



Climb Against the Odds: Mt. Shasta 2010

September 29, 2009

Dear Friend:

Thank you for your interest in joining the Breast Cancer Fund's 2010 Climb Against the Odds team! We hope you will seriously consider applying for this extraordinary mountain expedition for breast cancer prevention. Whether climbing to move past your experiences with breast cancer, to honor a loved one touched by the disease, or to challenge yourself physically and mentally, we guarantee that Climb Against the Odds will be an experience of a lifetime.

From June 13 to 19, 2010, 40 women and men from across the country will attempt to summit the 14,179-ft. Mt. Shasta with the Breast Cancer Fund's eleventh major mountain expedition. Discover your own strength in the power of a team and show that anything is possible with support, determination and hard work. As a climber, you will also support the Breast Cancer Fund's groundbreaking work to identify and eliminate the environmental and other preventable causes of breast cancer.

In the coming months, your fundraising efforts will help us:

- **Get toxic bisphenol A (BPA) out of food and beverage containers:** The Breast Cancer Fund helped develop and is now advancing federal legislation to eliminate BPA – a toxic chemical linked to breast cancer – from all food and beverage containers.
- **Make sure our personal-care products are safe:** The Breast Cancer Fund is working on federal legislation to address the safety of personal care products, which are currently unregulated and often contain chemicals linked to cancer and other health concerns.
- **Protect kids first:** The Breast Cancer Fund is making sure that the federal ban on toxic phthalates in toys that we helped to pass in 2008 is fully implemented. We're also supporting the Kid-Safe Chemicals Act, a federal bill to reform the way chemicals are regulated in the U.S.
- **Develop a national health-tracking system:** The Breast Cancer Fund is working on a law that would create a national health-tracking database that will help us understand the links between diseases like breast cancer and pollution in our environment. It would provide potentially life-saving information to health officials and communities across the country.

I encourage you to join us in this important work, and to help us continue the vision of our founder Andrea Ravinett Martin, who saw climbing mountains as a wonderful metaphor for her conviction that – like working to prevent breast cancer – anything is possible if taken one step at a time. As a climber, you will follow in the footsteps of the incredible women and men who have climbed Mt. Aconcagua, Mt. McKinley, Mt. Fuji, Mt. Rainier and Mt. Shasta in an effort to prevent breast cancer.

Apply today to join an inspirational team of people, and to share in the experience of a lifetime.

Yours very truly,

A handwritten signature in black ink that reads "Jeanne Rizzo". The signature is fluid and cursive, with the first name "Jeanne" being larger and more prominent than the last name "Rizzo".

Jeanne Rizzo, R.N.
President & C.E.O



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WHY WE CLIMB

It is extraordinary for a woman to receive a breast cancer diagnosis, go through treatment and survive to tell the story. But then, to celebrate survival by embarking on a grueling mountain climb? That takes a truly remarkable woman.

This woman was embodied in Andrea Ravinett Martin (1946 – 2003), the Breast Cancer Fund's founder and former executive director. A loving wife and mother, entrepreneur, restaurateur, lawyer, activist and fundraiser, Andrea is remembered as a woman who always embraced life to the fullest. After two diagnoses of breast cancer, Andrea launched her career as a leader in the breast cancer movement. And in 1995, Andrea accepted the challenge to face mountains metaphoric and real by climbing Mt. Aconcagua in Argentina with 16 other breast cancer survivors for Expedition Inspiration.

This expedition – and those that followed – proved to be a unique way for people to use the courage gained from facing breast cancer to a positive challenge of their own choosing and to increase the awareness and education about breast cancer and the work of the Breast Cancer Fund. After Expedition Inspiration, the Breast Cancer Fund organized Climb Against the Odds expeditions to Mt. McKinley, Alaska in 1998; Mt. Fuji, Japan in 2000; Mt. Rainier, Washington in 2005; and Mt. Shasta, California in 2003, 2004, 2006, 2007, 2008 and 2009.

