



American Cancer Society

SOLE BURNER 5K WALK/RUN

**SATURDAY,
MAY 12th**

CITY PARK

500 E Franklin St,
Appleton, WI 54911

Event Schedule

7:30 a.m.

Registration, Activities Begin

8:15 a.m.

Kids Fun Runs

8:55 a.m.

Opening Ceremony

9:00 a.m.

Run and Walk Start

10:30 a.m.

Awards Ceremony

**Event Goal:
\$265,000.00**

**Questions about this year's
walk?**

Contact Cindy Sommer at
920.321.1368 or

soleburnerappleton@cancer.org

Welcome to the 2018 Sole Burner!

Welcome to our first Team Leader Newsletter! You will be receiving this newsletter monthly to get you up to speed on the latest event updates. We'll also recognize some amazing supporters, volunteers and participants, share health and wellness tips, fundraising ideas, and provide information on what the American Cancer Society is doing now to eliminate cancer as we know it.

On behalf of the American Cancer Society, I sincerely thank you for support. Because of the hard work and dedication of participants and supporters like yourself, we are making tremendous strides. Since in 1991, we've seen a 26% decrease in the cancer mortality rate. Plus, we're educating communities and providing critical services for cancer patients all over the country, including those here in the Fox Valley. As you know, we still have much more work to do. I hope you will join us once again this May as we gather together to raise awareness and funds to free the world from the pain and suffering from cancer.

Registration is Open!

It's never too early to get started! Teams are already signing up and starting to fundraise.

Visit our website www.soleburner.org to register your team today!

In This Issue

- Gearing up for 2018!
- Helping People Get Well
- Meet our 2018 Honorary Survivor
- Top 3 Fundraisers
- Online Silent Auction





Fundraising isn't all that we do, but all that we do depends on fundraising.

Congratulations to our February top fundraisers!

TOP TEAMS

1. Provisions Wealth Planners \$1,380
2. Advanced Maintenance Solutions \$625
3. Grant Thornton LLP \$585

TOP PARTICIPANTS

1. Christine Schad \$625
2. April Hershman \$300
3. Lori Nelson \$245

Who will be in the top 3 spots next month?

Helping People Get Well

We're in every community providing free information and support when and where people need it. If you need someone to talk with at 3 a.m.–or any other time of the day or night—we're here. If your friend is losing her hair because of chemotherapy, or your mother needs a ride to treatment, or if a loved one needs a place to stay while in treatment away from home, we can help.

Road to Recovery Program provides transportation to and from treatment and related medical appointments for people who have cancer and do not have a ride or are unable to drive themselves.

Hope Lodge® Network of facilities that offer cancer patients and their caregivers a free place to stay when receiving treatment away from home.

Look Good Feel Better® Program helps cancer patients improve their appearance and self-image by teaching them hands-on beauty techniques to manage the appearance-related side effects of chemotherapy and radiation treatments.

Reach to Recovery Program helps people cope with their breast cancer experience through face-to-face, over-the-phone, or email counsel, guidance, and support.

Cancer Survivors NetworkSM Online community designed to provide a private and secure way for cancer survivors and caregivers to connect with others who share their interests and experiences and provide peer support.

Cancer information specialists are available 24 hours a day, 7 days a week by calling our toll-free information line, 1-800-227-2345.

Cancer Survivors and Warriors

You are the reason we walk and we want to celebrate you!

Please be sure to visit the Survivor VIP Tent along with your Caregiver to pick-up your free 2018 survivor shirt and other goodies.



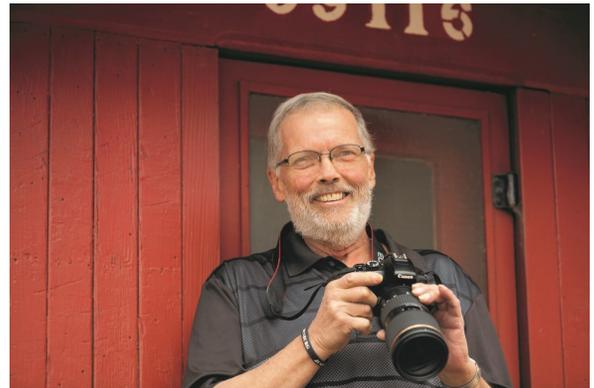
- * Fundraising ideas
- * Offline donation forms
- * Posters

- * Team Tent Reservation forms
- All at www.soleburner.org**
- * T-shirt back printing information

- * Event FAQ's
- * Recruitment ideas
- * And Much More!

Meet our 2018 Honorary Survivor

DAN BRANDENBURG



“Keep a positive attitude, always. No matter what”

“I was having stomach pain and thought it was an ulcer. So I changed my diet, lost some weight over the summer and started feeling better. But by hunting season, the pain was back and I was diagnosed with stomach cancer. A friend recommended Dr. Weiss. From the moment we met, I had a good feeling about him. He’s German, I’m German; with two Germans working together, how can you lose? We came up with a game plan right away.

“The first eight infusions were very aggressive, and everyone here has been wonderful helping me throughout this. I try to stay lighthearted by joking around a lot, so I’d like to think the nurses draw straws to see who’s going to get me when I’m in for treatments.

“I don’t want cancer or chemo to stop my lifestyle and I’ve been able to do that, thanks to a strong faith in God, and my wife and daughter who’ve been with me every step of the way. My goal is to get this cancer into remission, sell the newspaper I’ve operated since 1985, and get out and get some good years in with my family.”



Looking for an easy way for your team to fundraise? We are excited to hold our first ever ONLINE SILENT AUCTION to benefit the American Cancer Society and I invite your team to take part. We will be setting up an online platform that will go live on April 16th. All of the proceeds from your auction

Details:

- **Donate an Item(s):** gift certificates, themed baskets, memorabilia items, event tickets, community experiences, etc. Get creative and have fun!
- All donated items need to be turned into the Sole Burner office (2616 S Oneida St, Appleton) by **April 5th!**
- The Auction will be live April 16-May4th
- All proceeds from your teams donated item will be added online to your team total!

IMPORTANT DATES!

- By March 30**— Contact ICON to confirm back printing logo
- April 4 and 5**—T-Shirt back printing orders and silent auction items due
- Beginning April 4 at 7:00am**—Call Sole Burner office (920.739.1201) to schedule your team photo
- April 24th**—Team tent reservations forms must be turned in
- May 10**—Online registration will close at NOON
- May 11**—Packet Pickup Night at City Center Plaza, 2:00-7:00pm

For the most up to date information like us on Facebook!



www.facebook.com/American-Cancer-Society-Sole-Burner-5K-RunWalk

Need more help? Have questions? I'm here for you! I would be happy to talk or meet with you to support you and your team in whatever way I can. Please feel free to reach out to me anytime.

- Cindy Sommer, Event Manager | 920.321.1368 | soleburnerappleton@cancer.org