

PinkDrive at the Pick n Pay women's walk Bloemfontein

Pick n Pay hosted the first of 12 fun, 5 kilometer walks at the Grey Boys high school in Bloemfontein to raise awareness and funds for PinkDrive.

The walk which was attended by close to 1500 men and women was a great activation as the PinkDrive team performed free education sessions and clinical breast examinations. About 161 women visited the pink mobile breast clinic where they were examined for symptoms of breast cancer and even more were educated.

The PinkDrive team was joined by volunteers from Grey Boys School and Eunice Girls who assisted in creating awareness and also cleaning up the venue. "It was really nice..." said PinkDrive's service and operations manager, Liz Labuschagne.

PinkDrive would love to thank Pick n Pay for selecting the cause as the beneficiary of all the Pick n Pay walks of the year. PinkDrive would also love to thank the Bloemfontein community who welcomed the team with smiles and warmth.

For more information on the Pick n Pay walks please visit <http://www.pinkdrive.co.za/articles/Pick-n-Pay-Women%27s-Walk---Cape-Town.html?articleID=277>



Pink champions at the Pick'n Pay walk Bloemfontein



Above: Cyclists leading the walkers



Above: Ladies happy to get their goody bags

Welcome Note



Above: Noelene Kotschan

2011 has been finally sealed and now we have re-opened a new chapter of 2012. We hope you all had a wonderful festive season and this new 2012 chapter introduces to us all to amazing challenges and possibilities.

My team and I are ready to reach out to more communities with the message: Early detection saves lives. Our favourite mobile breast clinic's wheels are all ready to roll on the roads of SA. Question is, what are you going to do to drive the cause?

Join us at our fund raising events and awareness activations where you can contribute to the cause. Look out for all of them on our evens calendar.

To see how you or your company can get involved please visit the PinkDrive website on www.pinkdrive.co.za or call PinkDrive offices on 011 998 8022

Happy New Year folks!!!
Noelene Kotschan
Founder & Director: PinkDrive

Merry X Mas to PinkDrive



Above: The PinkDrive team at their Christmas party
The PinkDrive team took a day off, out of their busy schedule to appreciate a great 2011. Every team member was given a fun award according to their skills and personalities.



Above: Sharon Smith (Marketing manager) was given a "Running with the Bulls Award" for being the biggest risk taker.



Above: Merne Ogle (Nurse) was given a Phathaphatha award for touching the most breasts in a year.



Thank you M-Net

On 6 December last year the PinkDrive team took a day to acknowledge and thank their biggest sponsor of the year 2012, M-Net.

The M-Net team was taken to a surprise outing to the Maropeng caves where they did a 30 minute walk in the dark caves and came back up to have a beautiful picnic lunch. This unusual trip was to signify that even in the darkest times there is always light as long as you are a team and work together. The M-Net team came out champions "Thanks to M-net's dedication to PinkDrive, we are able to reach hundreds more women and give them a fighting chance of surviving breast cancer" said Sharon Smith Marketing Manager of PinkDrive



Above: M-Net and PinkDrive team at the Maropeng Caves



PinkDrive at the Tour de PPA



Above: PinkDrive supporters at the Klein Joostenberg
On Sunday, 15 January the PinkDrive team raised awareness of breast cancer education and detection at the Tour de PPA in Western Cape.

The cycle challenge was hosted by the Pedal Power Association at the Klein Joostenberg Farm. The PinkDrive team went out to support the cyclist and also raise awareness of the cause.

PinkDrive would love to thank all the supporters, volunteers and cyclists who came to cheer and raise funds for breast cancer education.

Name That Truck



PinkDrive is on a mission to find the perfect pair of names for the two mobile breast check units and everyone is welcome to make their suggestion. Go to: <http://www.facebook.com/pages/PinkDrive/155549187818863> and suggest your names. The winning names will win a fabulous price.

New team mates at PinkDrive



Above: Maaïke van Maris and Abigail Mhlanga

PinkDrive is would like to welcome two faces into the team, Maaïke van Maris and Abigail Mhlanga.

Maaïke who is from Holland is a marketing and public relations intern, assisting with all the marketing and communications, strategising and implementation. "She has always had a deep admiration for the Pink Ribbon" said Lize De Jonge, PinkDrive's Project Manager.

Abigail has also joined the PinkDrive team as a mammography unit administrator. She assists with the daily operation and data capturing of the patients who visit the mobile mammography unit. "She is vibrant, always smiling, committed and a joy to have around" said Lize.

