



A Message from Susan Braun, President/CEO, Komen Foundation

Happy 10th Anniversary, Rally For A Cure®! During Rally's first year, 356 events were held at golf courses throughout the U.S. Ten years later, more than 3,000

Rally events with nearly 150,000 participants will take place – you've come a long way, Rally!

Rally events would not be possible without the dedication and commitment of the Rally For A Cure® staff and Ambassadors. Please accept the sincere and heartfelt gratitude of everyone here at the Susan G. Komen Breast Cancer Foundation for your outstanding support in the fight against breast cancer. Rally For A Cure® epitomizes the commitment of the wonderful Rally staff that has made the vision of this program a reality for the past ten years.

The message of breast cancer awareness is reaching more people than ever before. This is evident as we hear of more cases of early breast cancer detection and see more pink shirts being worn by survivors – your message is being heard!

There are more exciting advances in the medical and scientific fields, many of which are made possible from Rally's contributions of more than \$16 million these past ten years. But sometimes the best contribution is human kindness and the knowledge that we are not alone in this fight. We will be good stewards of the trust you give that we are doing everything possible to help people beat this disease.

The success Rally For A Cure® continues to experience only happens when committed people have a passion for what they are doing. It is an honor and a privilege to work with you whose efforts are making a significant difference in this world.



Golf For Women magazine has partnered with Rally For A Cure® since its inception in 1996. They have been crucial to the Rally, helping to announce our program inside the pages of the magazine which reaches golfers all over the country. Every golfer who participates in a Rally is entitled to a one year subscription to Golf For Women magazine.

Their breast cancer awareness issue (Sept./Oct 2004) was dedicated to women golfers who have been touched by breast cancer, with invaluable information not only about the disease itself, but what women are doing to "get back in the game."

Golf For Women has provided other enhancements to Rally covering all expenses for our special mailings and holiday greetings over the past several years. They also cover all administrative costs associated with Rally For A Cure®.

What we've accomplished...

We have grown from 356 events in 1996 to nearly 3,000 in 2004. Our events have taken place throughout the United States and in six foreign countries. We've had over 16,290 Rally events.

In 2005 we will have reached more than 1,000,000 golfers since Rally's inception; the countless number of individuals that you've reached in your communities is unimaginable! The message that early detection saves lives is certainly being heard.

Each year the men in your communities lend their support, this year we had 340 coed events and 8 all male events.

The Komen Foundation received \$100,000 in 1996 and nearly \$4 million in 2004, largely through the hard work and fundraising activities of our volunteer Rally Ambassadors, their committies and countless individuals—since 1996 Komen has received more than \$16 million.

Rally events have provided Komen Affiliates with more than \$2,000,000 spread throughout local communities in 27 states and Puerto Rico.

Rally For A Cure® has received five national awards in its existence, including the 2003 LPGA Komen Award presented to Rally Ambassador, Susie Parrish of Moneta, VA.

National Recognition

- 2003 LPGA Komen Award
- 2000-2001 ING Industry Award
- 1999 Mary Bea Porter Award
- 1998 LPGA Komen Award
- 1997 Komen Media Award

Teeing off with Titleist®

Acushnet Company has been a proud partner of Rally For A Cure® beginning with the inaugural event in 1996. Acushnet, comprised of the Titleist, Footloj, and Cobra brands, is dedicated in its support of the Susan G. Komen Foundation's mission of creating breast cancer awareness. We have enthusiastically joined the cause by providing Titleist pink ribbon golf balls at all Rally golf outings.

Together with the Rally team we celebrate 10 years of helping touch people's lives. We are committed in our support of Rally For A Cure®, and hope that you join us in teeing-off against breast cancer.

Acushnet Company

Titleist, Footloj, and Cobra



New Partners:



Etonic



Top, left to right: Wanda Augustyn, Pam Lillis, Eileen Honey, Cathy Bligh, Jason Haggerty. Bottom, left to right: Liz Gaeta, Diane Murphy, Ellie Barrett, Leslie Spencer.

