



New Town Toyota

Walk for  
WOMEN'S  
CANCER



Perkins

# YOUR 2024 WALK GUIDE

SATURDAY 27 APRIL 2024

[walkforwomenscancer.org.au](http://walkforwomenscancer.org.au)



# Welcome to THE WALK!

## I'm Kelly

### Your Walk Concierge

I'll be cheering you on throughout your Walk journey. Whether you choose to complete the full 35km (or 42km) on the day or spread the walk out over seven days, I'll be there with you every step! I'm here to answer any questions you may have about the event, provide support with your fundraising and host fun training walks. I'm only a phone call away if you want to say 'Hi!'.

## I'm Mel

### Your Digital Guide

As the Walk approaches, I'm here to keep you all up to date with important information about the Walk, including the exciting competitions and incentives happening across our socials. Make sure to follow the Walk's social media accounts and join me and other Walkers as we share fundraising tips, advice, and a few laughs along the way.



Get in touch by emailing [walk@perkins.org.au](mailto:walk@perkins.org.au) or calling (08) 6151 0759.

# STRIDING FORWARD TOGETHER

Our journey to stop cancer in its tracks.



**Last year, the Walk for Women's Cancer reached an important milestone, celebrating its tenth birthday! Over that time, the walk, which initially began as a challenging two-day event, has evolved into a 35km journey around Perth's picturesque spots.**

Close to 1,000 walkers rallied together, along with title partner **New Town Toyota**, to raise a record breaking \$1.5M for women's cancer research.

The funds raised by the Walk stay in WA at the Harry Perkins Institute of Medical Research, supporting the brightest minds in WA as they continue their vital work in finding kinder treatments for the women in our lives affected by cancer.

Like bright sparks Associate Prof. Pilar Blancafort and Dr. Edina Wang whose world-renowned research involving bee venom has yielded promising results in stopping aggressive breast cancer cells in its tracks.

By joining the Walk and fundraising, you give yourself and your loved ones the best chance at living in a future where cancer is non-lethal.

Whether this is your first, fifth or eleventh walk, you can still complete the Walk the way you want to.

**Walk over six days** leading up to Saturday, 27<sup>th</sup> April, and then complete the final 5km with other walkers on the big day.

**Walk from where you are.** There's no need to travel – join us by walking right from where you are! Remember to share your journey with other walkers by tagging **#walk4womenscancer** so we can see your progress.!

**Walk it all in a day**, the best way! Experience the full 35km (or 42km) alongside your fellow walkers. It will be a day to remember!

Whichever way you walk, you are a part of a legacy that is helping advance WA cancer research to support better treatments for our loved ones. Thank you!





# STEP BY STEP

## A day packed with special bonuses just for you!

**It's hard work walking 5km, 35km or 42km so on the day of the Walk, we'll make sure that you have everything you need to have a memorable walk, and it's all on us!**

### OPENING CEREMONY

Begin the Walk with a moving ceremony featuring stories from the Walk Ambassador and a moment of reflection in memory of the loved ones we've lost to cancer.

### HELP ON HAND

After walking 35km, your muscles and feet will be feeling it. No need to worry – you'll be in good hands with medical support throughout, and massage therapists and podiatrists waiting for you at the finish line.

### FOOD AND PIT-STOP

Keep your energy levels topped up with a selection of free snacks and drinks offered at the pit-stops along the route, along with a nutritious lunch. If you have a sweet tooth, keep an eye out for Dr. Lolly (aka Peter Leedman), who'll be waiting with sweet treats.

### MEDALS

Each Walker receives a commemorative medal for their efforts. This is presented after you cross the finish line.

### ROSES

You will be gifted a beautiful rose bush to take home as a fragrant long-lasting reminder of the day's shared journey and of our loved ones affected by cancer.