In June 2010, the Breast Cancer Fund will bring together another inspiring team of 40 women and men to Mt. Shasta in an expedition for breast cancer prevention. Through Climb Against the Odds, the Breast Cancer Fund also hopes to raise over \$700,000 to support groundbreaking work to identify and eliminate the environmental causes of the disease and to help stop breast cancer before it starts.

CLIMB AGAINST THE ODDS 2010

About Climb Against the Odds

Like working to prevent breast cancer, we climb as a team knowing there is more that we can achieve together than apart. From June 13 to 19, the 11th inspiring team of breast cancer survivors and individuals touched by the disease will have an experience of a lifetime in challenging the slopes of the 14,179-foot Mt. Shasta in Northern California. With a majestic peak, the mountain juts 10,000 feet out of the surrounding foothills.

Our success lies in the journey, rather than the summit. For this team of 40 men and women, the Climb Against the Odds journey begins in December 2009. With the support of the staff at the Breast Cancer Fund, regional team leaders and mentors, participants begin their training and fundraising efforts in preparation for the June expedition. Through the next six and a half months, the team becomes active and engaged members of the Breast Cancer Fund community, dedicated to helping understand and to educating their constituents to the environmental causes of the disease. In June, climbers will gather together at Mt. Shasta for the final leg of this extraordinary journey and to reach their personal summit.

The Physical Challenge

Experience is optional – no mountaineering experience is necessary to join Climb Against the Odds. However, the physical challenge is significant and should not be taken lightly. While Mt. Shasta is a



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beginner's mountaineering peak with permanent snow and one of the few places in the United States where you can learn basic mountaineering at moderately high altitude, participants must commit to significant long-term aerobic training and high-altitude conditioning. We will be gaining 5,000 feet on summit day, a 12 to 16 hour adventure, and you will carry a pack weighing 40+ pounds on the first day's trek to base camp. Endurance training will also be as important as your strength, and we recommend beginning a moderate training program *many months* before departure and then building up to a very strenuous level.

To support your training, the Breast Cancer Fund will assign participants to regional climb teams and provide regional training leaders, who can answer questions, monitor pre-climb physical preparations and give inspiration! On the mountain, professionals from Shasta Mountain Guides will lead you up the mountain. These highly certified guides will cover basic and intermediate levels of mountaineering techniques, including proper use of an ice axe and crampons, roped travel and techniques for climbing steep slopes. A beginners' mountaineering course is also required before climbing.

Applicants also need a positive and team-oriented approach. To make progress in our work at the Breast Cancer Fund, we have to work as a team. This is mirrored on the mountain. It is your teammates' support that will help you to your summit.

The Fundraising Challenge

Climb Against the Odds 2010 team members will be required to raise a minimum of \$6,000 in donations for the Breast Cancer Fund. It may sound daunting, but we will provide support with a fundraising kit, a personal fundraising website, a past climb team mentor and creative ideas for getting donations. In addition, we'll share the wealth of knowledge gained on our last ten major mountain climbs. The deadline for reaching the fundraising minimum of \$6,000 is June 8, 2010.

Unique fundraising opportunities range from garage sales and car washes to organized fundraising parties/lunches/dinners, raffles (state laws apply), hikes, spin classes and other athletic events, and we will furnish you with collateral for your fundraisers. Your fundraising web page allows family, friends and co-workers the ability to make easy donations online, and social networks and blogs provide an opportunity to share the story of why you're climbing and to bring supporters along on your Climb Against the Odds journey. Our many outdoor gear sponsors encourage you to reach higher fundraising goals by providing exclusive incentive prizes. Past incentive prizes include Eagle Creek and Osprey travel gear, Suunto watches, Jetboil stoves, Neve sweaters and Camelback hydration packs.