From the Rally Team....

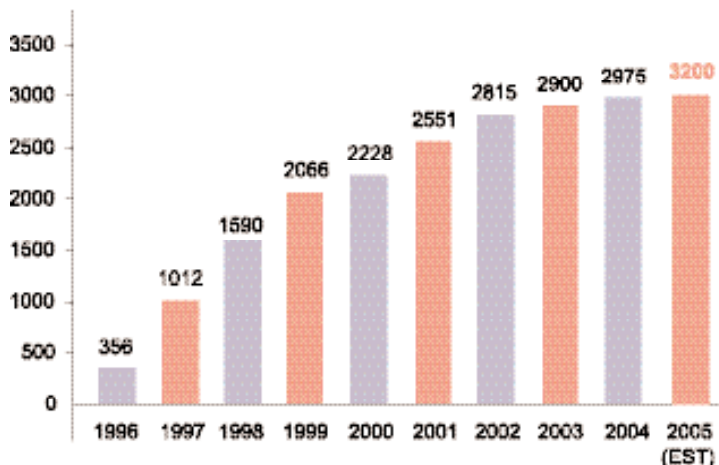
Every day we talk to women about their Rally events. These conversations mean a lot to us. A few of you have even visited Rally Headquarters. We have received wonderful letters as well. We are so touched by your stories; about how important your Rally events are to the women you golf with and how much breast cancer awareness you raise in your communities through your efforts. It is truly amazing what can be accomplished when we put our minds to it.

We've had some noteworthy things happen at our events...a Rally Ambassador was unloading her car and placed the bag of pink ribbon pins on the roof of her car. A seagull swooped down and flew away with them...true story. One lady drove her golf cart in reverse into a pond, got soaking wet, changed her shirt and went on to finish the Rally. Now that's commitment. A golf pro shaved his head to show support of a breast cancer patient at his club...hats off to him! How about a synchronized flyover? It happened! Wonderful photos have shown us the best decorated golf carts, best dressed pink four-somes/individuals and even pink hair! Pink flamingos are prevalent at many Rally events. We've seen fabulous cakes, pink ribbon food buffets, Valentine and Halloween events. Playing golf in costumes...what a challenge! How about a golf ball drop from a helicopter? It happened in Florida. They dropped 120 golf balls on the green for the closest-to-the-pin. Fore! The youngest Rally winner reported was a 12 year-old girl from Virginia. Longest breast cancer survivor participating in a Rally ...45 years! You go girl!

There have been swim-a-thons, tennis under the stars, walkers, bridge and mahjong players, junior golfers, non-golfers and countless volunteers that have participated in Rally events in one form or another.

What we know for sure: Our Rally ladies are creative, passionate, tireless, determined, fun, caring...and many are survivors. They make us laugh, they make us cry, *they* make it happen. Together we are making a difference.

Rally For A Cure® Events



The Susan G. Komen Breast Cancer Foundation

The Foundation remains the world's largest private source of funding for breast cancer research and community outreach programs. The Susan G. Komen Breast Cancer Foundation Award and Research Grant Program supports innovative breast cancer research and a variety of meritorious awards and educational and scientific programs around the world. A leading catalyst in the fight against breast cancer, the Komen Foundation raised more than \$600 million in support of breast cancer research, education, screening and treatment. Since its inception in 1982, the Foundation has awarded more than 1,100 grants totaling more than \$144 million. The Foundation currently supports research at many institutions in the United States and around the world, investing in cutting-edge research that might not be funded elsewhere. For the latest information about breast health and breast cancer, visit our website at www.komen.org or call our National Toll-Free Breast Care Helpline at 1.800. I'M AWARE® (1.800.462.9273). Please encourage your golfers to do the same.