### POST-EVENT CELEBRATIONS

After the walk, a cold glass of something fizzy or bubbles awaits you, and your supporters are invited to celebrate your journey. We'll provide well-deserved refreshments, food and a massage as you relax with your fellow walkers.

# PREPARING FOR THE WALK

## Ready, Steady, Stride!

**No matter if this is your first walk or you're a seasoned stepper, tackling 35km can be a walk in the park if you do a little preparation before the day.**

We're here to support you by offering invaluable information and training walks to ensure you're well-prepared for the challenge. Best of all, you'll get a chance to meet your fellow walkers. Mark it in your diaries and keep an eye on our socials to sign up.

## STAR PHYSIO INFO EVENING

Hosted by community partner, Star Physio, hear all the advice you'll need to ensure you have the best Walk including injury prevention, foot care, nutrition advice and a "shoe health check". Closing with a Q&A, this will be an invaluable evening. We'll let you know how to attend closer to the date.



## TRAINING WALKS

Join us for the popular training walks, which will help you become accustomed to walking longer distances. Each training walk will be held on a Saturday morning in a picturesque locale. Get your steps in, meet other walkers, and ask the Perkins staff any questions you may have.

### NEW TOWN TOYOTA LOOP SAT 24 FEBRUARY

Graciously hosted by title partner, New Town Toyota, start your morning at the East Victoria Park dealership before embarking on an easy 5km loop. Coffee and pastries will be waiting for you at the end.

### KINGS PARK STRIDE SAT 9 MARCH

Starting off at a gentle pace, stride along the leafy paths of Kings Park.

### COASTAL STROLL SAT 23 MARCH

Feel the breeze on your back as you build up your walking stamina with an 11.5km amble circular loop from Swanbourne to Leighton and back.

### RIVERSIDE WALK SAT 13 APRIL

While it may be a challenging strut of 20km, the coffee's (on us!) and chats at the end will have you all set for the Walk.

# YOUR FUNDRAISING JOURNEY

Throughout your fundraising journey, you can count on us for support and guidance. In addition to sharing helpful tips on how to boost your donations, we will also entice you with various rewards and incentives to recognise your efforts along the way.



## REWARDS

In the lead up to the Walk you'll collect badges for completing tasks. Each unlocked token releases a reward that will contribute to your Walk comfort pack that keeps you refreshed and offers relief from the elements on the day. If you achieve all the badges, you'll earn the secret surprise. But we can't tell you what you'll win because it's a surprise!



Sun Zinc



Cap



Shoe Laces



Sweat Band



Lollies



Sunscreen



Buff



Walk  
T-Shirt



Promenade  
Club T-Shirt



Queen Bee  
T-Shirt



Powerpack



Secret Gift

## INCENTIVES

There are numerous incentives on offer too. Keep an eye out in your email and on social media for reminders and details on how you could win some of the following extraordinary prizes. Follow us on Facebook, Instagram and LinkedIn.



Smart Water  
Bottle



Luxe Foot  
Balm



Your shoe size  
in chocolate



Getaway for  
two nights



Team VIP  
Experience



Pamper  
Pack



Spa treatments  
for a year



# MEET YOUR AMBASSADORS

## JACKIE PLUMMER

*Living in the tight-knit town of Manjimup Jackie has seen the terrible effects cancer has on a community.*

From home cooked meals to driving neighbours and loved ones to appointments, Jackie and her community rallies around those living with cancer to ease the physical and economic hardships the disease can bring for those in rural areas. But more help is needed.

Jackie admits she's lucky to never heard the dreaded words, "it's cancer". She's benefitted from technology that caught abnormal cells early. She believes that early

detection and new breakthroughs will lead to better health outcomes for women. It's why Jackie and her mighty team the Southern Forest Steppers raise thousands each year at the Walk.

Originally starting as three local Manji teams before unifying in 2016 as the Southern Forest Steppers, the team has become a fundraising force with team member numbers growing each year!

