

T.E.A.L. 2014 ANNUAL REPORT

Tell Every Amazing Lady
About Ovarian Cancer



Louisa M. McGregor
Ovarian Cancer Foundation®

WWW.TEALWALK.ORG

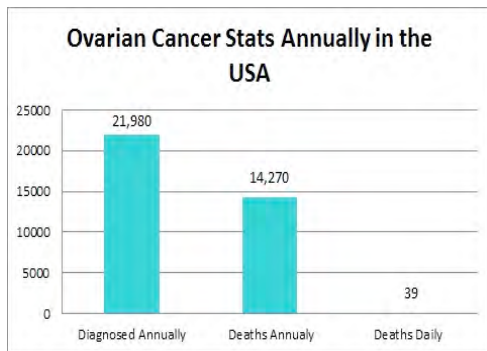


Tell Every Amazing Lady About Ovarian Cancer

Louisa M. McGregor Ovarian Cancer Foundation

P.O. Box 340947
Brooklyn, NY 11234
Tel (917) 310-4835

Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation also known as **T.E.A.L.** is a 501C3 Not for Profit foundation whose **MISSION** is to promote public awareness and education of the signs, symptoms and risk factors of Ovarian Cancer, while providing support to survivors and raising funds for research in order to find the cure for Ovarian Cancer.



- 🎗️ **The color teal symbolizes Ovarian Cancer** just like pink symbolizes breast cancer
- 🎗️ Founded in **2009** by sisters Pamela Esposito-Amery and the late Louisa M. McGregor
- 🎗️ Surviving on the efforts of dedicated volunteers, community support and the funds received from public donations **T.E.A.L. is a grassroots organization in Brooklyn working out of a home office.**
- 🎗️ Over the years supporters have become part of the T.E.A.L. family. We've created a community for those touched by Ovarian Cancer that hadn't existed before.
- 🎗️ Raised over **\$1 Million Dollars** from general public funding from supporters who understand this important women's health issue
- 🎗️ **Funded research grants** at some of the **most prestigious hospitals in the country**
- 🎗️ T.E.A.L. has reached millions by providing Ovarian Cancer awareness and education

T.E.A.L.'s National Reach

- **Donations** – T.E.A.L. receives general donations from donors across the country.
- **@T.E.A.L. Walk/Run Program** – includes our premiere Walk/Run in Brooklyn and satellite Walk/Runs that are spreading to cities across the USA (NY, CT, PA, GA, & AL).
- **T.E.A.L. PSAs** – our PSAs include young Ovarian Cancer Survivor & Arizona Beauty Queen Kristina Anderson's PSA that she recorded to let women know Ovarian Cancer can strike at any age.
- **Virtual Fundraisers** – on the T.E.A.L. website, people across the country are invited to create their own fundraisers online.
 - **Example:** Fundraisers have used our site to organize and collect funds from various fundraiser events including a bakesale in **Florida** & a Baseball/Softball game in **Colorado** to raise funds for Ovarian Cancer research for T.E.A.L.
- **Digital Reach** – T.E.A.L. connects with over 250,000 people all over the US through our social media channels, eblasts and website visits.
- Please visit **www.tealwalk.org** to learn more!





ABOUT OVARIAN CANCER 

T.E.A.L. Board of Directors

Annette Abolt, President

Patricia Gentile, Vice President

Gina DeFillippo, Treasurer

John Cucarese, Secretary

Pamela Esposito-Amery,
Co-Founder, CEO

Flora Poleshchuk

Louisa M. McGregor,
Co-Founder (in memoriam)

Advisory Board

John McGregor

Phyllis Bellocchio

Lawrence S. Esposito

Rena Esposito

Scientific Advisory Board

Dr. Sharyn Lewin

Dr. Samantha Cohen

Dr. Elizabeth Poynor

A Message From Our CEO



Dear Friends and Supporters,

I am so grateful to see how far T.E.A.L. has grown since 2009. My sister Louisa and I first started the foundation, just after she was diagnosed with Ovarian Cancer. Losing a sister to this devastating disease was tough, but I'm proud to be able to continue the battle for all amazing ladies like her.

