Together We Will Ace The RACE!
Race for the Cure is On!

For Thirty Years, the Komen NYC Community has Raced Together to End Breast Cancer.
2020 Will be Different!
Let’s #AceTheRace 2020!

Race Day 2020: A 30-Hour Livestream Extravaganza | September 12-13
A 30-hour live streamed event will highlight everything that makes Race Day exciting and fun including our grand opening ceremony, celebrity appearances and start and finish lines. Sponsors and corporate and community teams will have dedicated tune-in times during the live broadcast to celebrate with friends and supporters.

Journey to 30 | September 12-October 12
Our Journey to 30 celebrates our 30th anniversary of the Race for the Cure. This 30-day health and wellness challenge helps teams to meet and beat their fundraising goals with competitions, games, classes and prizes.
How to Ace the Race

Easy as 1-2-3!

Register!
Click the above link and get friends and family to register!

Fundraise!
Ask and ask and ask again - every contribution makes a difference
Check out some of our tutu FUNdraising ideas
Be your team’s top fundraiser

Celebrate!
Hold the date to celebrate: September 12-13

#Race4theCure
Power Your FUNdraising with These Tutu Awesome Moves

**Cook-It Up!:** Collect recipes from your team members and vote on the best meals. Then turn those into a team PDF cookbook! The recipe book becomes available for donations.

**It’s Trivial:** Host an online trivia tournament for a fun happy hour, be sure to ask for donations to compete.

**Fitness, Cooking, Arts & Crafts Classes:** Host an online class and ask your class attendees to donate for participation. Team members invite family and friends to participate and/or pledge their support.

**Bring the Party to You!** Get down with a virtual karaoke night and get competitive with it - who can belt out the best song after a stressful day of work?

**Facebook Fundraisers:** Link your Race page to Facebook to spread your reach. When you are linked, every donation you receive through Facebook will count on your Race page. Family and friends want to support you and follow your fundraising progress.
Power Your FUNdraising with These Tutu Awesome Moves

Double your Dollars with a Match: Turn your $100 donation into $200! Check to see if your company has a Matching Gift Program to double your contribution to the cause.

The Biggest Winners: Nothing like a little friendly competition. Which team member can secure the biggest gifts or the highest number of donations? Share these updates week-to-week during a Fundraising Friday update!

Get Moving: Who can do the most steps in a day? Get your friends to pledge towards your success!

SWAG IT!: Like the Virtual Race logo in this toolkit? Sell some customized fun swag with this awesome Jason Naylor design. Then wear your swag with pride during your next meeting!

#Race4theCure
#Race4TheCure  #AceTheRace  #JourneyTo30  #KomenCommunity  #CreatingMoreSurvivors  #BreastCancer  #TogetherApart  #NYTough

Share Team Photos and Past Race Memories

- Why I Race -- who or what is your motivation to Race for the Cure? Do you have a Survivor or Thriver story to share? Do you know someone who has had or been affected by breast cancer? Tell your community your story!
- Keep up with Komen Greater NYC! Reshare our content and comment. We want to hear from YOU!
- Pose activities you and your team members complete!
Registering is Easy!

1. **Signing up** is easy!
2. Hit "Join or Start a Team"
3. Enter your contact info.
4. Follow prompts to select your t-shirt size, etc.
5. Register another participant if you wish.
6. Donate to your team.
7. Confirmation!
8. Set up your personal race page. Invite friends to join the fun and donate!!
Answers to Frequently Asked Questions

Have questions? We have the answers [here](#) in our chat!

The MOST frequently asked question? Where do I send donations?

Mail donations to:
Susan G. Komen Greater NYC
246 West 38th Street, Suite 503, New York, NY 10018

Please include an [Offline Donation Form](#) form with your check or money order
### Why Do We Race? #CreatingMoreSurvivors

<table>
<thead>
<tr>
<th>Service Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Screening Coordination</strong></td>
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<tr>
<td>Mammograms</td>
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<tr>
<td>Clinical Breast Exams</td>
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<tr>
<td>Other Diagnostic Services</td>
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<tr>
<td><strong>Support Services</strong></td>
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<td>Psychosocial Support</td>
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<td>Treatment Assistance</td>
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<td>Other (Legal Services, Meals, Transportation)</td>
<td>2,915</td>
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<tr>
<td><strong>Education and Outreach</strong></td>
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<tr>
<td>Breast Cancer Education</td>
<td>22,303</td>
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<tr>
<td><strong>Total Number Cancers Detected</strong></td>
<td>414</td>
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<tr>
<td><strong>Total Number of Services</strong></td>
<td>75,931</td>
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<tr>
<td><strong>Total Number of People Served</strong></td>
<td>28,256</td>
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We Are Here For YOU!

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#Race4theCure