This year will be Jackie's ninth year walking and she's excited to meet up with old friends and connect with new folks. Because Jackie believes that by supporting other people in the Walk, we are one step closer to developing kinder treatments for future women.





## APRIL MCELLIGOTT

***In 2019 April's mum developed cancer. It would take another three years before it was detected. April wants to change that.***

In 2016, the day her dad passed away from cancer, April's mum turned to her and said, "it's just you and me now." With no siblings, April and her mum were always close. Sadly in 2022, after feeling bloated and unwell, mum was diagnosed with stage 4 endometrial cancer and sadly passed away in 2023. April, distraught yet determined, is walking to support cancer research at the Perkins. It aligns with her strong desire to be part of the fight against cancer and her hopes for an early detection breakthrough.



## NIKKI ALLISON & KELLIE WILLIAMS

***What began as a physical challenge has now turned into a family affair against cancer.***

In 2012, Nikki and Kellie were so moved by the community and stories shared on their first Walk that they've been back every year since. Now, they are joined by their children, friends, and family who walk for those affected by cancer, including their aunt. By walking, Kellie and Nikki feel they are making a difference by raising funds for cancer research. It's their hope that a breakthrough is possible, meaning women will live better, longer lives.



## JO PIERCE

***Jo, a cervical cancer survivor has also seen loved ones be diagnosed with cancer. By participating in the Walk she's doing her part in raising funds for research.***

When Jo was diagnosed with cervical cancer after a routine pap smear she was very worried about her future. After surgery, she eventually received the all-clear. Since then, Jo has witnessed relatives go through their own cancer journey. She joined the Walk to contribute all she could to drive cancer research forward and returns each year to meet with familiar and fresh faces.



# PROMENADE CLUB

*I pledge to raise \$2,000*

*The Promenade Club was established in 2020 to acknowledge the amazing walkers who raise over \$2,000 in their fundraising journey.*

Join the Promenade Club today and make a significant impact in the lives of those affected by cancer. Your journey to smash your fundraising goals will be fully supported by the Perkins team and you'll also be gifted with a series of handpicked rewards.

- Exclusive VIP bag services.
- VIP access to massage and podiatry on event day.
- Your name celebrated along the "Walk Promenade".
- Custom designed T-shirt.
- An invite to the post event celebration.
- Free entry for 2025.

**BECOME A MEMBER OF THIS  
UNIQUE CLUB BY HEADING TO  
YOUR FUNDRAISING DASHBOARD!**



# QUEEN BEES

*I pledge to raise \$4,000*

*The Queen Bees Club, established in 2022, strides ahead as an exclusive group that recognises and thanks the tremendous effort of walkers who raise over \$4,000 in their fundraising journey.*

As well as receiving ALL the perks of the Promenade Club, Queen Bees will also be also be recognised with these bespoke perks.

- A specially designed T-shirt.
- A limited-edition enamel bee pin.
- An exclusive invite to a private event at the Perkins.

**WE INVITE YOU TO JOIN THIS ELITE GROUP OF FUNDRAISERS. HEAD TO YOUR FUNDRAISING DASHBOARD AND PLEDGE TO JOIN THE QUEEN BEES.**







# REACHING YOUR FUNDRAISING GOAL

Take on these proven pointers to breeze past your fundraising target with style.



## IT ALL STARTS WITH YOU!

Once your supporters know that you are walking against women's cancer they will rally for you. Make sure your supporters know!

## PERSONALISE YOUR DASHBOARD

Step one: upload a photo of yourself and a blog post letting your supporters know why you're on a mission to raise funds for women's cancer research. When others see how passionate you are about cancer research, they will be more likely to give when asked. Keep the donation momentum going by posting fresh pics or a blog update on your dashboard.

## DON'T HOLD BACK ON SHARING

Turbocharge your fundraising potential! Share your fundraising page link like you're passing around the hottest celebrity gossip. Your supporters won't know unless you hit them up with an SMS, email, or post on social media. Give your fundraising goal the spotlight it deserves, and the donation magic will happen!