T.E.A.L. has been able to reach so many huge milestones every year while still working out of a home office with the help of our volunteers to support our small staff. Some of our recent accomplishments include T.E.A.L.'s September Awareness Campaign which included local Brooklyn businesses supporting awareness plus lighting up Brooklyn Borough Hall teal for Ovarian Cancer Awareness month in 2013 and 2014. In 2014 we also launched an Ad campaign featuring Ovarian Cancer survivors. The ads were seen all over NYC including subway platforms, buses, and kiosks as well as on posters in local communities. I was also invited to help open the NASDAQ and appear as a special guest for an Ovarian Cancer segment on the Dr. Oz Show.

In 2014, our annual events, including Ovarian Cancer Awareness Day at Citi Field, the Annual ®T.E.A.L. Woodbury Walk, and the ®T.E.A.L. Walk/Run in Brooklyn were more successful than ever. Our ®T.E.A.L. Walk/Run program went from being in two cities to six in one year! The ®T.E.A.L. Walk/Run program spreads life saving information to thousands. We've developed our programs into stronger more sustainable public awareness campaigns in the community and online.

In 2014 alone, we estimate T.E.A.L.'s reach through total press coverage to be over 15.3 million plus millions worldwide. T.E.A.L.'s reach through community outreach programs is estimated to be over 2.6 million people reached. Our digital reach is estimated at 250,000 a year. This includes items like social media channels, eblasts, and website hits. We've funded research at some of the country's most prestigious hospitals and universities and have been able to raise over \$1 million dollars within a five-year period.

We are so thankful for all the support we continue to receive and look forward to the bright future ahead while we continue our mission to ®Tell Every Amazing Lady About Ovarian Cancer!

Sincerely,

Pamela Esposito-Amery
Co Founder & CEO

T.E.A.L.'s Mission:

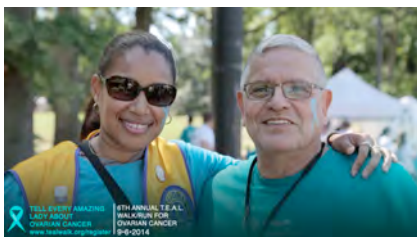
Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation's mission is to promote public awareness and education of the signs, symptoms and risk factors of Ovarian Cancer, while providing support to survivors and raising funds for research in order to find the cure for Ovarian Cancer.

Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation
also known as **T.E.A.L.**

PO Box 340947, Brooklyn, N.Y. 11234-0947 info@tealwalk.org www.tealwalk.org 917-310-4835
Not-For-Profit 501(c)3 Charitable Organization



About Tell Every Amazing Lady



Louisa M. McGregor

Co-Founder In Memoriam



Louisa's Legacy

After a nearly four-year battle with Ovarian Cancer, Louisa died on March 8th, 2011. At the age of 45, she left behind a husband and two children. She was a wife, mother, daughter, sister, aunt, and friend who inspired all those around her. Her dream of Tell Every Amazing Lady About Ovarian Cancer is being kept alive by all of the loyal T.E.A.L. supporters. More of Louisa's story can be found at www.tealwalk.org/louisa.



Louisa's Diagnosis

Co-Founder Louisa M. McGregor was diagnosed with Ovarian Cancer in 2007. While going through chemotherapy and surgery, she proceeded to create the **Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation** with her sister Pamela Esposito-Amery. What started out as an idea for a walk grew to become a not for profit foundation that has been exponentially growing since it's inception in 2009. The T.E.A.L. Walk/Run is the largest Ovarian Cancer Walk in New York City and has now expanded into other states. Louisa knew nothing about Ovarian Cancer before her diagnosis. Like most women she had no idea that there was NO TEST for it or that Ovarian Cancer came with symptoms that she had had for almost a year. She felt it was imperative to tell everyone she knew that they needed to listen to their body and understand this disease. Hence, the name "Tell Every Amazing Lady" that was born because it addressed the mission and was an acronym for the color teal that symbolizes the disease.

