

YOUR 2021 Walk Guide



Walk for
WOMEN'S CANCER
Parkinson

Saturday 29 May 2021

WalkForWomensCancer.org.au

Welcome to THE WALK

I'm Marilyn, your Walk concierge! ♥

Throughout your walk journey, I will be staying in touch to get you ready for the big day (or week if you decide to do the challenge). I'll be at the end of the phone anytime you have any questions or need help.

I'm Bec, your social media host ♥

Throughout your walk journey, I will be sharing Facebook and Instagram posts filled with handy tips for your fundraising and training and important event info for the big day.



Have any questions?

Email marilyn@perkins.org.au or call 08 6151 0759

Your POWER BOOSTERS

Here are just a few of the things we've created to boost your training and fundraising.

EMAILS

Your Walk concierge, Marilyn, will be with you throughout your journey. Look out for her emails. They not only include tips and hints, research and participant stories, but also ways in which you can boost your fundraising and win amazing prizes.



TRAINING WALKS



Look out for the Perkins hosted training walks along the way. Don't worry, we start out slow and build up the kms. We also buy you coffee afterwards. These walks are a great way to connect with your fellow participants and guest walkers from the Perkins.

DOLLAR MATCH DAY

Want to double your donations in the blink of an eye? Look out for Walk Dollar Match Days. On these days (until the matching donation runs out) all donations to a certain value are doubled. That's right, your \$50 donation becomes \$100 just like that.



PERSONAL WRISTBAND

Every participant is sent a waterproof wristband with a personalised QR code. So next time a friend says "I'd love to donate but I only have a credit card", put out your wrist and you instantly become a walking ATM.



SOCIAL POSTS

Many walkers say one of the best things they've done is to join our Facebook Walk Community page. Here you will get the latest updates on the Walk and you can speak directly with other walkers (we're a friendly bunch!) to get the inside scoop on everything from how to fundraise to what to wear on the day.



YOU DO *You!*

If last year's Walk taught us anything, it was to be flexible. And we're not just talking about doing a good stretch before training. Last year we were forced to face new ways of walking that kept people safe. This meant you could *do your 35km or 42km your way!*

We're giving you options this year.

1. WALK IT ALL IN A DAY

For those who like to go hard or go home, the Walk will be offered in its entirety on Saturday 29 May. This includes the 35km course and 42km marathon extension – yes there are walkers out there that love this option!



2. WALK OVER 7 DAYS

We listened to many of you who wanted this option to stay so we're keeping it. You can choose to walk your 35km over 7 days starting on Sunday 23 May. We invite you to join us for the start of the official Walk on Saturday 29 May. But you will only have to do a 5km loop before heading back to the Perkins! That way you get to celebrate with all the other walkers!

3. WALK WHERE YOU ARE

In the past, we've had Walkers sign up from Ireland, Dubai, Broome and many places in between. And we're so grateful for your support. If you can't make it to Perth for the official Walk proceedings, you can do your 35km how you like and where you live, just like Dianne did last year in New Zealand.



📍 Russell, New Zealand

"I was training to do the Walk with my daughter last year. COVID stopped that. So, I started training in my hometown. People started noticing my training and offered to help. In the end, I was supported by many of my neighbours, friends, colleagues and townspeople. I had a ball and will be back this year."

Dianne Wynyard

2020 Promenade Club Member



YOUR OFFICIAL 2021 Walk Ambassadors



Nicole Hebbard

Nicole joined the Walk for Women's Cancer in 2020. As we were not able to come together to walk, she decided to do her 42kms solo around her local oval. Throughout the day, her friends and family joined her to walk alongside or offer moral support.

Nicole has a deeply personal reason for walking to end women's cancer. Her lovely mum died at 48 from breast cancer. Nicole was 21 at the time. Discovering that she had a high likelihood of inheriting the disease that took her mother, Nicole made the brave step to have a double mastectomy.

Nicole walks in memory of her mum but also for friends and family facing a cancer journey. She is proud that her last walk prompted a friend to go in for a routine mammogram, only to find out that she had the early stages of breast cancer.

We are delighted to welcome Nicole as our 2021 Walk Ambassador.

"I wanted to ensure that I had more time with my 3 boys. It made me long for the time I missed out on with my own mum. It also made me determined to do something to help others in their cancer fight."



Please hug me, Hugh!
My B•••BS are trying to kill me.
♥ Kylie



"Walking with my two sisters - all of us on our own cancer journeys, has brought us closer together as a family. It's also made us fierce fighters to end this terrible disease. That's why we walk."



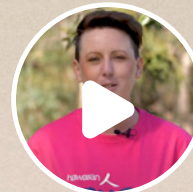
Kylie Beard

We're thrilled to welcome back Kylie as our inaugural Promenade Club Patron. As many of you will know, Kylie was our 2020 Walk Ambassador. This year she's returned to support the incredible members of the Promenade Club who all pledge to raise over \$2,000 each as part of their walk journey.