## LEAD THE WAY

Here's the inside scoop: researchers say people who put their own money where their cause is end up scoring bigger in the fundraising game. And get this – whatever you throw in, your supporters are likely to match or go above and beyond. It's like fundraising math!

## DOLLAR MATCHES

Keep an eye out for Dollar Matches and supercharge your fundraising potential! These are incentives that will be announced on the Walk's social media (so make sure you are following!). They're extremely popular, so you'll need to be quick off the mark. When it's time, tell your supporters that every dollar they donate may be matched. Double the donation and double the impact!

## THANK YOUR SUPPORTERS

Your donors are a BIG deal. Let them know by thanking them! Once you get a donation, a prompt thank you goes a long way – ideally within the first two days. Consider giving a shoutout on social media too; it's a nice acknowledgment of their generosity and could inspire others to chip in.

## FUNDRAISING SECRETS FROM FELLOW WALKERS

*"Don't be afraid to talk about why you're doing the walk to others, you deserve to share your story. The more open and vulnerable you are with your story, the opportunity you have to connect with others is greater."*

**APRIL**

*"Make a money board! List the numbers 1 - 25 and ask to dollar match a number people can donate, so people can donate as little as \$1 or as much as \$25. It's a quick way to generate \$325 with a maximum of 25 people."*

**JACKIE**

*"Use social media and tell lots of people. I posted something on social media and a couple of people out of the blue gave \$500! If you don't tell people they won't know they can donate."*

**HENRY**

*"We sell chocolates at work all year round and do small raffles and morning teas throughout the year."*

**NIKKI & KELLIE**

*"Talk to people and let them know why you are walking. Make a lot of noise to your supporters to let them know."*

**RENJINI**

# YOUR IMPACT

Thank you for  
driving progress  
in women's  
cancer research  
at the Perkins!

## YOU'RE SUPPORTING THE GROUNDBREAKING WORK OF ASSOCIATE PROFESSOR PILAR BLANCAFORT

By backing Associate Professor Pilar Blancafort and Doctor Edina Wang you are facilitating positive advancement in their groundbreaking cancer research.

Prof. Blancafort is the Head of the Laboratory in Cancer Epigenetics at the Perkins. And in 2021, her lab made a pioneering discovery of a gene that shields certain breast cancer cells from treatment. Since that discovery, her lab has been working hard to find a way to deactivate the gene, leading to new possibilities in treating aggressive cancers like triple-negative breast cancer.



## YOU'RE THE KEY TO UNLOCKING CANCER BREAKTHROUGHS

Additionally, researchers discovered that honeybee venom is a potent killer of cancer cells while sparing healthy cells. Dr. Wang's team has focused on a key component of bee venom called melittin. This component is highly effective at dismantling the defenses of cancer cells, causing them to weaken and dissolve, particularly in aggressive types of the disease that are notoriously difficult to treat.

Currently, the team is working on synthesising melittin. They have also found that combining melittin with a tumor suppressant and anti-cancer agents yields exciting results in eradicating cancer cells.

## YOU'RE THE FUEL THAT POWERS BRIGHT MINDS

Did you know that each year a talented researcher receives the New Town Toyota Walk for Women's Cancer Gift?

With only one in ten research grants being successfully approved, you are bestowing the gift of advancing scientific discovery right here in WA.

This means that the brightest minds can continue their vital work to uncover kinder treatments for the women we cherish and those affected by cancer.



FROM THE PERKINS  
**Thank you!**



HARRY PERKINS INSTITUTE  
OF MEDICAL RESEARCH



New Town Toyota

**Walk for  
WOMEN'S  
CANCER**



Perkins

**LET'S GET SOCIAL!**

 **Walk for Women's Cancer**

 **@walkforwomenscancer**

**#walk4womenscancer**

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