



Tri-Valley SOCKs  
Stepping Out for Cancer Kures

## Bras for the Cause

The Bras for the Cause Walk is a 10K/6.2 mile event through downtown Pleasanton, CA. Tri-Valley SOCKs (Stepping Out for Cancer Kures) is sponsoring this event to raise money to fight breast cancer.

We are very excited that you've registered for this event and will join us in having some fun while fighting a very serious disease. We look forward to seeing you and your creative bra!

Here are a few details that you'll want to know:

### Fundraising:

You must raise at least \$200 to participate in the walk. Participants who have not raised \$200 will be asked to self-pledge any remaining funds.

Although we are out to have a good time, we are very serious about raising a lot of money to fight breast cancer. Last year, online pledge pages were an overwhelming success. Most walkers passed their minimum fundraising amount within a few days of sending out their first email message to their supporters. Your pledge page gives you access to your fundraising progress, enables you to see who has donated and how much (for thank you notes after the walk!), and keeps you from having to stand in the donations line the night of the walk.

When you register for the walk, Active.com creates a fundraising page for you and sends a link and instructions to the email address that you enter when you register. Once you click on the link to your fundraising page, you can personalize it and send it out to your family and friends. Add pictures, text, your fundraising goal...Active.com has created an easy way to make an interesting, informative pledge page.

Please Note: Active.com receives a service fee from Tri-Valley SOCKs to handle credit card processing of online donations. They will process the online credit card donations, take their fee, and send the remaining donation to us. (Read item 6 in the Service Agreement for Third-Party donations.) To avoid processing fees, you must either mail in your donations as checks or bring checks to registration the night of the walk

### Directions to Amador Valley High School

1155 Santa Rita Road  
Pleasanton, CA 94566



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**From 580:**

Exit Santa Rita Road.

Proceed south toward town staying on Santa Rita Road.

After the stoplight at Black Avenue, you will see Amador High School on the right side of the street.

Continue past the high school and turn right onto Del Valle Parkway.

Make your first right into the parking lot. A volunteer will direct you to the multi-purpose room

**From 680:**

Exit Bernal Avenue, east.

Turn left on Valley Avenue (1st traffic light).

Turn right on Santa Rita Road.

After the stoplight at Black Avenue, you will see Amador High School on the right side of the street.

Continue past the high school and turn right onto Del Valle Parkway.

Make your first right into the parking lot. A volunteer will direct you to the multi-purpose room

**Check-In:**

All walkers must check-in before our event can begin. Check-in will begin at 5:30 PM in the Amador High School Multi-Purpose Room. You will review walk safety procedures and receive your participant bib with your walker number at check-in. You must be in the Check-in line by 6:30 to participate in the event.

If you wish to enter the Bra Decorating contests, you must tell us at check-in. Bra Judging will begin at 5:30 (before you walk) - you will be directed to the judging area at check-in.

Please bring your signed safety waiver and any donations that you still have with you to check-in!

**Donations:**

To be considered for the "Top Fundraiser" prize, your donations must be received by May 1, 2011. Donations received after May 1 will be credited to your name/number, however we will be unable to include them in the Top Fundraiser calculations. Please bring any last-minute checks with you to registration. We will announce a preliminary fundraising total at the Finisher's Party that evening.

**Safety:**

Your safety is our first priority, so "Lights" are the key--on your bra or in your hand--we encourage them! Please be sure to bring a flashlight with you. Not only will you want to see the sidewalk, but you'll want to be seen--by drivers, spectators and other walkers as well.



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Please follow all normal traffic rules and regulations. Obey signals and always ensure that drivers see you before you cross a street--make eye contact. If a police officer or walk safety volunteer gives you instructions, we ask that you comply with them.

#### Route Support:

The route will be clearly marked with signs. Please be aware of sidewalk conditions while reading signs and admiring the decorated bras around you. Call out potential hazards such as broken cement, poles, trash cans, bus benches, fire hydrants, or worst of all, dog business.

If you feel tired or can't finish the walk, no worries--we have a Support Limo to take you back to the Finisher's Party. This vehicle will be clearly marked as a Tri-Valley SOCKs official vehicle and will drive the route for the entire time the walk course is open. If the Support Limo is full at the time you need it, please remain where you are and it will circle back to retrieve you after it has dropped off its other passengers.

#### Support Stop:

You will find a Support Stop approximately halfway through the walk. You will be able to use a porta-pottie, get some water or sports drink, and rest up, if necessary. Tri-Valley SOCKs will have the Support Stop staffed with volunteers whose job it is to keep you on the road--comfortable and safe.

#### The "DDD" Finisher's Party:

The "DDD" (Desserts, Decorations and Donations) Finisher's Party is your time to celebrate! Upon finishing the walk, please follow the directions to check-in, collect your Finisher's T-shirt and then proceed on to the goodies!

Desserts - Our dessert buffet will feature delicious desserts and treats, including chocolate, from local businesses that support the cause.

Decorations - If you entered the Bra Decorating Contests at Check-in, this is when the winners will be announced.

Donations - We will announce a preliminary fundraising total at the Finisher's Party. All donations will benefit the San Francisco Bay Area affiliate of the Susan G Komen Breast Cancer Foundation. Your fundraising efforts will go directly to advancing research, education, screening and treatment for the thousands of women and men diagnosed with Breast Cancer.

Thank you for walking and sharing our vision of a world without Breast Cancer.