

WALK GUIDE

WELCOME
TO THE WALK
2020!



hawaiian 

WOMEN'S CANCER CHALLENGE
Perkins

Sunday 20 to Saturday 26 September 2020

WalkFor**WomensCancer**.org.au



HISTORY OF THE WALK

THANK YOU!

You've joined an incredible group of passionate people standing together to fight the cancers that rob us of our mums, grans, daughters, sisters, aunts and friends.

As you know, this year the Walk has been transformed into a personal challenge. You have the power to take on your 35km (or 42km) your way.

You can do it over a week or slog it out old-style by doing it in one day. Due to COVID-19, we can't line up shoulder to shoulder, but we can walk together as friends, teams or individuals at a safe distance.

This year, of all years, it's important to think about who or what you want to dedicate your 35km to. Your 35 could be for a relative, yourself, for a cure or just to kick cancer to the curb. Keep this reason close and use it to motivate you when you need it.

This guide is an overview of the Hawaiian Women's Cancer Challenge. It's filled with helpful hints and tips on training and fundraising. And it gives you some idea of what to expect throughout this Challenge.

I'll be staying in touch with you during your Challenge preparation. I'll invite you to (small) training walks to get you ready for the big day. And I'll be at the end of the phone any time you need some help. Let's do this!

Marilyn, your Perkins Walk guide

Contact me at
marilyn.mooney@perkins.org.au
or on 08 6151 0759



..... **First Weekend
to End Women's
Cancer!**

**Two days, 60km,
\$1.65M raised.**



..... **Hawaiian joins as
an official partner.
Raised \$2.3M.**

**New format.
One day, 35km or
42km starting and
finishing at UWA.**



..... **New route, opening
ceremony hosted
by newsreader
Narelda Jacobs.**

**New brand
launched with
tagline "Tougher
Together"**



Michele walked in 2019, 2018, 2017, 2016 and 2015.

WHY I'M WALKING



I have survived both breast and ovarian cancer. I dedicate my walk to my daughter, so she doesn't have to go through what I did. I feel such a sense of support from the Walk community. I love coming back each year and talking with the other walkers.

I think this event is a great way to spread awareness and raise money for research. I like to think that the money I raise might be the key to unlocking a breakthrough.

For anyone thinking of doing this event, I'd say: "just strap your shoes on and get going! It really is worth every step."

I'm walking again this year. Make sure to say hello if you see me! We're all in this together.

Best wishes,

Michele

Perth
WALK FOR WOMEN'S CANCER

**MICHELE
LIBRIZZI**

42KM WALK

Michele
Librizzi
2018

WALK FOR WOMEN'S CANCER
Perth



WALK WITH US
REGISTER TODAY



Hear stories from more heroes like Michele
at WalkForWomensCancer.org.au

WHAT TO EXPECT



Friendship

If you see a fellow walker on the street, give them an elbow bump.



Support

We're here to help you in the lead up and on the day.

Fun

Don't be afraid to express your creativity as part of your walking attire.



Cause

We are here to fight cancer and win.



Ceremony

Sun 20 Sept for remembrance and Sat 26 Sept for celebration.

Dedication

We walk for someone or we walk for ourselves.



AND MORE...

YOUR WALK PACK



MONEY BOX

Place around your workplace to encourage donations.



FRIDGE MAGNET

Put on your fridge to remind you why you are walking.



BUNTING

Display proudly at your fundraising events.



CANCER'S TOUGH BUT WE'RE TOUGHER TOGETHER

POSTERS

To promote your fundraising activities, ask for donations or recruit team members.



POSTCARDS

Send to your friends and family to let them know what you are walking for.



We've included a number of goodies in this pack that you can use to fundraise.

For additional resources such as Perkins training guides visit [WalkForWomensCancer.org.au](https://www.walkforwomenscancer.org.au)



DR BRENDAN KENNEDY

Dr Brendan Kennedy and his team of biomedical engineers at the Perkins are developing cutting-edge tools to assist surgeons during cancer surgery.

These include a specialist in-theatre microscope, a handheld device to search for hard to detect cancer cells during surgery, and the world's first 3D printed finger-mounted optical imaging probe.



