

Management Office: 2nd Floor, 8 Sherborne Road, Parktown; P O Box 730 Sundowner 2161  
Informal Management Office: Memories Centre; c/o Whispen and Neptune on New Road; Crowthorne  
Tel: 082 840 3633 | Fax: 086 617 4751 | Email: info@journeyofhope.co.za | www.journeyofhope.co.za

## **JOURNEY OF HOPE “SAVE THE BOOBIES” BREAKFAST RUN APPLICATION**

Dear Club Chairman,

Journey of Hope is calling on Motorcycle Clubs throughout South Africa to stand in unity and participate in a National Breast Cancer Awareness Run during September or October 2011. This will form part of the Fundraising Effort to achieve our goals as set out below.

The “Save the Boobies” Breakfast Runs, hosted by the various clubs, will form part of the build up to the Journey of Hope Breast Cancer Ride 2011, which will be travelling across South Africa through Gauteng, Mpumalanga, Limpopo, North-west and back to Gauteng from 09-15 October 2011. Breast cancer survivors will set off on Honda motorcycles to promote awareness for breast cancer and share the message of hope around South Africa.

The Journey of Hope Breast Cancer Ride has a powerful message to spread across South Africa. This campaign brings with it a message of hope and encouragement in an upbeat, positive and unique manner, in both the urban and the rural communities of the country, though the courage and the drive of these women (and one man), all breast cancer survivors. Through the journey funds will be raised to “shape change” in the lives of women who have previously undergone a mastectomy.

### **The Objectives of the 2011 Ride:**

- To unite in our passion for creating awareness for early detection of Breast Cancer.
- Reach out to South Africans in an effective manner.
- Attend to selected major cities as well as rural areas in South Africa.
- Assist in awareness through breast cancer support groups and collaborating with other Cancer NGO’s.
- Fundraising events throughout the year to attract fundraising and create awareness.
- Apart from Awareness and Fundraising, to identify projects where JOH funds would be used to make a difference in the lives of women who had a mastectomy or to afford women the opportunity to go on their own “Journey to wholeness”.

*This year the following project has been identified:*

- Collaborate with Chris Hani Baragwanath Hospital in supplying the prosthesis’ and tissue expanders needed, as the State does not provide this.

### **THE DIRECTORS:**

**Diane Parker: E-mail: [journey.dparker@gmail.com](mailto:journey.dparker@gmail.com)**

**Aileen Taylor: E-mail: [aileentaylor4@bigpond.com](mailto:aileentaylor4@bigpond.com)**

**Beverley Sterley: [beverleysterley@gmail.com](mailto:beverleysterley@gmail.com) (Interim Director)**

**Registration Number: 2008/020129/08**

#### **HOW YOUR CLUB CAN PARTICIPATE IN THE AWARENESS RUN:**

The Run will not be co-ordinated as a mass ride in each town; each club would organise their own Run **in aid of Journey of Hope.**

#### **How this would be done:**

- Register with Journey of Hope (Registration form attached).
- Organise the Run amongst your club members for any day in September or October to join hearts with all women who have travelled the road of breast cancer. This will also help us to further spread the word of hope and awareness around breast cancer.
- Participants can be encouraged to wear a bra over their riding gear.
- The entry fee should be R100 per rider. For that amount each participant will receive a Journey of Hope pin and a buff.
- The participants should register and pay with you before the time and you can pay the amount into our bank account.
- Forward your application and proof of payment to us and we will send you the buffs and pins.
- Should you be short on the day of the run, we will send the extras down after the ride for distribution to the participants who have not received theirs, when you forward proof of additional payment to us.
- We could also assist you in making up a mailer to forward to all your members and interested parties. You supply us with the date and other details and we will forward it to you.

#### **MARKETING AND BIKER EVENTS CO-ORDINATOR:**

##### **Kegan Marais:**

0768881085

Kegan.marais16@gmail.com

Memories Centre

c/o Whispen and Neptune on New Road

Crowthorne

Johannesburg

#### **ACCOUNT DETAILS:**

Journey of Hope – Current Account

NEDBANK 109114

ACC NO: 1091172455

REFERENCE: Name of Club – Breakfast Run

**Please take time to view our website, [www.journeyofhope.co.za](http://www.journeyofhope.co.za). You can also pledge money on the website, should your club wish to make a contribution in aid of this wonderful project. We thank you for your support!**

#### **THE DIRECTORS:**

**Diane Parker: E-mail: [journey.dparker@ymail.com](mailto:journey.dparker@ymail.com)**

**Aileen Taylor: E-mail: [aileentaylor4@bigpond.com](mailto:aileentaylor4@bigpond.com)**

**Beverley Sterley: [beverleysterley@ymail.com](mailto:beverleysterley@ymail.com) (Interim Director)**

**Registration Number: 2008/020129/08**



**REGISTRATION FORM**  
**JOURNEY OF HOPE BREAST CANCER AWARENESS RUN**

CLUB NAME: \_\_\_\_\_

TOWN: \_\_\_\_\_

CHAIRMAN/CONTACT PERSON: \_\_\_\_\_

CONTACT DETAILS: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

Work Tel. Number: \_\_\_\_\_

Home Tel. Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

\_\_\_\_\_

We \_\_\_\_\_ would like to participate in the

National Breast Cancer Awareness Run on \_\_\_\_\_ (date).

Estimation of the amount of participants expected: \_\_\_\_\_ (This amount of pins and buffs will be forwarded to you)

Signed:

CHAIRPERSON: \_\_\_\_\_ SECRETARY: \_\_\_\_\_

Date: \_\_\_\_\_

*Fax this form to 086 617 4751 or email to [info@journeyofhope.co.za](mailto:info@journeyofhope.co.za)*

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