



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

*In Memory of Lisa Neibart, 1957-2009*

# Register Now!

## 19th Annual West Orange Downtown Classic

Sunday, October 18th 2009  
West Orange Township Hall  
9:30 am Free Kids Fun Run  
10:00 am Run/Walk



**Register - Donate - Volunteer**  
[www.WalkForOvarianCancer.com](http://www.WalkForOvarianCancer.com)

Benefiting Northern NJ NOCC's  
mission to raise awareness and promote  
education about ovarian cancer





# 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 third year that the Township of West Orange, The Downtown West Orange Alliance and The Northern NJ National Ovarian Cancer Coalition 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, October 18<sup>th</sup>, 2009

- 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](mailto:jane@walkforovariancancer.com)  
[cbz@walkforovariancancer.com](mailto:cbz@walkforovariancancer.com)

General Info: [ss@walkforovariancancer.com](mailto:ss@walkforovariancancer.com)  
[crt@walkforovariancancer.com](mailto:crt@walkforovariancancer.com)

Website: [www.walkforovariancancer.com](http://www.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/teams.htm> and click the link to the registration site, or go directly to Active.com (second screen shot) by clicking [here](#)

**Form a Team**

### Mayor's Run/Walk to Break the Silence of Ovarian Cancer

#### Form a Team

**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 Captains, 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

*Teams are asked to have a minimum of 10 members, and each member to raise a minimum of \$25 (in addition to their entry fee)*

**Want to fundraise as a team?**  
*That's easy too... Click [here](#) for more info!*

**Want to make Team Shirts?**  
*That's easy too... Click [here](#) to inquire!*



## Team Work (Continued)

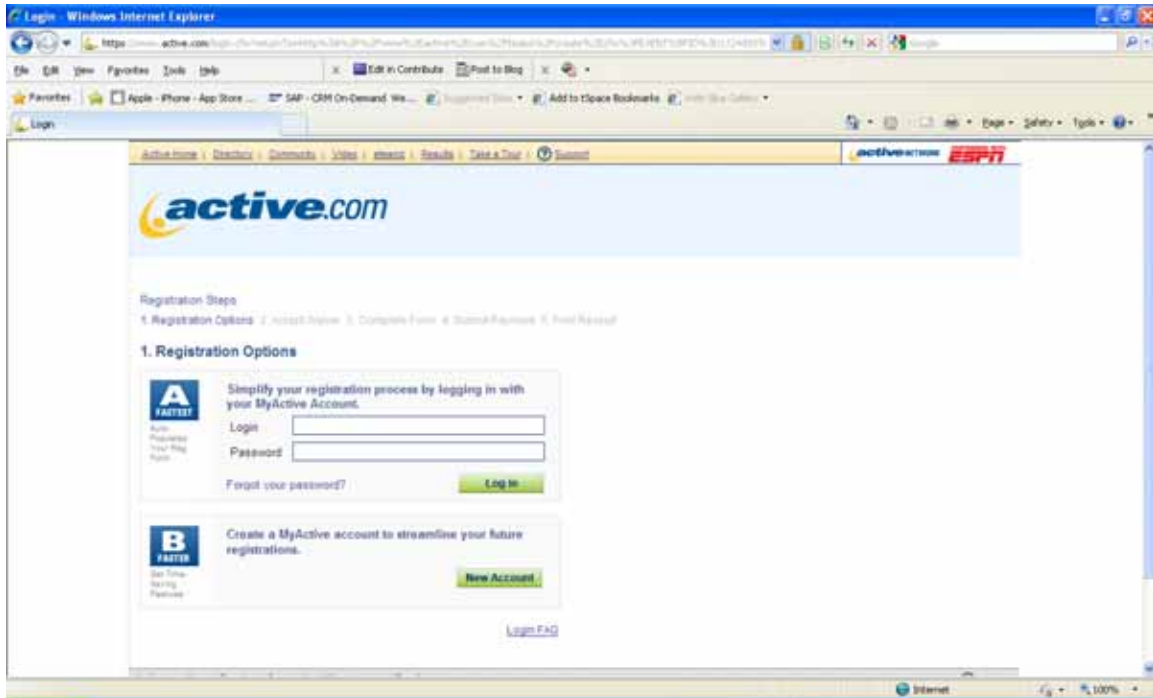
Then click **Create Your Team**

The screenshot shows a web browser window displaying the active.com website. The page title is "2009 Mayor's Walk/Run to Break the Silence of Ovarian Cancer | West Orange, New Jersey 07057". The active.com logo is at the top left, with the tagline "Your Guide to an Active Planet". A search bar is located at the top right. Below the logo, there are navigation tabs for "ENDURANCE", "TEAM SPORTS", "GOLF & TENNIS", "OUTDOORS", "LIFESTYLE", and "RESOURCES". The main heading is "2009 Mayor's Walk/Run to Break the Silence of Ovarian Cancer". Below this, the event details are listed: "Sunday, October 18, 2009 @ 10:00 AM local time", "Township Hall", and "85 Main Street, West Orange, NJ". A "Register Now" button is prominent, along with a "Create Your Team" button. To the right, there are links for "Invite a Friend", "Contact", "Write a Review", "Post", and "Share". The NOCC logo (National Ovarian Cancer Coalition) is displayed in the center. Below the logo, the "Date & Time" is "Sunday, October 18, 2009 @ 10:00 AM local time", the "Address" is "Township Hall, 85 Main Street", and the "Registration Closing Date" is "Thursday, October 15, 2009 @ 11:59 PM". A "Brief Description" states: "The Mayor's Walk/Run to Break the Silence of Ovarian Cancer is sponsored by the Northern NJ National Ovarian Cancer Coalition (NOCC). The event helps raise awareness and fight the ravages of Ovarian Cancer." The browser's status bar at the bottom shows "Done" and "Internet".



