



# R.O.A.R! Times



October 2010 / Issue Two

Published by Kelly Helsel

Responsible Ovarian Awareness Required

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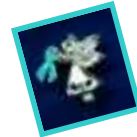


## Upcoming Events...

- **ROAR! on the Floor** at The Valencia - York, Fri., 10/22/10 from 6-11 p.m.
- **Regional OCNA Conference** at Villanova Conference Center – Radnor, PA, Fri., 11/5/10 to Sat., 11/6/10
- **Quarterly Board Meeting** at Apple Hill Medical Complex Tues., 12/14/10 from 6-8 p.m.
- **Walk/Run** – Stay tuned for additional details, 5/1/11



**York, PA - September 8, 2010.** Today the Bear Heart Baking Company on North George Street held a promotion to bring awareness to ovarian cancer; free teal velvet cupcake with any purchase! It was such a popular promotion that they sold out of the cupcakes by mid-afternoon!



DO YOU WANT TO SHOW YOUR SUPPORT FOR OVARIAN CANCER AWARENESS? **R.O.A.R!** HAS STYLISH JEWELRY AVAILABLE FOR A MINIMAL DONATION. CONTACT A **R.O.A.R!** REPRESENTATIVE TO RESERVE YOUR SELECTIONS.

September was...

## Ovarian Cancer Awareness Month

**Washington D.C. – September 1, 2010.**

“Today, ovarian cancer organizations across the United States launch their BEAT ovarian cancer awareness campaign. The Ovarian Cancer National Alliance (OCNA), the National Ovarian Cancer Coalition (NOCC), the Gynecologic Cancer Foundation (GCF) and the Ovarian Cancer Research Fund (OCRF) have teamed up to educate women about listening to their bodies and recognizing the symptoms of the disease. Started in the United Kingdom as an international initiative, BEAT is based on an easy-to-remember checklist for women and their doctors. The campaign has continued to grow across the English-speaking world. Other international charities include Ovacom, Ovarian Cancer National Alliance of Canada, Silver Ribbon Foundation of New Zealand and Ovarian Cancer Australia. OCNA, NOCC, GCF and OCRF are looking forward to working together with our international colleagues to share expertise, educate women and help those affected by ovarian cancer. We hope that by promoting these warning signs in a memorable and easy way, women will be more easily able to discuss ovarian cancer with their doctors, and those with the disease can feel reassured that they were diagnosed as quickly as possible. We encourage all communities to get involved. A downloadable BEAT campaign flyer and additional educational materials can be found at the following web sites: [www.ovariancancer.org](http://www.ovariancancer.org), [www.ovarian.org](http://www.ovarian.org), [www.thegcf.org](http://www.thegcf.org) and [www.ocrf.org](http://www.ocrf.org).”



### OVARIAN CANCER NATIONAL ALLIANCE

[http://www.ovariancancer.org/wp-content/uploads/2009/06/2010.9.1-BEAT-release\\_FINAL.pdf](http://www.ovariancancer.org/wp-content/uploads/2009/06/2010.9.1-BEAT-release_FINAL.pdf)



**Philadelphia, PA - September 1, 2010.** “Today, as the teal ribbons and lights go up and ovarian cancer awareness month begins, please remember what this fight is about. We are fighting for more awareness, we are fighting for an early diagnostic test, we are fighting for research to continue unabated, we are fighting for a cure. Please do your part and get involved in some way. When you do, you may just save someone that you love.”

**SANDY ROLLMAN OVCA FOUNDATION, INC.**  
<http://www.sandyovarian.org>



**R.O.A.R!** has engaged the help of Moxie, a unique and superb York-based marketing firm led by Julie Lando, President, who brings over 15 years of experience to the firm. Moxie's goal is to position **R.O.A.R!** as the resource and local expert in ovarian cancer awareness. Most recently, Julie and her wonderful staff helped **R.O.A.R!** to spread the word about September's 5K Walk/Run as well as October's ROAR! on the Floor. We are excited for this partnership and look forward to future marketing and name recognition of **R.O.A.R!**





## Knights of Columbus – Chicken BBQ



From left to right: Bob Beyer and wife, Norma Beyer, and Dr. Zimmerman (very active member of the Knights of Columbus and supporter of R.O.A.R!'s mission).

On April 11, 2010, members of the St. Rose of Lima Knights of Columbus Council # 10870 partnered with R.O.A.R! to raise awareness of the signs and symptoms of ovarian cancer. The caring and concerned members of the Council donated the proceeds of this fundraiser (\$1,000.00) to R.O.A.R!

As individuals and families lined up to buy chicken dinners, R.O.A.R! Board Member and ovarian cancer survivor, Norma Beyer, spoke with people and provided information about the risk factors, signs/symptoms, and the need for early recognition of symptoms and treatment for OVCA.

Norma Beyer, as well as the board members and staff of R.O.A.R! wish to publicly thank this group of dedicated men who are concerned about educating women about the ugly truths of this horrible disease known as ovarian cancer.



## R.O.A.R! Makes Its Mark in York & Adams Counties

“Wow, Eye Catching, Great, Very Noticeable”

These are just some of the positive remarks we received in response to our annual (September) billboard campaign. To further the R.O.A.R! mission, we BLASTED York and Adams counties with a total of nine billboards and six bus shelters throughout York, Hanover, and Gettysburg. If you missed them, check out our Facebook page for photos. Feel free to e-mail your reaction and feedback to [info@ovarianhope.org](mailto:info@ovarianhope.org).