The Waterfront
Country Club, VA



“ We honor voluntarism and foster the spirit to serve by the lives that we touch. We are committed to being a positive agent of change – demonstrating compassion and integrity in all that we do. ”

THE SUSAN G. KOMEN
BREAST CANCER FOUNDATION

RALLY FOR A CURE®

Cordially invites you to
Tee Off Against Breast
Cancer In 2005

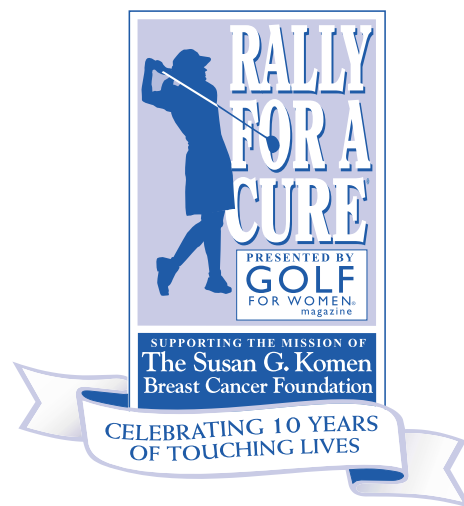
Where: Your club

When: You pick the date

Why: Your life may
depend on it

Dress: Pink, of course!

RSVP Today – 800.327.6811
To sign up your club



TOP 10 REASONS TO RALLY

10. Share strength of purpose: help find a cure.
9. Give special meaning to a day on the golf course.
8. Create a community with Rally participants nationwide.
7. Spread the fun, friendship and unity.
6. Provide access to resources for diagnosis and treatment.
5. Support the mission of the Susan G. Komen Breast Cancer Foundation.
4. Raise awareness of the Komen Foundation.
3. Support friends who are fighting the battle.
2. Emphasize importance of yearly mammograms and monthly breast self-exams.
1. Build awareness that early detection saves lives.



Bernardo Heights Country Club, CA

IT'S SOOOOO SIMPLE!

- Invite 20 players (min.)
- Set the date at your golf course
- Collect \$15 entry fee per person
- Share the important message that early detection saves lives!
- Have a fun day of golf with materials provided by Rally For A Cure®

Breast Cancer Facts

An estimated 216,000 new cases of breast cancer will be diagnosed in American women in 2005.

If detected early and confined to the breast, a breast cancer survivor has a five year survival rate of 95%. So start doing breast self-exams.

Don't panic, eight out of ten lumps are not cancerous. Consult your doctor.

Who is most at risk for breast cancer?
All women. Women in their 20's, 30's, 40's etc. With and without a family history of the disease. And let's not forget men can get breast cancer too.

Early detection does save lives. Make that mammogram appointment today.

McCanless Golf Club, NC

The highlight of my day actually came at the end, when a gentleman asked if I had additional literature. He wanted to take it home and give it to all the women in his family. The KEY to winning the battle is communication and early detection. I cannot think of a better way for a man to show his love, than to take an interest in something so personal, yet something statistics show will more than likely touch someone in his family.

Eagle Ridge Golf Club, ND

Well, we finished our 5th year of participating in the Rally For A Cure with the same enthusiasm we had the first year we played. Our club motto for this event, "Because it's personal...became even more personal as one of our players underwent treatment for breast cancer through the winter." We have about 30 active women in our women's organization, and the percentage of us affected by the "pink monster" is scary. So, for most of us, it is VERY personal.



Oak Pointe Country Club, MI



Fallbrook Golf Club, CA



Debbie Steinbach, an LPGA "Class A" teaching professional and former LPGA Tour Player, instructs Rally Ambassador Margaret Honan at the Portland Country Club, ME, winner of the exhibition clinic.



Lockwood Folly Country Club, NC

Lakeview Country Club, PA

Pink, Pink and more Pink...how beautiful it looked as flags blew in the wind around our practice putting green. Everyone purchased a pink or white flag as a way of honoring a breast cancer survivor or in memory of a non-survivor. Everyone walked through a pink and white balloon archway to put their honored flag around the green. We had 81 players. And we were very grateful that the pink flags outnumbered the white and we suddenly knew the reason for this great tournament. Our pro walked out of the pro shop to this sight and was in awe of what he saw. Thank you so much for giving us this opportunity.