# Team Work (Continued)

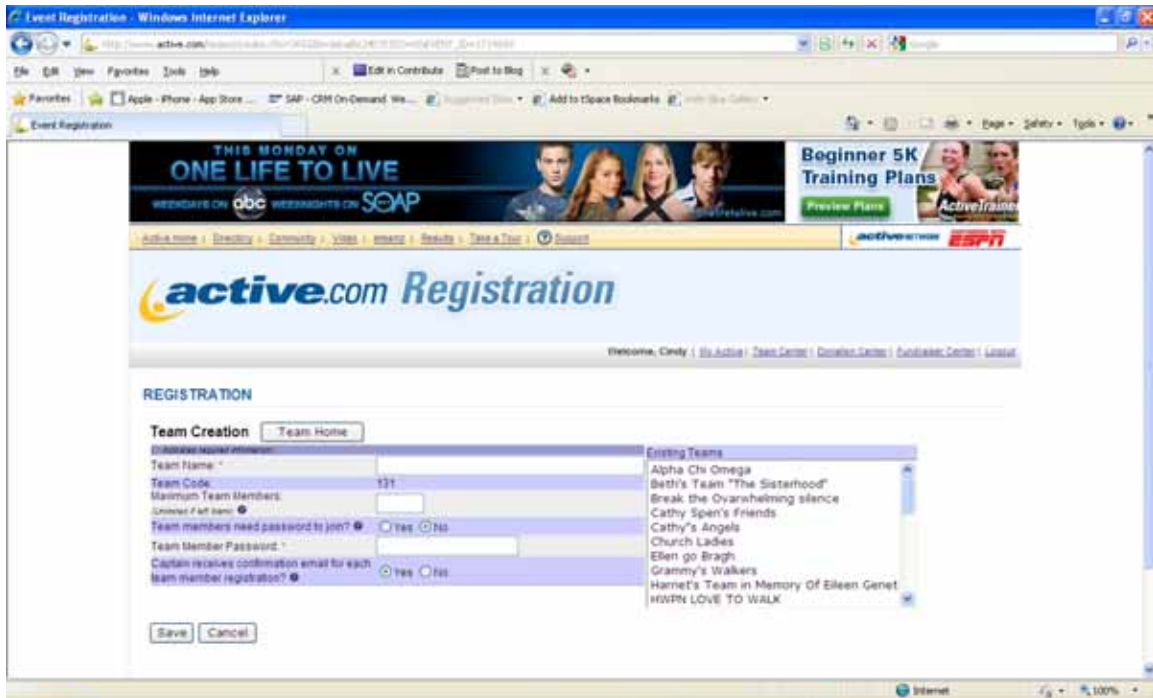
Create an account on [Active.com](https://www.active.com)





# Team Work (Continued)

## Create your team



## 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



# 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:



Or, track your own donations on a paper registration form\* found at <http://www.walkforovariancancer.com/2009%20Race%20Registration%20Form%20v4.pdf>

\* Registration form also included in the back of this document.



## Team Work (Continued)

### Stay Connected!

The best way to stay connected is to manage your team online at [www.active.com](http://www.active.com)



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

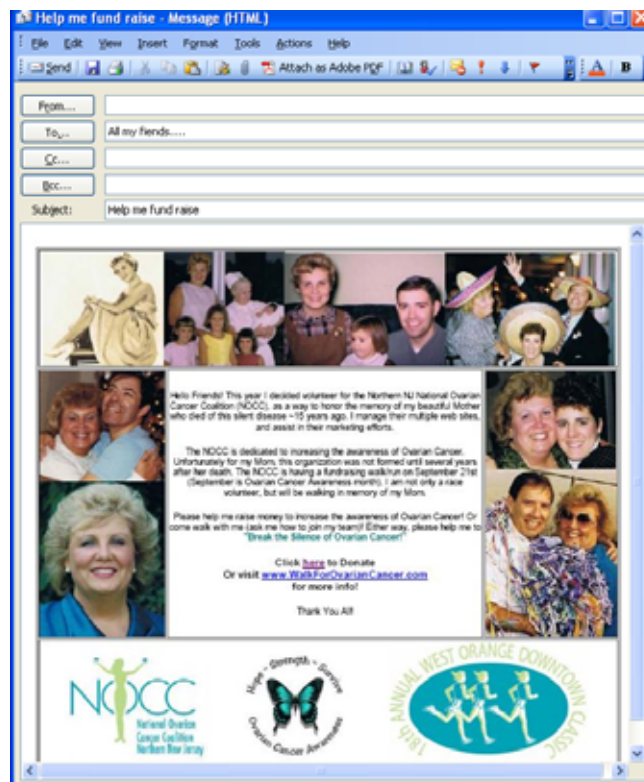
## Who Are Your Potential Teammates?