The Leadership Commitment

Through your experience with Climb Against the Odds, you will be trained in the Breast Cancer Fund's Strong Voices program, a nationwide network of women and men who share their stories while inspiring the public to take action to prevent breast cancer. During your training, you will participate in a one-day course on the environmental causes of breast cancer and how to further talk about – and advocate on behalf of – the Breast Cancer Fund's work. Strong Voices will draw out, complement and accentuate your already present talents, bringing these into the public domain in ways that are comfortable and respectful and that inspire and mobilize others to take action on important environmental health issues. Following the climb, you will participate in a workshop back at the hotel in which you will share your experiences from Climb Against the Odds and develop strategies for evolving your powerful advocacy.



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COSTS

In addition to the fundraising minimum of \$6,000, a registration fee of \$1,750 is also required to cover your climb expenses.

The fee of \$1,750 includes:

- o Team Training Leader to assist with your pre-climb physical preparation;
- o A past Climb Against the Odds team member to act as a mentor;
- o Expert mountaineering guide service from Shasta Mountain Guides;
- o Six nights accommodations at The Mount Shasta Resort;
- o Tent accommodations and arrangements in the field, including group camping and commissary equipment;
- o Meals as detailed in the above itinerary (you supply snacks on the mountain while climbing);
- o The majority of the clothing/equipment/gear you'll need to make the climb (\$1,500 value);
- o All necessary rental gear (ice ax, crampons, helmet, harness) excluding boots, sleeping bags, pads; and,
- o Strong Voices Training and presentation kit following the climb

The fee does not include (estimates available upon request):

- o Transportation from your hometown to Mt. Shasta City, Calif., and back;
- o Medical insurance and evacuation insurance;
- o Some clothing/equipment, including items of a personal nature; and,
- o Beginner mountaineering course before the climb including travel and accommodations during the time at mountaineering facility

Upon acceptance to the climb team, participants are required to pay a portion of the fee, \$1,000, to hold your spot on the team. At the same time, you will also be required to provide credit card information. However, as a special fundraising incentive, if you raise \$10,000 by April 1, 2010, your fee balance remaining will be reduced by \$500 to \$250. If you raise \$15,000 by April 1, 2010, your fee balance remaining will be reduced by \$750 to \$0.

If you have not raised the \$6,000 minimum by June 8, we will be in contact with you to charge the remaining amount on the credit card that you provided when you paid the first half of your climb fee.

A NOTE ABOUT EQUIPMENT

As you consider joining Climb Against the Odds 2010, be aware that conditions on the mountain will be variable at any time of the year. Participants need a comprehensive collection of clothing, sleeping gear, footwear, climbing gear and other items. We will supply you with a gear checklist. Through our generous sponsors and network of supporters, the Breast Cancer Fund will do our best to outfit you with donations of much of the clothing and equipment you will need, or negotiate generous discounts when full donations are not possible. However, if you prefer something other than what we provide, you may have additional expenses in renting or purchasing these items. We are committed to supplying a team jacket and t-shirt. Other gear provided in past climbs includes Osprey back packs, Princeton Tec headlamps, Julbo glacier glasses, ISIS shell jacket, pants and parka (women), Outdoor Research shell jacket, pants



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and parka (men), IBEX underlayers, LEKI poles, Asolo hiking boots (heavily discounted), Outdoor Research gloves, mitts, gaiters and sunhat.

ITINERARY

This itinerary is a sample overview of the expedition. Some events are subject to change and will depend very much on weather and climbing conditions.

June 13, 2010 (Sunday) – Travel to Mt. Shasta

We'll rendezvous in Mt. Shasta. You are responsible for arriving on time (4:00 p.m. at the latest) to meet the Climb Against the Odds team for check-in at the resort. After settling in, we will enjoy a welcome dinner together.

June 14, 2010 (Monday) – Orientation

The team will participate in a photo shoot in the morning, followed by a gear-check where you will meet your guides for the first time. With the guides, you will double check that all the necessary equipment is on hand and efficiently packed in preparation for our departure. You will have an opportunity to get any last-minute items. That afternoon, you will have time to relax and get focused for our big day.

