

Key Messages:

- We know that making the time to be active isn't easy. With competing priorities and daily demands, we're moving less and less each day. Physical activity can protect you against certain types of cancer, including breast cancer. That's why we want you to move with us during Breast Cancer Awareness Month.
- During the month of October, move it in solidarity with breast cancer warriors while reducing your own risks.
- Get ready to Move More for Encore! Move More for Encore raises funds to support YWCA Hamilton's Encore program for breast cancer survivors.
- Who are Encore Warriors? Encore Warriors include survivors of breast cancer, their loved ones, and those who are still on their journey. Because we know that behind every woman, there is a story that makes her a warrior.
- Move with us by aiming for 150 minutes of movement per week during the month of October and help raise critical funds to directly support survivors of breast cancer.
- Funds raised will provide women who have had breast cancer with meaningful programs, support and connections through YWCA Hamilton's program, ENCOREplus. With your support we will be able to expand our traditional Encore program to incorporate virtual programming and in-person movement inspired healing practices through Pilates Beyond Breast Cancer and Aqua Motion Beyond Breast Cancer. These programs will help more warriors manage the complex emotional and physical effects of surviving breast cancer.
- By moving more for Encore, you'll help warriors who have experienced mastectomy, lumpectomy, or breast reconstruction surgery at any time in their lives connect with other warriors and build lasting friendships to encourage peer support and recovery.

Key Goals:

- Let's bring together 150 people fighting for survivors through movement. That's 1 person for every minute of suggested movement per week to reduce the risks of breast cancer.
- Raise \$15,000 to directly support survivors of breast cancer.
- Registration is \$20, students and youth move for free.
- Set a \$150 fundraising goal to reflect 150 minutes of movement.
- Move 150 minutes per week during the month of October.

Key Details:

- Move more from October 1st to 31st with weekly virtual check-ins. These check-ins happen on every Thursday during the month of October.
- Join us for our Virtual Warrior Rally on October 30th to celebrate everyone's accomplishments and commitments!

YWCA Hamilton

Social Media Handles:

- Facebook: @YWCAHamilton
- Twitter: @ywca_hamilton
- Instagram: @ywcahamilton

Hashtag:

- #EncoreWarriors

Important Links:

- Event Website: <https://www.ywcahamilton.org/move-more/>
- Register - <https://bit.ly/3tTBaWd>
- Donate to an Individual, Team or Event in general - <https://bit.ly/3CzYkEh>