEMALE

USATF NJ NUMBER: _____ DATE OF BIRTH: _____ AGE ON RACE DAY: _____

SHIRT SIZE: Mens: S M L XL
 Womens: S M L XL

I am an ovarian cancer survivor: I am walking as part of a Team (Team name): _____

By my signature below, and in consideration for being allowed to compete in the Mayor's Run/Walk to Break the Silence of Ovarian Cancer, I do hereby assume all the risks of competition/participation therein, and, on behalf of myself, my heirs and personal representatives, do hereby agree to hold harmless, and waive all rights of action I might have, against the Township of West Orange and all other persons and organizations having any part in the organization and conduct of the day's events, for any injury, loss or damage I may suffer as a result of my participation/competition; and I certify that I am in proper physical condition to compete.

SIGNED _____ Date _____
 (Parent or Guardian if under 18)



MAKE CHECK PAYABLE TO:
 DWOA/NOCC and mail to Downtown West Orange Alliance, 66 Main Street, West Orange, NJ, 07052
 or REGISTER ONLINE at <http://www.WalkforOvarianCancer.com>.