June 15, 2010 (Tuesday) – To Base Camp

Starting from the Bunny Flat trailhead (approx. 7,000 feet), the team will hike 1½ -2 hours to Horse Camp (about 8,000 feet) where you'll have lunch. Afterwards you will continue on another 2 – 3 hours to Hidden Valley base camp (9,400'). You will be required to carry your full pack to Hidden Valley. We'll establish a base camp, and spend the remainder of the day in Snow School, which will include a refresher course in the use of your ice axe and crampons, step kicking, step cutting, pace setting, zigzagging up low angled snow slopes, extensive self-arrest practice in all forms, further practice while roped together in small teams.

June 16, 2010 (Wednesday) – Summit Attempt

The team will wake around 1 AM, eat breakfast and depart for the summit via Hidden Valley on Mt. Shasta's West Face. This is a long, full-day attempt, which will take from 12-18 hours round trip. That evening will be spent back at base camp to relax...and celebrate!

June 17, 2010 (Thursday) – Return to Civilization

After breaking camp and hiking down to Horse Camp, you will enjoy a hearty breakfast of pancakes, bacon and organic strawberries compliments of Fifth Season and Driscoll Berries. We will continue on and hike back (1-1½ hours) to the Bunny Flat trailhead to meet family and friends and have lunch. You will have the afternoon to yourself, and the team will gather again for dinner with loved ones and supporters at a celebration with the Mt. Shasta community.

June 18, 2010 (Friday) – Strong Voices

We will begin our day with a satisfying breakfast, followed by a half-day de-brief to discuss what the experience has meant to you. You will combine your experiences with the mission of the Breast Cancer Fund and have the tools to effectively advocate on behalf of breast cancer prevention and the work of the Breast Cancer Fund. Lunch will be provided during this time and we will adjourn in the early afternoon. In the evening, everyone will gather for a final farewell dinner with teammates, loved ones and Breast Cancer Fund staff.



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June 19, 2010 (Saturday) – Return Home

We'll say our goodbyes to the mountain - and each other - and travel home. You may choose to make your own travel arrangements, or even decide to stay on in the Shasta area a little longer.

NEXT STEPS

Questions?

Feel free to contact Connie George at cgeorge@breastcancerfund.org or 1.866.760.8223 ext. 30 if you have questions or concerns about any aspect of Climb Against the Odds 2010. You can also find information about the climb on our Web site at www.breastcancerfund.org/climb.

Apply Today!

To minimize climbers' impact on the mountain, and to provide adequate safety, we are limited to 40 climbers on this expedition. We are actively recruiting a diverse group of climbers and breast cancer survivors so that our climb team reflects the communities that the Breast Cancer Fund serves. **Please respond with your application as soon as possible.**



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CLIMBER APPLICATION FORM

Participant Information

As evidence of my desire to join the Breast Cancer Fund's Climb Against the Odds 2010, I hereby submit the following climber application. I understand that this is an application only, and not a commitment.

PLEASE PRINT LEGIBLY.

Name

Address

City, State, Zip code

Day Phone (inc. area code) Eve. Phone (inc. area code) Email

Mobile Phone (inc. area code) Fax (inc. area code)

Occupation Age

Emergency Information

In case of emergency, contact:

Name and Relationship

Address

City, State, Zip code

Day Phone (inc. area code) Eve. Phone (inc. area code) Mobile Phone (inc. area code)

Signature

Date



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MEDICAL HISTORY QUESTIONNAIRE

Gender: _____ Date of Birth: _____(MM/DD/YYYY)
Height: _____
Weight: _____

Dietary Restrictions: (please include food allergies or if you are a vegetarian or vegan)

I am a breast cancer survivor []Yes []No

I am a cancer survivor []Yes []No

Do you have any side effects from your experiences from breast cancer or cancer (lymph edema, cardiac problems, or neuropathy)? _____

If yes, history of present illness:

Medications taken currently and in the last 6 months (name, dosage, frequency, how long?)