PinkDrive stats to date:

We continue to spread the message of early detection in remote and unserved areas. The latest statistics reveal that the importance of early detection is reaching the ladies in the communities

Mammograms done: 3,337
Women educated: 31,705
Clinical examinations: 23 890

PinkDrive pink party

On Saturday PinkDrive hosted a pink party to commemorate World Cancer Day. The party which was graciously hosted by the Coco Bongo Grill House in Monte Casino, Fourways, was a fund raising event for PinkDrive a breast cancer initiative.

The guests who came in numbers enjoyed a fabulous lunch, entertainment and beautiful goody bags. The Honorable Vice President of Zimbabwe, Thokozani Khupe was a guest speaker and made an inspirational speech as a breast cancer survivor herself. Professor Elna MacIntosh, sexologist, made a fun and uplifting educational talk on breast examination and awareness.

PinkDrive would love to thank all their sponsors, speakers and most importantly guests who attended the event "We really appreciate your support" said Noelene Kotschan.



Above: Guests at the Pink party



Above right: Ladies enjoying the entertainment
Left: Ladies dancing to the music of the in house band

Community News

PinkDrive @ Malatjie

PinkDrive sealed the year 2011 with a big educational and awareness activation at the Malatjie community next to Lanseria airport. A qualified PinkDrive nurse educated and performed a free breast check on all the women who visited the mobile clinic.

The team also measured women to establish correct bra sizes and gave them free bras, this was part of the education on the importance of wearing the correct bra size.

“We really appreciate this, we knew nothing and today we know a lot” said one of the ladies who visited the PinkDrive mobile clinic. In one day more than 120 women were educated; breasts examined and were given free bras.



Above: one of the women being measured for her correct bra size



PinkDrive @ Gugulethu



Above: Women showing off bras given to them by PinkDrive team

PinkDrive wasted no time but started the New Year off with a fun and meaningful activity at the Gugulethu Community Health Clinic. During this event, 20 medically uninsured women in the community received free mammograms on the PinkDrive Mobile Mammography Unit.

The team also educated women about breast cancer and the importance of early detection of the cancer. To compliment this day even further, bra measurement sessions took place outside the mobile unit, where up to 170 women received free bras, having been fitted to their needs. Volunteers from Lymphoedema SA Support, assisted the team in putting a smile on the faces of many satisfied women.

PinkDrive would like to send a very pink **thank you** to all the volunteers, Mrs. Mabusela (facility manager) with the wonderful team at Gugulethu Community Health Clinic and an even bigger thank you to Women2Women who sponsored the cause for the day.

A survivor's story

MANDY WINTER - SURVIVOR STORY

Last week of October 2009.

I was diagnosed with breast cancer on the PinkDrive Mammography Truck at the end of October 2009. I was given the choice by the surgeon to either have a lumpectomy and chemo or mastectomy. Working with the disease and with a bit of inside information I chose to have a Double Mastectomy as I did not want to take the chance of it coming back in my other breast. I had a very good diagnosis of stage 1 breast cancer and was told that the lump was small and that I was lucky we had caught it very early.

My choice was to have immediate reconstruction, which involved having tissue expanders implanted at the same time as having the mastectomy. I was told by my oncologist that I did not really need the chemo but they were doing it as a precautionary measure and I could start chemo in January. I finished my chemo in March 2010 and my results where clear. I was then put on Tamoxifen which is an Oestrogen blocker as my cancer was Oestrogen receptive.

Due to incorrect chemo treatment my 1 year showed that it was back – in my liver. My diagnosis was 1 year to live if I did not have chemo and 2.5 – 3years if I did. This was April 2011. You can imagine my reaction –devastation. The thought of going through chemo the second time was devastating to me. The oncologist I was going to was callous and totally unsympathetic.



(Left): Mandy Winter a breast cancer survivor

I went for a second opinion and the prognosis was much the same but with a lot more compassion and a positive outlook. The oncologist never gave me a death sentence, as was given by the previous oncologist and said we would try everything.

I also decided to try everything that was available to me which included a mixture which a friend of mine found on the internet. We made the medication with a lot of fun and laughter. (if you would like more info on this please contact me on mandyw@shoza.co.za)

I had 6 sessions of chemo and finished at the end of October last year. All the while taking the mixture, going for Ozone, body talk and taking chinese herbs.

Faith in God is the only thing that can get you through such devastating circumstances.

Being positive and smiling and laughing through one's circumstances is the only way – the mind is the most powerful tool we have. I have just had my PET Scan and I am Cancer free.