Brunswick Plantation, NC

Brunswick Plantation is mostly a retirement community and fully supportive of the Komen Foundation. Our Ladies Golf Association has sponsored this Rally for 8 years. We are truly blessed to live in such a generous, caring and talented community. Everyone gives 100% to make this Rally a success.



Madison Golf Club, PA

How To Host A Rally For A Cure® Event

Invite 20 players (minimum) to participate in a closest-to-the-pin contest to promote breast cancer awareness. Can be coed too! You pick the date at your golf club. Each player pays a \$15 entry fee. Rally Headquarters provides each player with breast cancer information from the Komen Foundation, the Rally pink ribbon pin with the golf club, a one year subscription to Golf For Women magazine, a chance to win a significant golf prize and other event favors. In addition, all golfers whose ball stays on the green will receive an individually boxed Titleist® pink ribbon golf ball.

Your club can host a Rally by joining the nation's largest cause-oriented women's golf program. Spread the important life-saving message of breast cancer awareness...early detection saves lives. That's what we're all about! Everyone knows someone who has been affected by breast cancer. Our registration kit has all of the information you will need to get started on your event. The format is your choice—a shotgun, scramble, incorporate into a larger event, or during a regular play day. HAVE FUN! As your Rally day approaches, we will touch base with you, find out the approximate number of players, go over the prize kit materials and ship your event materials for arrival in time for your Rally. Help us to fight breast cancer the best way we know how....together. So let's tee-off against breast cancer! Please give us a call at 800.327.6811.



Los Caballeros Golf Club, AZ

We are proud to announce that our 4th Rally For A Cure event was a huge success. As chairman of the event I reminded everyone that "we survivors were members of a very exclusive club and that we did not want anyone else to join us"—urging all of them to do their breast self-exams and annual mammograms!

Valley Hi Country Club, CA

We played in near gale-force winds. A fully grown tree fell over on the ninth tee, and another large tree limb broke off another tree on the sixth fairway narrowly missing one of our players. Some of the ladies were tempted to try surfing on the lakes on the back nine as the waves were so large. One of the ladies commented to me that "if this were any other tournament, she would have quit!" It is the one tournament we have that combines both the nine and eighteen hole groups and we all have a good time.

Trinity Episcopal Church Outing, Colts Neck Golf Club, NJ

I have a friend who is suffering with breast cancer. We were invited to a BBQ over the Memorial Day weekend. There were other breast cancer survivors at this party. But, the best statement came from Valerie's son, Dave. He thanked me for taking the time to help his mother and other people who are suffering. His words reached me in a way that made me feel I am making a difference.

the pink hat ladies

You Shake your fist, and stamp your feet
And scream to the heavens above
Why this disease? Why me, oh God?
Have I shown you nothing but love?

But a voice returns, full of thunder and woe
Echoing from near and afar
It's the lesson you learned on the courses of Age
Simply, That Life isn't Par.

For to be Par is to be Perfect
With no struggles or a blasted mistake
A life that is Par is easy
With No errors or Choices to Make

But a game that is perfect is dull
For it is the challenges that define who we are
It's grabbing your life, and holding it tight
For, Life, as you know is not Par.

So wear this Pink Hat with Pride and Courage
And let rules and customs be damned
And those that look at you with scorn or folly
Just tell them I am what I am.

I'm a survivor of Life's Great game
A golfer who struggles to achieve
Offer me not the easy primrose path
For life is not par, I believe.

For you have been granted the greatest gift
A life never to be dull again
For God has taken you Pink Hat Ladies
And awarded you.....a mulligan.

BY CHESTER LEE



Hidden Lakes Golf Resort, ID



Bob-O-Link Golf Course, OH



Rotonda Golf & Country Club, FL