Louisa appeared in many public service announcements including Gilda's Club and Stand Up To Cancer, in addition to appearing on The Today Show and in a documentary called "The Whisper" while battling the disease so that she could educate others. She received many awards for the work she did while undergoing treatment including an honor by the New York State Senate for Women's History Month, a Lions Club Humanitarian Award and a Brooklyn Women of Distinction Award. Posthumously, June 6, 2011 was designated Louisa M. McGregor Day in Brooklyn by Brooklyn Borough President Marty Markowitz .

Public Service Announcements and Press Louisa appeared in while battling Ovarian Cancer so that she could educate others about the disease:

Gilda's Club PSA

Stand Up To Cancer PSA

The Today Show-How To Talk To Your Children About Cancer

The Whisper -a documentary

Health Talk with Dr. Manny Alvarez



T.E.A.L. Board

Started by sisters Louisa and Pamela after Louisa's Ovarian Cancer diagnosis, the board has grown from a foundation started by a family to a thriving community based organization reaching millions worldwide.

Board of Directors

Annette Abolt- President

Patricia Gentile- Vice President

Gina DeFillippo-Treasurer

John Cucarese-Secretary

Pamela Esposito-Amery – Co-Founder, CEO

Flora Poleshchuk

Louisa M. McGregor-*In Memoriam*

Scientific Advisory Board

Dr. Sharyn Lewin

Dr. Samantha Cohen

Dr. Elizabeth Poynor

Advisory Board

John McGregor

Phyllis Bellocchio

Lawrence Esposito

Rena Esposito



Staff

Pamela Esposito-Amery-Full Time

Chloe Rhatigan-Full Time

Mai Chau-Part Time

T.E.A.L. has grown over the years because of the help of hundreds of dedicated volunteers. In 2010, we were able to add 1 full time employee. By, 2013 we added another full time employee and in 2014 added a part time staff member to help with our growing needs. T.E.A.L. has an internship program which helps facilitate some of the staffing needs. T.E.A.L. is based out of a home office and has monthly meetings at a volunteer's home.

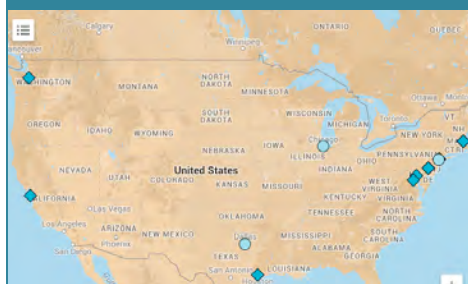


Tell Every Amazing Lady Programs

Awareness & Education



Medical Research



Survivor Support





T.E.A.L. Awareness & Education Programs



T.E.A.L.'s primary organizational function is to educate communities about the signs and symptoms of Ovarian Cancer in order to facilitate early detection of this deadly disease. This is a critical need, as there is no screening test for Ovarian Cancer, often causing the disease to be caught at a late stage resulting in an extremely high mortality rate. T.E.A.L. believes that by equipping women with knowledge about the disease and it's signs and encouraging them to listen to their bodies, we can save lives. T.E.A.L.'s programs function on the principle that awareness and education of Ovarian Cancer is empowering and understanding this deadly disease is the first step toward fighting it. Assessing the signs and symptoms as well as one's risk factors based on personal and family history is an important part of awareness. T.E.A.L. printed over 34,000 pieces of educational material last year to distribute throughout various communities. T.E.A.L. actively engages with the community through events and partnerships. T.E.A.L. participates in health fairs, symposiums and lectures at schools, universities, community centers and hospitals throughout the year to provide information about Ovarian Cancer and the urgent need to address this important women's health issue. September is Ovarian Cancer Awareness Month. During this month we organize a vigorous and dynamic awareness program around New York City. We design and facilitate events including our Brooklyn and satellite @T.E.A.L. Walk/Runs, which draw thousands of members of the public to help fight Ovarian Cancer and spread knowledge of the signs and symptoms.