**YOU NEVER KNOW HOW STRONG YOU ARE,
UNTIL BEING STRONG IS THE ONLY CHOICE YOU
HAVE.**



Run in PINK

At the Maritzburg Marathon | 26 February 2012

REGISTER ONLINE



PinkDrive is calling all runners to come run in Pink for the cause at the Maritzburg Marathon on 26 February. Runners who would like to do it in pink can simply raise R150 which is as easy as getting 10 friends to sponsor you with R15 each. You can then visit the PinkDrive website on www.pinkdrive.co.za to register. All registered runners will be given a pink goodie bag consisting of pink genuine Mohair running socks, pink shoelaces, pink sun block and all sorts of exciting goodies. Everyone can visit the PinkDrive stand at the expo from 24-25 February where there will be a professional nurse to perform free breast examinations. Shop4Cancer will also be there for all of those who want to shop with a conscience. Come Run in Pink and make a difference.

Come Rise to the Challenge for PinkDrive and Sport Trust



PinkDrive and The Sports Trust are calling out to all the registered runners of Comrades Marathon to come and Rise to the Challenge!!! Runners can start recording all the kilometers they make while training for this South African Marathon. The runners can then get someone to sponsor them per kilometer they train with an aim to raise at least R1000. Should the runner raise more than R5000 they will automatically be entered into the Race for Charily. To find out how you can register to "Rise to the Challenge" visit the PinkDive website, www.pinkdrive.co.za

PinkDrive at the Aquelle MidMar

PinkDrive will be at this year's Aquelle MidMar Mile challenge at the MidMar dam in Pietermaritzburg. The team will be there to raise awareness of breast cancer and the importance of early detection of cancer. The challenge will be on from the Saturday 11 until Sunday 12 February this year.

Come join the PinkDrive team in raising awareness of breast cancer and also get yourself tested by a professional nurse free of charge. There will also be the Shop4Cancer where everyone can shop with a conscious and get pink items to support the cause.



More Balls Than Most 2012

This year MBTM will be joining to all PinkDrive at all of their sports activations. Look out for the “Blue” corner at the PinkDrive Shop4Cancer where you can shop with a conscience. The ballsy cheer leaders will also be there cheering on all the activities taking place.

To learn more about More Balls Than Most please visit their website on www.moreballsthanmost.co.za. The website will also give you all the events that MBTM will be participating in. To find out how you or your company can get involved please call 011 998 8022 or send an email to Sharon at Sharon@shoza.co.za. Remember to check out all the latest MBTM updates and posted info pages on facebook @ <http://www.facebook.com/pages/More-Balls-Than-Most/248027651978?ref=ts>

MBTM first PSA Testing event

On Friday, 27 February MBTM performed their first Testicular and Prostate cancer educational talk and PSA testing at the ATC South Africa. All the men were educated about the importance of early detection of Testicular and prostate cancer, and had a chance to get themselves tested by a professional nurse. MBTM would like to thank all individuals who attended and most importantly, Thanks to ATC South Africa. To book for the corporate educational session please call Liz on 0119988022 or email on liz@pinkdrive.co.za

Join GivenGain and become an Activist for PinkDrive!

Have you ever wondered if you can really make a difference? You can now, by simply visiting the PinkDrive GivenGain profile and donate online - <https://www.givengain.com/cause/2871/>



This is your chance to start your very own fundraising project and start to make a difference in the fight against breast cancer. GivenGain is a global fundraising platform, enabling NPO's to reach potential donors around the world. PinkDrive recently signed up to GivenGain and we currently have a look at our profile.

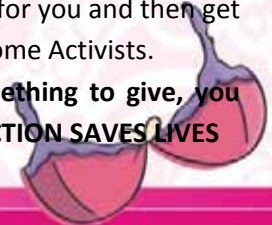
- Cape Argus Pick 'n Pay cycle tour
<http://www.givengain.com/cause/2871/projects/10674/>
- Raise funds for those affected by cancer
<http://www.givengain.com/activist/63345/projects/1622/>
- Burly Bears -
<http://www.givengain.com/cause/2871/projects/10285/>

When you become an activist on our GivenGain profile you can create your own fundraising page and link in to social media –Facebook and Twitter and spread the word to all your friends and family to support you in your fundraising project.

There are so many ways to raise funds on GivenGain. You could...

- Set up an “In Memory of” project for a loved one lost to cancer, and get your friends and family to support you.
- Set up a Birthday or wedding fundraiser and ask your friends and family to donate to one of our projects instead of buying presents
- Organise a fun run / walk /event and nominate PinkDrive as your beneficiary. We will setup a new project for you and then get your participants to become Activists.