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](mailto:cbz@WalkforOvarianCancer.com))





# 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.



ActiveGiving.com - Windows Internet Explorer

NOCC National Ovarian Cancer Coalition

Find a fundraiser to support:  First Name  Last Name

or simply click 'Search' to view a list of all fundraisers

**Individual Contribution to Help Break the Silence of Ovarian Cancer**

Help support the cause and register for or donate to the 2009 Mayor's Walk/Run to "Break the Silence of Ovarian Cancer".

Ovarian Cancer is a daunting disease. Known for its subtle, whispering symptoms, ovarian cancer ranks fifth in cancer deaths among women, accounting for more deaths than any other cancer of the female reproductive system. Early detection means increased survival. Your contribution will help the Northern NJ NOCC spread awareness: early awareness, early detection, new treatments, survival and education. For more information on the event, or to register to walk or run, visit [www.WalkForOvarianCancer.com](http://www.WalkForOvarianCancer.com)

Make a Contribution

Donation Amount: \$

**Top Contributors**

anna turkoff	\$25.00
wicke andrewazza	\$25.00
Robert Iodica	\$25.00

Invite your Friends to Donate!

**Top Fundraisers**

Akemi Andetta	\$340.00
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Individuals: [Click Here](#) to build your personal fundraising 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:

Register for this Event | Become A Fundraiser | Invite Others To Contribute

**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: \$

Continue

VeriSign Secured

Top Contributors

Franklin Barbosa	\$600.00
Amie Shapack	\$260.00
Linda Scaley	\$200.00
Aileen Aveni	\$100.00
Deborah Terwilliger	\$100.00
John G. Valeri, Jr.	\$100.00
Karen Greenblade	\$100.00
Kazsi 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](http://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](http://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





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*In Memory of Lisa Nibbut, 1977-2009*

**Register Now!**

**19th Annual West Orange  
 Downtown Classic**

**Sunday, October 18th 2009**  
**West Orange Township Hall**  
**9:30 am Free Kids Fun Run**  
**10:00 am Run/Walk**



**Register - Donate - Volunteer**  
**[www.WalkForOvarianCancer.com](http://www.WalkForOvarianCancer.com)**

Benefiting Northern NJ NOCC's  
 mission to raise awareness and promote  
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**AGE CATEGORIES:**

- Male and Female
- Under 15; 15-19; 20-29; 30-39; 40-49; 50-59; 60 and over

**AWARDS:**

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

**AMENITIES:** Registration fee includes electronic timing, mile splits, water stops, post race refreshments, and quality t-shirts for the first 800 registrants. **PLENTY OF PARKING!**  
**RACE WALKERS WELCOME!**

**REGISTRATION FEE:**

- Pre-registration \$25.00, \$22.00 for USATF NJ members
- Must be received no later than October 15th
- Race Day registration \$30.00 (cash or check only)

**DIRECTIONS:**

- From 280 West
  - o Exit 10, turn right at stop light off of exit ramp onto Northfield Avenue
  - o 200 yards and make a left turn onto Main Street, Township Hall is on the left
  - o Note: Main Street will be closed after 9:30am!! Past 9:30, Exit 10 Straight onto Wheeler Street, Left on Lindsley Avenue, Right onto Mt. Pleasant Avenue, Township Hall is 200 yards on right.
- From 280 East
  - o Exit 9, make a left onto Mt Pleasant Avenue
  - o Township Hall is approximately 200 yards on the right

**PARKING:** Free parking will be available behind Town Hall, 66 Main Street, at 80 Main Street, and at 81 Main Street, all conveniently located close to the event

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

LAST NAME: \_\_\_\_\_ FIRST NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY/STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

SEX:  MALE  FEMALE

USATF NJ NUMBER: \_\_\_\_\_ DATE OF BIRTH: \_\_\_\_\_ AGE ON RACE DAY: \_\_\_\_\_

SHIRT SIZE:  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 and mail to Downtown West Orange Alliance, 65 Main Street, West Orange, NJ, 07052  
 or REGISTER ONLINE at <http://www.WalkforOvarianCancer.com>.



Downtown West Orange Alliance  
 West Orange Township Hall  
 66 Main Street  
 West Orange, NJ 07052



Learn more about Ovarian Cancer! Join us at [www.Ovarian.org](http://www.Ovarian.org) - Northern NJ Chapter

**2009 Sponsors**



West Orange Elks #1580

If you are walking as a Team, each Team must have at least 10 members, and each member is asked to raise \$25 in addition to their entry fee

Team Name: \_\_\_\_\_

Supporter Name	Supporter Address	Donation Amount
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
Totals:		_____