- **Awareness Cards:** Our uniquely designed Awareness cards explain the signs and symptoms of Ovarian Cancer and tests to ask your doctor about. These are disseminated year round all over New York City providing life saving educational material to women in all neighborhoods. We currently have cards in schools, hospitals, offices, stores, health and community centers.
- **Genetic Testing Brochures:** T.E.A.L. has collaborated with Maimonides Medical Center to print genetic testing brochures with information about how to get genetic testing and why it is important in evaluating risk in Ovarian Cancer survivors and their families
- **T.E.A.L. Research Beneficiaries:** T.E.A.L. funds scientific research programs at some of the country's most prestigious hospitals including John Hopkins University, The University of Washington, Massachusetts General Hospital and Memorial Sloan-Kettering Cancer Center. *Refer to our Research Beneficiaries Page for more information.* www.tealwalk.org/beneficiaries
- **T.E.A.L. Events and programs:** T.E.A.L. organizes events and programs to spread awareness of Ovarian Cancer to the community. The largest of which is the Annual @T.E.A.L. Walk/Run program which includes Walk/Run events in Brooklyn and in cities across the USA..
- **T.E.A.L. Funded Partnership Programs:** T.E.A.L. helps fund partnership programs at schools and hospitals, in New York and the Metropolitan area to educate students, survivors and those at risk.

®T.E.A.L. Walk/Run Program: T.E.A.L.'s largest and most successful Awareness event is the Annual Brooklyn ®T.E.A.L. Walk/Run. Thousands of members of the public gather in Prospect Park annually dressed in teal to raise money and walk or run for Ovarian Cancer. At the Walk we hand out information about Ovarian Cancer risk factors, signs and symptoms. T.E.A.L. has successfully launched six satellite T.E.A.L. Walks, as part of a planned initiative to spread the T.E.A.L. Walk nationally and reach more people than ever in the coming years.

September Awareness Campaign: Each September, T.E.A.L. partners with local businesses and organizations to turn New York City teal to spread awareness about Ovarian Cancer. Brooklyn Businesses tie a teal ribbon around the tree outside each business with a window poster that describes what the ribbon symbolizes. T.E.A.L. partners with ®Turn The Towns Teal to provide ribbons for this initiative. This includes a massive city wide online awareness initiative for September and throughout the year.

T.E.A.L. 2014 MTA Ad Campaign: T.E.A.L. chose six Ovarian Cancer survivors to photograph in order to spread public awareness about Ovarian Cancer. These Ads were displayed throughout NYC on subway platforms, kiosks and buses in addition to local business and community centers. This Ad campaign reached over 7.76 Million people in 2014.

Annual Ovarian Cancer Awareness Day at Citi Field: In 2012, T.E.A.L. helped establish the Annual Ovarian Cancer Awareness Day at Citi Field for a NY Mets game. T.E.A.L. turns the stadium teal, drawing attention to the color and the cause. A PSA is given at the beginning of the game addressing Ovarian Cancer. A portion of each ticket sold from T.E.A.L.'s own ticket window benefited T.E.A.L.

Annual Lighting Event at Brooklyn Borough Hall: In September, 2013 and 2014, T.E.A.L. lit up the Brooklyn Borough Hall building teal to honor Ovarian Cancer survivors and spread awareness throughout Brooklyn. Through this event, over 3 Million people are reached each year.

