



# Making Strides Against Breast Cancer

## The American Cancer Society's Premier Event to Fight Breast Cancer

### Hope starts here.

- The American Cancer Society Making Strides Against Breast Cancer is a noncompetitive walk that unites communities to honor and celebrate breast cancer survivors, to educate women about prevention and early detection, and to raise money to fund lifesaving research and support programs to help eliminate breast cancer as a life-threatening disease.
- Since 1993, 3.5 million walkers across the United States have raised more than \$230 million through Making Strides events. In 2006, 450,000 walkers in 120 communities raised more than \$40 million to help fight breast cancer and provide hope to all people facing the disease.
- Making Strides events range in distance from five kilometers (3.1 miles) to five miles, depending upon location. Individuals of all ages are welcome to participate.
- Most Making Strides events do not require pre-registration or have a registration fee. Participants are encouraged to collect donations that may be turned in on the day of the event or donated online. Easy-to-use online fundraising tools are available at [www.cancer.org/stridesonline](http://www.cancer.org/stridesonline).

### Know the facts on breast cancer in the United States.

- In 2007, 180,510 Americans (178,480 women and 2,030 men) are expected to be diagnosed with breast cancer, and 40,910 (40,460 women and 450 men) will die from the disease.
- Breast cancer is the most frequently diagnosed cancer in women and the second leading cause of cancer death in women after lung cancer.
- The five-year relative survival for breast cancer that

has not spread to the lymph nodes or other locations has increased from 80 percent in the 1950s to 98 percent today. Recent declines are attributed to a combination of early detection, including mammography, and improvements in treatment.

### With the help of Making Strides participants, the American Cancer Society is leading the fight against breast cancer.

- We fund cutting-edge research leading to the discovery of lifesaving treatments like Tamoxifen and Herceptin. In fact, the Society has invested more in breast cancer research grants over time than any other voluntary public health organization – \$322.7 million since 1972! And it was the American Cancer Society that established mammography as the gold standard for the early detection of breast cancer.
- We advocate for all women to have access to mammograms and lifesaving treatments, regardless of income.
- We provide free programs and services that improve the quality of life for cancer patients and their families in more than 3,400 communities across the country, such as a program called Reach to Recovery® that matches newly diagnosed breast cancer patients with survivors who can guide them through their journey with the disease. We also offer free email mammogram reminders at [www.cancer.org/stridesonline](http://www.cancer.org/stridesonline) to all women who sign up.
- We are here anytime, day or night, to help everyone everywhere needing cancer information, support, or resources at 1-800-ACS-2345 and [www.cancer.org](http://www.cancer.org).

For more information about Making Strides Against Breast Cancer and how you can get involved, call 1-800-ACS-2345 or visit [www.cancer.org/stridesonline](http://www.cancer.org/stridesonline).