

# Memorandum



**Date:** May 24, 2012  
**To:** Department Directors  
**From:** Carlos A. Gimenez  
Mayor   
**Subject:** Making Strides Against Breast Cancer Campaign 2012

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Since 1993, Making Strides Against Breast Cancer (MSABC) has been the American Cancer's Society rallying cry to raise awareness and dollars to fight breast cancer. Nationally, this disease will strike more than 200,000 times this year and claim more than 40,000 lives. In Florida, over 13,000 women will be diagnosed with breast cancer and over 2,400 will die from the disease. The American Cancer Society funds more research than any other nonprofit next to the federal government. Today, they invest millions of dollars in breast cancer research projects nationwide and more than \$6 million for research initiatives in Florida. The money raised is restricted to breast cancer research, education, advocacy and patient services.

**On Saturday, October 13, 2012, the community will be lacing up their sneakers for the 2012 (MSABC) walk. This year's 3.2 mile fundraising walk will be at Tropical Park.**

As you are aware, department coordinators are key to the success of the MSABC campaign. I am requesting that you designate an MSABC coordinator for your department. These coordinators will be responsible for recruiting employees to participate at the walk, establishing a fundraising goal and ensuring those goals are met. Please submit your department coordinator's name to Damarys Isler at [islerd@miamidade.gov](mailto:islerd@miamidade.gov) by Monday, June 4<sup>th</sup>, as coordinators will be receiving their training in early July.

This year, this community event will be chaired by Deputy Mayor Alina Hudak and I know that you all join me in committing our support and resources. Due to the tremendous group effort last year, we were able to raise approximately \$175,000. With your help and recruitment strategies, we should be able to surpass last year's goal and help save more lives! Let's continue our tradition of giving and delivering excellence every day.

c: Honorable Chairman Joe A. Martinez and Members, Board of County Commissioners  
R. A. Cuevas, Jr., County Attorney  
Mayor's Office Senior Staff