T.E.A.L. Community Outreach Program: T.E.A.L. is often invited to speak at health fairs, symposiums, and lectures at schools, hospitals, and health and community centers to address this important woman's health issue. T.E.A.L. CEO, Pamela Amery has been invited to speak at *Brooklyn College, Fontbonne Hall Academy, Medgar Evers College Prep. School, SUNY Downstate Medical Center*, The NY Academy of Medicine and at a symposium through our partnership with *Maimonides Medical Center* that reached the female Muslim community of Brooklyn.

Survivors Teaching Students® Program: T.E.A.L. is a supporter of OCNA's STS program where survivors engage with medical students to educate this next generation of medical professionals about Ovarian Cancer in order to diagnose and treat the disease at its earliest stages to save women's lives at no charge in more than 90 U.S. Medical schools. Several times a year, at SUNY Downstate, T.E.A.L. CEO speaks to students from the perspective of a family affected by Ovarian Cancer emphasizing importance of genetic testing and sharing the story of her late sister and co-founder of T.E.A.L., Louisa M. McGregor and her battle with Ovarian Cancer.

Survivor Course Program: T.E.A.L. has sponsored Survivor Courses hosted by the Foundation for Women's Cancer. This program directly impacts the lives of survivors. These events are created to provide valuable resources and information to Ovarian Cancer Survivors about medical and health options available to them including clinical trials and opportunities to ask questions directly to medical professionals. As one of the sponsors for this program, T.E.A.L. has attended programs in Long Island, NYU hospital and has also travelled to programs in Boston and Washington D.C. to fulfill its mission outside of NYC.

Media: T.E.A.L. connects with local and national media to get the message out across as many channels as possible. This includes aggressive online awareness campaigning using our website, social media channels and e-mail blasts to over 250,000 people. The message is simple: there is no screening test for Ovarian Cancer and women need to be educated and vigilant about the signs and symptoms.



T.E.A.L.'s 2014 Research Beneficiaries

In 2014, T.E.A.L. was proud to support **5** research studies and **2** survivor programs in addition to the internal work that T.E.A.L. already does locally and nationally throughout the year to promote awareness, education and support for survivors. Visit www.tealwalk.org/beneficiaries for more information.

RESEARCH

Memorial Sloan Kettering Cancer Center

In 2014, T.E.A.L. funded a \$20,000 study on the mutation landscapes of invasive mucinous ovarian carcinomas.

OCRF

In 2014 T.E.A.L. donated \$30,000 to help fund a study at **Cornell University** to be announced in 2015.

Stand Up To Cancer's Ovarian Cancer Dream Team through OCNA

In 2014, T.E.A.L. showed their support of the Stand Up To Cancer Dream Team by donating \$5000 to OCNA. The dream team is a collaboration of Stand Up To Cancer, Ovarian Cancer Research Fund, Ovarian Cancer National Alliance and National Ovarian Cancer Coalition.

Massachusetts General Hospital

In 2014, T.E.A.L. supported a research study for \$30,000 called Identifying a genomic signature that predicts for recurrence in early stage ovarian cancers.

University of Penn School of Veterinary Medicine /Abramson Cancer Center/ PennVet Working Dog Center

In 2014, T.E.A.L. helped fund studies at PennVet Working Center in which dogs are trained to perform odor detection in human samples from patients with both malignant and benign ovarian cancer. They are achieving a 90% accuracy in identifying cancer plasma vs. normal. \$5000 was donated towards this work from T.E.A.L.

SURVIVOR SUPPORT

Share Cancer Support- In 2014, T.E.A.L. donated \$5000 to support Share's survivor support programs.

Foundation for Women's Cancer-

In 2014, T.E.A.L. donated \$5000 to support FWC's survivor education programs.