Kylie is a dear friend to the Perkins. She is committed, passionate and driven. Her story is as much about family as it is about cancer. You see, Kylie inherited the BRCA1 gene which means she is more susceptible to breast and ovarian cancer. Discovering she had breast cancer, Kylie opted for a double mastectomy and follow up therapies. As sick as she was, Kylie didn't let her diagnosis define her. She even went to a Hugh Jackman concert with a sign saying "Hug me Hugh, my boobs are trying to kill me". And he did!

Following Kylie's diagnosis, her two sisters also got tested and discovered they too carry the BRCA1 gene mutation. Natalie and Nicole are both on their own cancer journeys - admirably assisted by their sister, Kylie.

Kylie, Natalie and Nicole all walk as part of the mighty Team Blistering for a Cause. You will hear more from Kylie throughout your Walk campaign.



Watch
Kylie's story from the 2020 Opening Ceremony on our website.



Your WALK PACK

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



BUMPER STICKER

To put on the back of your car.



MONEY BOX

Place around your workplace to encourage donations.

INFO FLYER

Learn how to use your new wristband.



POSTCARDS

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



POSTERS

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



BUNTING

Display at your fundraising events.



WRISTBAND

Wear and ask for donations on the go.

WOMEN'S CANCER RESEARCH *at the Perkins*



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 ovarian cancer. Along with Dr Ciara Duffy, Pilar holds the patent on the recent honeybee venom discovery. She is committed to continuing this promising research in hopes of making further, lifesaving breakthroughs for women facing a cancer diagnosis.



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
Andrew Redfern

Associate Professor Andrew Redfern is a clinical researcher at the Perkins and medical oncologist at Fiona Stanley. He is particularly interested in Indigenous Health. His research found that Indigenous women are four times more likely to die from breast cancer than non-Indigenous women, were more likely to be diagnosed with higher risk cancers, and their bodies may dispose of certain anti-cancer drugs quicker – making them less effective. He is committed to better outcomes for these women.



REACHING YOUR *fundraising goal*

Here are some tips to reach your personal fundraising target.

Tip 1 BAKE SALE

Make some tasty sweet or savoury treats and sell for a gold coin donation at work.



Tip 4 GARAGE SALE

Do some spring cleaning and make some money at the same time. Your trash could be somebody else's treasure.

Tip 5 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.

Tip 6 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.

Tip 2 BUNNINGS SAUSAGE SIZZLE

We all love a sausage sizzle so make sure you contact your local Bunnings and ask them how to host one of the best fundraisers around.



Tip 3 FANCY DRESS

Get everyone to dress up, award prizes and collect donations.

Tip 7 USE YOUR QR CODE

Make sure you use the QR code resources included in your pack such as your money box, posters and wristband for donations on the go!



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

WALK traditions

The Walk for Women's Cancer has some long-standing traditions that set it apart. Check them out.

MARATHON EFFORT

Traditionally the Walk was 42km to match a marathon distance. We shortened it to 35km based on feedback. But we've kept a 7km bonus loop for those who want to go the distance.

NOT A RACE

This event is not timed. There are no awards for coming in first. We believe it's about the journey not the destination. So, take your time and get to know your amazing fellow Walkers.

OPENING CEREMONY

We always start proceedings with a speech from our Walk Ambassador and a moment's silence for those we have loved and lost.

LUNCH IS ON US

We supply snacks and lunch along the route. Professor Leedman is also out and about. We call him the Candyman because he's prone to pull up next to Walkers and open the back of his car to reveal a lolly shop full of sweet things to keep you going.

ROSES

A long-standing tradition, each walker also receives a rose bush that they can take home and plant in their garden as a memento of the walk.

MEDALS

Each Walker receives a commemorative medal for their efforts.



HELP ON HAND

35km is a long way, and your feet and muscles will be feeling it after crossing the finish line. Not only will we have something cold for you to cheers with but there will be massage therapists and podiatrists on hand. We also have St John on call for any mishaps.

PERKINS START & FINISH

This is a new tradition but one we are very excited about. The Walk will start and end at the Harry Perkins Institute of Medical Research so you can meet the researchers and see firsthand where your donations are going!

Promenade Club

The Promenade Club was established in 2020 to acknowledge those incredible walkers who raise over \$2000 each to help end women's cancer for good. Promenade Club members receive a number of rewards for their amazing effort, these include:

- Exclusive Promenade Club members t-shirt
- Priority start
- VIP access to massage and podiatry post event
- VIP Concierge at event
- Golden ticket for 2 for VIP post event celebration
- Promenade Club resources

In 2020, 101 Promenade Club members raised \$400,000 for WA women's cancer research. Thank you so much! Welcome back in 2021.



The emblem of the Promenade Club is the rose. It represents the beautiful hearts that drive this event and the strong foundations needed to reach these incredible goals.



Thank you from the Perkins!



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CANCER**
Perkins



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OF MEDICAL RESEARCH

WalkForWomensCancer.org.au

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[#CancerStopsWithMe](https://twitter.com/CancerStopsWithMe)

[#WhyIWalkPerth](https://twitter.com/WhyIWalkPerth)