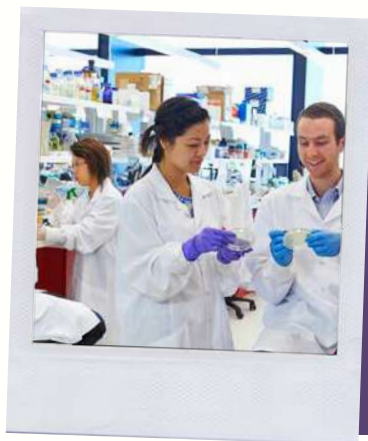
ASSOCIATE PROFESSOR PILAR BLANCAFORT

Associate Professor Pilar Blancafort and her team investigate the development of innovative new treatments for the cancers that don't respond to conventional medicines, such as triple negative breast cancer and serious ovarian cancer.

Major projects include nanoparticles to deliver anti-cancer drugs directly to the tumour site, and generating a gene modifier to revert cancer cells back to normal functioning cells.



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH



**YOUR HARD
WORK FUNDS
OUR HARD
WORK**

Since 1998, the Perkins has focused on helping the community in which we live while solving global health problems. It's where a close-knit team of more than 200 researchers share ideas and discoveries to defeat the major diseases that impact our community and rob us of our loved ones.

We passionately believe that outstanding medical research right here in Perth, powered by incredible supporters like you, can accelerate medical breakthroughs globally.

REACHING YOUR FUNDRAISING GOAL

Here are some tips to reach your **personal fundraising target**.

Feed your Friends

Provide lunch or high tea for friends or colleagues in exchange for a donation. Please respect social distancing guidelines.

Movie Night

Pick a classic, put up a screen in the backyard – instant outdoor cinema! Please respect social distancing guidelines.

Host a Virtual Quiz Night

Gather your friends
and family online to
test their knowledge.

Self-Donate

Donate to yourself
and prompt others.

Hold a Raffle

Get a prize donated and ask your co-workers, friends and family to buy tickets.

You can find more fundraising tips and resources by visiting WalkForWomensCancer.org.au

FUNDRAISING TIPS

Reaching your personal fundraising goal might seem tough, but it's easy once you set up your fundraising page and use these tips.

Give people a suggestion on how much to donate:

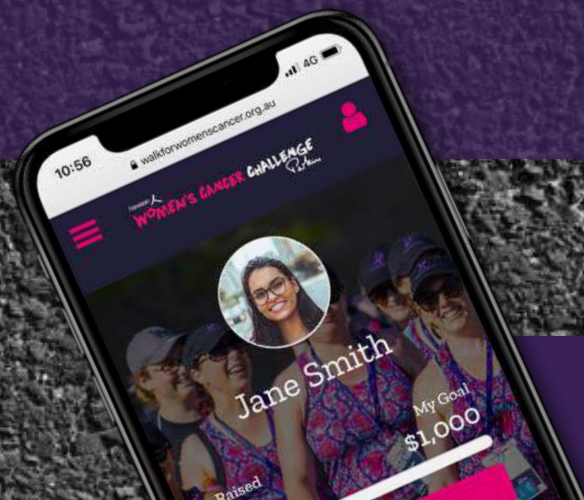
Those who list a specific donation amount raise on average 184% more than those who don't.

Tell your friends why you're passionate about taking part:

Those who do tell people why they're fundraising raise 121% more donations than those who don't.

Explain to people what the money they donate will do and how it will help:

At the Perkins, all funds raised from the Walk go directly to supporting cancer researchers right here in WA.



Top tip: Update your fundraising page to earn achievement badges!

YOUR TIERS

We've broken down your walk into 5 tiers. The top tier unlocks some sweet incentives that will have you sashaying all the way to a special VIP club we're calling the Promenade.



\$150



T-Shirt

Keep going!



\$350



Buff

You've got this, so take your time!



\$650



Socks

Bring it home strong and smash through the finish line with style.



\$1,000+



Wellness Pack

Look at you with your successful fundraising and training!



\$2,000+



VIP T-Shirt

You've earned yourself entry into the VIP Promenade club.

Find out more about the fundraising tiers at WalkForWomensCancer.org.au

OUR AMAZING
PARTNER

hawaiian人



Since 1993, Hawaiian has grown to include nine shopping centres across the Perth metro area, three St Georges Terrace office towers, hospitality locations – including the world renowned Cable Beach Club Resort and Spa – and investment into land projects Australia wide.

Hawaiian's properties are all designed to be vibrant community meeting places. Places where local communities, arts, youth, sport and health groups are connected through Hawaiian to share experiences. Giving back to the community has always been a focus, and Hawaiian continue to innovate how this is weaved throughout the company's business model.

Hawaiian has been the Walk's major partner since 2016. We say a huge thank you to Hawaiian for being there for the Perkins and the women of Perth.

marilyn.mooney@perkins.org.au / 08 6151 0759

#WhyIWalkPerth #My35Perth #TougherTogether

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