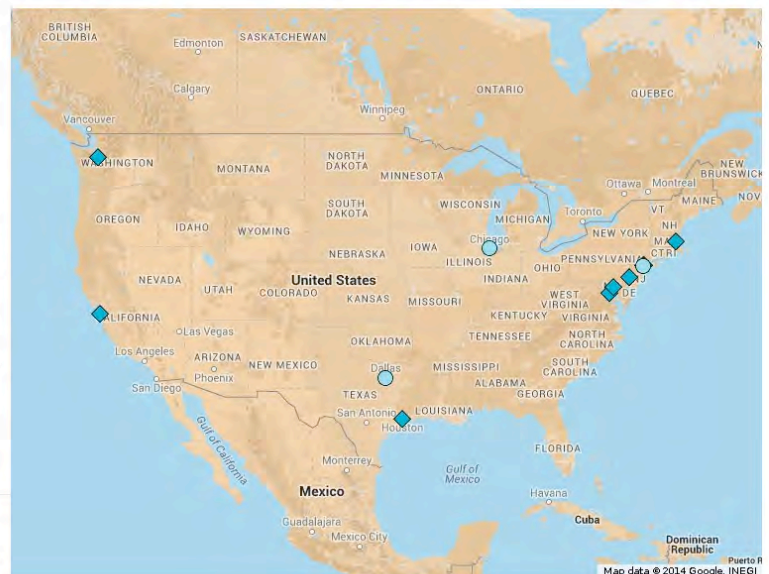
Visit our [stats page](#) to learn more about where your money goes. Check out this [interactive map](#) that shows how far we're reaching across the nation and globally!

T.E.A.L. Research Beneficiaries 2009-2014

University, Institutions, Hospitals, Foundations

- ◆ University of Washington
- ◆ Memorial Sloan Kettering Cancer Center
- ◆ Johns Hopkins University
- ◆ University of Pennsylvania School of Veterinary Medicine
- ◆ Stand Up To Cancer Dream Team Research through OCNA
- ◆ University of Texas MD Anderson Cancer Center
- ◆ Ovarian Cancer Research Fund
- ◆ University of Pennsylvania
- ◆ Dana-Farber Cancer Institute
- ◆ Stanford University
- Foundation For Women's Cancer
- National Ovarian Cancer Coalition
- ◆ Massachusetts General Hospital
- Share

T.E.A.L. is proud to support Ovarian Cancer research at some of the most prestigious hospitals and universities in the United States.





Survivor Program



Part of our mission is to ameliorate the lives of Ovarian Cancer Survivors. We implement this mission through **three objectives:** providing resources and educational materials to survivors, honoring survivors and connecting them with one another and funding cutting edge research that can improve the lives of Ovarian Cancer patients in the foreseeable future.

Our organization makes an effort to establish partnerships with organizations that can be of service to our supporters who are survivors. We offer assistance in finding cancer support groups, fertility support and options, financial advice, diet and nutrition, and any required help that address the needs of Ovarian Cancer survivors through the collaboration between our office and our partnerships. We educate and inform survivors about their health and wellness options by providing resources at our events, online support, and access to our partner organizations throughout the year. Most recently we have worked in collaboration with [Maimonides Medical Center](#) to publish information about how to get genetic testing and why it is important in evaluating the risk in Ovarian Cancer survivors and their families. We also form partnerships with hospitals conducting research. We fund research that can improve the lives of those with Ovarian Cancer or those at risk of contracting Ovarian Cancer.

Most importantly, we pay tribute to Ovarian Cancer Survivors and their courage in the face of such a difficult diagnosis. T.E.A.L. hosts and participates in a series of survivor events and services that connect and empower Ovarian Cancer Survivors and their families. Our supporters often refer to our organization as a “family”. Through our events, especially the [Annual ®T.E.A.L. Walk/Run in Brooklyn](#), we have been able to create a network of support and a feeling of community among the participants. Survivors often note that the sense of connection at our events is therapeutic and empowering.