REMEMBER.... If you have something to give, you have a lot to gain! EARLY DETECTION SAVES LIVES



Corporate Wellness Days

PinkDrive and the South African Social Security Agency (SASSA) will be working together on a Service Delivery Outreach Programme. To commemorate World Cancer Day, PinkDrive will also be there showcasing the mobile mammography truck where mammographers will perform a free educational session and clinical examinations. There will also be free bra measuring and distribution.

Venue: Bloemkombos Community Hall, Kraaifontein, Western Cape

Date: 3 February 2012

Time: 11-12 am



Above: PinkDrive at the at the Moloto wellness days

Do you want your Corporate Social Investment spent responsibly? Book a PinkDrive corporate day. The funds raised enable us to educate women from disadvantaged communities. Various options are available and we can customize services according to corporate needs.

Different options available depending on the size of your business. For more info, or to book, please contact liz@pinkdrive.co.za or call on 011 998 8022.

Get your MySchool card today!

Support PinkDrive effortlessly by swiping your MySchool card!



MySchool is South Africa's foremost school and charity support system contributing more than R1.5 million to schools and charities every month.

Apply for your MySchool card now at <http://www.myschooltest.co.za> and support PinkDrive. For more info, please contact freda@causemarketing.co.za

PinkDrive Partners still on board



PROTEA HOTELS

PinkDrive is proud to announce the renewal of contracts with Budget car and van; Kumala wines and Protea Hotels who will be sponsoring and supporting PinkDrive during 2012.

PinkDrive would like to send out big **Thank you** to these companies for their dedication and loyalty to the PinkDrive (all in support of the women in the communities.)

PinkDrive events

2012

Diarise these **PINK** dates and support the PinkDrive in 2012. Visit www.pinkdrive.co.za for information on upcoming events. For more information on sponsorship opportunities, email noelene@shoza.co.za or call +27 11 998 8022.



PinkDrive
it's moving
www.pinkdrive.co.za

January							February								
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21 - Pop Women's Walk - Bloemfontein							4 - Pink Party - Expo Sango Mthethwa Casino 10-12 - Save A Minute Walk 12 - Pop Women's Walk - JHB 19 - Pop Women's Walk - ST 25-28 - Expo & Wellbeing Marathon								
March							April								
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3 - KykNet Burger Expo - Cape Town 8-11 - Expo & Cape Argus Pick n Pay Cycle Tour							4-7 - Expo & Old Mutual Two Oceans Marathon 21 - Pop Women's Walk - Kimberley								
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6-15 - Kraysa Oyster Festival 22 - Discovery 752 Walk The Talk							18 - Pop Women's Walk - Durban								
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30	22 - KykNet Burger Expo - Bela Bela 22 - Pop Women's Walk - Hoedspruit	15 - Pop Women's Walk - Pretoria 20 - Pop Women's Walk - Soweto 27 - Pop Women's Walk - Cape Town													
November							December								
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16-19 - Expo & Memento 96.7 Cycle Challenge							30							31	

Volunteers needed



PinkDrive is calling out for volunteers to come help raise awareness of breast cancer education at the following events:

- Pick n Pay walk -12 February (Johannesburg)
- aQuelle Midmar challenge: 12 February (Pietermaritzburg)
- Pick n Pay women's walk: 18 February (Cape Town)
- Pick n Pay Newlands Challenge: 19 February (Cape Town)
- Maritzburg Marathon: 26 February (Pietermaritzburg)

If you would like to volunteer for PinkDrive; kindly register your name on the PinkDrive website where you can also find all the information about the events.



Pink Goodies

Fabulous new items in stock!

To get a full catalogue of all our fabulous goodies, view online at www.pinkdrive.co.za – shop& bookings or send a mail to mandyw@shoza.co.za. Or call 011 9988022.

Some of our items



Key ring



Pearl Bracelets



Butter Knife or Cake lifter in a gift box



PinkDrive Filter Coffee



Assorted Handmade cards



PinkDrive would like to welcome a new face (Above) to the Shop4Cancer: Mandy Winter. Should you have any questions about the shop you can call her on 0119988022 or email her on mandyw@shoza.co.za.



Heart Charm Bracelet



Flower ring with a crystal

“What lies behind us and what lies before us are tiny matters compared to what lies within us” Ralph Waldo Emerson

(PinkDrive is a CMF initiative)

www.pinkdrive.co.za

Founder & Director