1) _____ 2) _____
3) _____ 4) _____

Do you take aspirin? _____ How often? _____

Allergies of any kind or reactions to drugs? (name and type of reaction)

1) Name: _____ reaction: _____ 2) Name: _____ reaction _____
3) Name: _____ reaction: _____ 4) Name: _____ reaction: _____

Previous hospitalizations

Table with 4 columns: Type of Operation, Date, Diagnosis, Surgeon/Hospital. Rows 1, 2, 3.

Have you had any problems with your:

HEART

- 1. Heart attack (coronary) or Angina (chest pains) []No []Yes
2. Rhythm (skipped beats, extra beats, palpitations, heart murmur) []No []Yes
3. Heart failure (fluid on the lungs) []No []Yes
4. Other Heart problems []No []Yes

If Yes, please explain _____



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LUNGS

- 1. Asthma, Emphysema, or Bronchitis No Yes
 - 2. Shortness of breath or cough No Yes
 - 3. Tuberculosis No Yes
 - 4. Other lung problems No Yes
- If Yes, please explain _____

LIVER

- 1. Hepatitis, Cirrhosis, or Jaundice No Yes
 - 2. Other liver problems No Yes
- If Yes, please explain _____

KIDNEYS

- No Yes
- If Yes, please explain _____

CIRCULATION, BLOOD PRESSURE

- High blood pressure No Yes
 - Low blood pressure No Yes
 - Ability to stop bleeding No Yes
 - Diabetes - high blood sugar No Yes
 - low blood sugar No Yes
 - Back or Neck (pain or injuries) No Yes
 - Arthritis No Yes
- If Yes, where? _____

- Nervous system (strokes, diseases of the brain or spine, seizures, fainting, light headedness) No Yes
- Stomach (ulcers, hiatal hernia, heartburn, reflux) No Yes



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APPLICATION QUESTIONS

Fax this form and your answers to the following questions to 415.346.2975, or mail to: Connie George, Breast Cancer Fund, 1388 Sutter Street, Suite 400, San Francisco, CA 94109.

Please answer the following questions (limit your response to 2-3 separate pages and attach to your application).

Your experience with breast cancer

1. Please describe your experience with breast cancer (and/or other cancer), including date of diagnosis, if applicable.
2. What affect has this disease had on your life?

Personal philosophy

3. What motivated you and what are your expectations or goals for participating in *Climb Against the Odds ~ Mt. Shasta 2010*?

Physical experience

4. Describe any previous mountaineering/outdoor experience.
5. Will you make the time for training sufficiently for *Climb Against the Odds ~ Mt. Shasta 2010*?
6. Will you commit to training with a team that will meet monthly?

Fundraising commitment

7. The minimum fundraising goal is \$6,000, an aggressive goal. Will you commit to this?
8. Describe any previous experience you have had with fundraising.
9. How do you plan to meet your fundraising commitment?

Leadership commitment

Do you have special skills and talents that you are willing to contribute to *Climb Against the Odds ~ Mt. Shasta 2010* (i.e. media, medical, photography, massage)?

Will you commit to the Breast Cancer Fund's Strong Voices training program and publicly speak about your *Climb Against the Odds ~ Mt. Shasta 2010* experience before and after the trip on behalf of the Breast Cancer Fund?

Following the climb, will you commit to continuing your work on behalf of breast cancer advocacy?

Connection to the Breast Cancer Fund

10. How did you find out about *Climb Against the Odds ~ Mt. Shasta 2010*?

Thank you for your application!

Breast Cancer Fund extends our deepest thanks to Clif Bar & Co., makers of LUNA, the whole nutrition bar for women, for their generous underwriting of Climb Against the Odds ~ Mt. Shasta.