## Listen to the Symptoms!

\*Abdominal bloating, pressure or discomfort

\*Frequent urination or gas

\*Persistent nausea, indigestion, constipation or diarrhea

\*Unexplained weight gain or loss

\*Fatigue or backaches

\*Abnormal bleeding or pain with intercourse

**Note:** PAP smears do not detect ovarian cancer.



## Events...

**ROAR! on the Floor**  
Friday, October 22, 2010



You won't want to miss the 3<sup>rd</sup> annual ROAR! on the Floor being held **Friday, October 22, 2010 from 6-11 p.m.** at The Valencia in York, PA. A full course dinner will be provided by The Altland House. We're pleased to announce that Philadelphia based "BIG CITY" band ([www.andersonentertainmentinc.com](http://www.andersonentertainmentinc.com)) will be providing wonderful live entertainment throughout the evening. Additionally, there will be a tribute dance by Jeannine Dabb and a professional dance show by Tim Hippert and Kristen Rude of Arthur Murray Dance Studio of York. You will also want to check out all the items available at the silent auction. It will be a wonderful evening benefiting ovarian cancer awareness!

**6<sup>th</sup> Annual Clarabeth's 5K Walk/Run**  
Sunday, September 12, 2010

R.O.A.R! is excited to announce that its profit from the 2010 5K Walk/Run was about \$7,000.00. Thanks to the generous sponsors and participants for their support of this event and our organization. Stay tuned for additional details regarding next year's event, which will take place on **Sunday, May 1, 2011!**



**York County  
Paralegal  
Association**

Thanks to the York County Paralegal Association for a generous donation of \$750.00, which was presented to R.O.A.R! at the association's Paralegal Social Day held on Friday, July 30, 2010 at Sam & Tony's in York City.



**R.O.A.R!**  
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[www.ovarianhope.org](http://www.ovarianhope.org)

<http://facebook.dj/ROAR>



## **BOARD MEMBERS AND STAFF\***

Norma Beyer

Dr. Amanda Bittner

Jeannine Dabb

Julia Feld-Caralle, Esquire

\*Dan Gilbert  
*Webmaster*

\*Kelly Helsel  
*Secretary*

Kiersten Mathieu

\*Marianne Mills  
*VP & Treasurer*

\*Edna M. Moore, Esquire  
*President*

Susan Sprague

**R.O.A.R!** is a non-profit  
501(c)(3) organization



On Wednesday, September 1, 2010 Marianne Mills, R.O.A.R!'s VP & Treasurer, conducted a "Lunch and Learn" at Carroll Hospital Center. She spoke to associates about her story as an ovarian cancer survivor and how she is beating the odds of this often deadly disease. Her presentation included power point slides, literature, and her own personal story. One of her colleagues approached her to say that her grandmother died of his awful disease. Marianne then asked her if she was being proactive by following up with her doctor to inform him/her of her family history and assess her risks. Unfortunately, and an all too common response to Marianne's question was, "I get a PAP test every year." Marianne explained that this does NOT detect ovarian cancer and this woman was shocked! This woman praised Marianne for her efforts to spread ovarian cancer awareness and mentioned she learned a lot from the presentation. Her presentation was so effective that Marianne was booked as the *keynote speaker* for the state conference of the Maryland Tumor Registrars taking place on December 10, 2010. Good job, Marianne!

## **OCNA's 13<sup>th</sup> Annual Conference – Power is Teal**

The 13<sup>th</sup> Annual Ovarian Cancer National Alliance Conference was held from July 10-13, 2010 at the Omni Shoreham Hotel in Washington, D.C. **R.O.A.R!** Board Members, Edna Moore, Marianne Mills, Kelly Helsel and Norma Beyer attended the conference and also participated in Advocacy Day on Capitol Hill on July 13, 2010. The requests made on Advocacy Day were co-

sponsorship of a resolution to have September recognized as "OVCA Awareness Month" along with co-sponsorship of Johanna's Law and a request for funding for the implementation of said law. Funding was also requested for the OVCA control initiative and DOD OVCA Research Project. Additionally, the conference provided great sessions as well as a fun drama called "I Got Sick and Then I Got Better" by Jenny Allen.



**POWER is Teal**  
Ovarian Cancer National Alliance

2010 Conference  
July 10-13  
[Click for more info.](#)



## **OCNA's Regional Conference - Radnor, PA**

PLEASE VISIT OUR WEBSITE FOR ADDITIONAL DETAILS ON AN UPCOMING REGIONAL CONFERENCE TAKING PLACE AT VILLANOVA CONFERENCE CENTER IN RADNOR, PENNSYLVANIA ON **NOVEMBER 5 & 6, 2010**. REGISTRATION IS \$50.00 PER PERSON AND A LIMITED NUMBER OF ROOMS ARE AVAILABLE AT THE CONFERENCE CENTER FOR \$149/NIGHT.



**R.O.A.R!** will receive a donation from Verizon when customers order a new qualifying residential Verizon product by calling a Verizon representative at # 888-345-7544 and mentioning code #50588. Verizon will make a donation (up to \$65.00) to **R.O.A.R!** for each product purchased. Please contact Kelly Helsel with any questions.

## **Volunteer Opportunities**

If you are interested in volunteering your time to assist **R.O.A.R!** in carrying out its mission, please contact **R.O.A.R!** at [info@ovarianhope.org](mailto:info@ovarianhope.org) or (717) 668-7723 so that your skills and talents can be put to good use!





**WE'RE GOING GREEN!** 

Do you have an e-mail address? If so, please share with us.  
We'll send you e-copies of our newsletter and cut down on our costs while also helping to save the environment!



**R.O.A.R!**

*(Responsible Ovarian Awareness Required)*

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