Survivor Programs & Services:

T.E.A.L. Clinical Trials

- **®Tell Every Amazing Lady Clinical Trial Navigation Service:** We want Ovarian Cancer patients to be aware of all treatment options. T.E.A.L. is working with EmergingMed to offer a way to take action – a free, unbiased, confidential, personalized service that helps patients understand which ovarian clinical trials may be an option for them. Clinical trials are research studies that test how well new medical approaches work in people with early stage or advanced cancers. They have a natural place in the patient’s care as doctors strive to improve current ovarian treatments and search for new and better ones. How does this service work? We help patients quickly search for clinical trials that match each patient’s specific diagnosis and treatment history. We recommend that each patient search for clinical trial options before starting the first treatment and again at any time when the patient is faced with a new treatment decision. Our service helps Ovarian Cancer patients stay informed about all their choices. We never want

to hear someone say: “ I wish I had known about that option earlier”. The service is free, unbiased and completely confidential.

- We encourage Ovarian Cancer patients to call **1-844-893-5524** or email [**TEAL@emergingmed.com**](mailto:TEAL@emergingmed.com) to find clinical trials that match their situation and to learn more about cancer research. Our clinical trial navigators are available **Monday through Friday 9 AM to 6 PM EST**.

Survivor Courses and Survivors Teaching Students

- **Educational Survivor Course Program:** T.E.A.L. has helped fund some of the series of Survivor Courses hosted by the Foundation for Women’s Cancer. This program directly impacts the lives of survivors. These events are created to provide valuable resources and information to Ovarian Cancer Survivors about medical and health options available to them including clinical trials and opportunities to ask questions directly to medical professionals. T.E.A.L. has had a table at many of these courses and has contributed invaluable informational materials to the course. As one of the sponsors for this program, T.E.A.L. has attended programs in Long Island, NYU hospital, and has also travelled to programs in Boston and Washington D.C. to fulfill its mission outside of NYC.
- **Survivors Teaching Students® (STS) program:** The goal of the STS program is to increase the number of healthcare providers who recognize Ovarian Cancer symptoms and refer women suspected of Ovarian Cancer to gynecologic oncologists to diagnose and treat the disease in its earliest stages. The STS program aims to educate the next generation of medical professionals to save women’s lives. The Ovarian Cancer National Alliance (OCNA) works through its partner members and affiliates to offer the program at no charge in more than 90 U.S. Medical schools.
 - As a partner member of OCNA, T.E.A.L.’s CEO has spoken to students at the SUNY Downstate Medical Center from the perspective of a family affected by Ovarian Cancer emphasizing importance of genetic testing and sharing the story of her late sister and co-founder of T.E.A.L., Louisa M. McGregor and her battle with Ovarian Cancer.

Our T.E.A.L. Family and Community

- Ovarian Cancer Survivors tell us that they feel like they are part of the family. We are part of their support system through individual and community support. Through our events we have been able to address the varied needs of our survivors and create a sense of community alliance, female empowerment and therapeutic healing among our participants.
- **T.E.A.L. 2014 Ad Campaign:** T.E.A.L. chose six Ovarian Cancer survivors to photograph in order to spread public awareness about Ovarian Cancer. These Ads were displayed throughout NYC on subway platforms, kiosks and buses in addition to local business and community centers.
- **T.E.A.L. Survivor Video:** T.E.A.L. also interviewed these six survivors and launched a survivor video of their stories as a didactic/educational tool for our presentations at schools, hospitals, community centers and the internet.
- **Annual Spring Brunch Fundraiser:** In April, 2013, T.E.A.L. took a moment to bring outstanding survivors forward and honor them with an award at its first Annual Spring Brunch Fundraiser at El Caribe Country Club in Brooklyn. This was an afternoon of great food, beverages, shopping, raffles and fun. WPLJ 95.5’s

Race Taylor hosted the brunch. Guests included survivor Stacey Sager of Channel 7's ABC Eyewitness News, and speakers were Ovarian Cancer Survivors, