



NEWSLETTER

OCTOBER 2010

Q&A with Barbara Pinocchio, Founder of Moms on the Run

Q: This year you celebrated the 10 year anniversary of Moms on the Run. Can you remember coming up with the idea a decade ago?

A: After watching my sister go through breast cancer, my eyes were open to the difficulties that come along with the disease, especially the financial hardships. I wanted it to be a little run from Pinocchio's restaurant so that we could give one woman struggling with breast cancer \$1,000. We brought in \$70,000 that first year and EL Cord brought us to \$100,000!

Q: How did you come up with the name "Moms on the Run?"

A: Our friend Jimmy Minor was in the restaurant and when we told him the idea he just blurted it out. I guess that's why he's in advertising!

Q: What is the hardest part of organizing the event?

A: Time. Our very dedicated and hard working board members have busy lives and they donate their time. And it is a LOT of time.

Q: Many families have made the event an annual tradition on Mother's Day. How do you feel about that?

A: It just touches my heart because many broke their Mother's Day traditions and turned our run into their tradition. And you hear it so often.

Q: There are many new events with proceeds benefiting MOTR. Have you been surprised at the outpouring of community support?

A: No, not surprised. Thrilled. We welcome anyone who has an idea or wants to create their own fundraiser. It's one of the things I most love about MOTR -- it shows people we're all here to help. That's why we're here.

Q: What has been your proudest moment since the start of the event?

A: The proudest moment of every year is the starting line of the run, which shows in a very tangible way the community support.

Q: MOTR is in memory of your sister Debra. Is her memory what continues to spur you on at the helm of this organization year after year?

A: Yes. It's most definitely in her memory. The reason for MOTR was to continue Debra's unwavering generosity. She was the kind of person who, if you complimented something she was wearing she would take it off her back and give it to you.

Q: Moms on the Run is notorious for being goofy (e.g. the Bon Bon Stroll; the costume contest). Is it important to you that it stays fun?

A: Yes, yes, yes! It's such a serious topic and everyone who participates has been affected one way or another. So therefore we want that morning to be light, happy, goofy. My husband JP and Jimmy Minor set the tone.



Moms On The Run
was created in memory of
Debra Gouveia

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MOTR Health Tip:

Smart Nutrition Tips to Help Prevent Breast Cancer

Maintain a healthy weight: Studies show that maintaining a healthy weight is an important aspect of decreasing one's risk of developing breast cancer.

Exercise Regularly: One study showed that women who engaged in strenuous recreational activity for more than six hours a week had a 23 percent reduction in risk of breast cancer.

Watch the amount and type of fat you eat: Research suggests that greater total fat consumption poses a greater risk for breast cancer than lower total fat consumption.

Incorporate 5 vegetables/fruits a day: Produce provides numerous phytonutrients and antioxidants – substances which help prevent cellular damage throughout the body. TIP: Cruciferous vegetables such as broccoli, cabbage and brussels sprouts are particularly strong fighters (studies show they inhibit growth of breast cancer cells).

Limit alcohol: Studies show that above moderate (one or more drinks per day) consumption of alcohol is associated with increased risk of breast cancer.

Limit meats cooked at high temperatures: Cooking meats at high temperatures produces chemicals called heterocyclic amines (HCAs), which have been linked to an increased risk of certain cancers. The most HCAs are found in meats that have been fired, broiled or grilled – all cooking methods that typically use high temperatures. Roasting and baking produce fewer HCAs, and poaching, stewing or boiling meat produce the least.

Vitamin D: Vitamin D deficiency has been linked to several cancers, including breast. Vitamin D-rich foods such as salmon and sardines and vitamin D-fortified milk, yogurt and cheese are recommended. Because few foods provide vitamin D, you should consider a daily multivitamin that provides 100 percent DV of vitamin D3.

Phytoestrogens: Phytoestrogens are a group of plant-derived compounds that are structurally and functionally similar to the hormone estrogen, which is found naturally in our bodies. When it comes to breast cancer, there has been some evidence that soy can play a protective role. A moderate amount of soy consumption can be part of a healthy diet, particularly in premenopausal women. **IMPORTANT:** Always avoid soy supplements – they may contain higher levels of isoflavones than present in soy foods without the other potentially healthy components. Long-term effects are not yet known.

Spice it up with cumin: Recent studies show that curcumin, the yellow spice found in turmeric and curry powder, may have anti-tumor compounds that can protect against breast cancer.

Information found at Todayshow.com from contributor Joy Bauer

LOCAL CANCER SUPPORT GROUPS

RENOWN:

Women's Breast and Gynecologic Cancer Support Group

Meets the 2nd and 4th Wednesday of the month from 5:30 – 7:00p.m.

Roseview Tower, Third Floor Orthopedic Conference Room

775-982-6831 or 775-982-6830

SAINT MARY'S:

On With Life Breast Cancer Support Group

Tuesdays 4:30 – 6:00p.m.

775-770-7410

Ovarian Cancer Support Group

3rd Wednesday of the month from 5:30 – 7:00p.m.

Meet Mandy!

We at Moms on the Run know from experience that cancer doesn't discriminate. Young mom Mandy Curtis learned the same on April 2, 2010, a day she calls her "Black Friday." The "About Me" section on her website shares her story:

"Wow, what a shock! I'm 30 and I have Inflammatory Breast Cancer. I have formally named my Cancer "son of a bitch" (which I feel is rather appropriate since there are 2 tumors). So please visit my page often and join me in my battle against the SOB."

Friends and family are used to Mandy's wit and candor, but if you don't know her, reading her journal online where she shares her "Adventures in Chemo" will undoubtedly endear her to you, and you'll instantly be in her corner. She let's us in on her journey of emotions from disbelief to worry to hope, documenting her battle with the SOB:

"I'm too fly of a person to have this tagging along with me and I'm sure by now that the 'SOB' didn't get the memo that my body ain't no free ride. The 'SOB' has to go—it's messing with my swagger. Since the only way the 'SOB' is going to leave is with Chemo and everything to follow, I'm ready to get started. Bring on the drugs!"

Her writing is filled with rich characters ("the nasty leopard hat lady" and "the crazy chicken breast lady", among others), great metaphors (she calls one particular chemo pill "dancing with the devil") and everything from naming her IV pole to her many hilarious pop culture references (she gives the Twilight series two thumbs up and doesn't want her wig to look like Sandra Dee or Joan Jett).

Reading her journal, it's easy to forget that she's up against cancer, and even easier to believe she's strong enough to win. We at MOTR are honored to have helped her in any small way in her journey and encourage you to do the same. Mandy's CaringBridge website is made possible through donations. You can make a donation to CaringBridge in tribute to her. Just visit www.caringbridge.org/visit/amandacurtis.

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After the Moms on the Run race is finished every year, there is still much to be done. One of those jobs is distributing the funds raised to Northern Nevada women who are fighting cancer. That job is held by the incomparable Lois Bynum. It's certainly gratifying, but not as simple as you might think to hand over a check. It can be an emotional and difficult process to be a part of a cancer patient's life, and Lois handles her duty with ease and grace. Having worked for the Reno Cancer Foundation for 24 years, Lois has connections to all of the resources available to cancer patients and is exceptionally knowledgeable in directing their individual needs.

With three grown children of her own, Lois goes out of her way to help patients. She often stays late and arrives early to work in order to help everyone she can. While she works with all types of cancer patients at the Reno Cancer Foundation, she specifically helps MOTR with women's cancers. MOTR simply couldn't do it without her.

"F" shirts available now!

Come into LoDo Loft in October to purchase our special "F" Breast Cancer Tank Tops! Supplies are limited so don't miss them!



Trivia Question:

How did the holiday we now know as "Halloween" originate? Go to momsontherun.info to find out and don't forget to check out our online store!

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Moms On The Run Newsletter

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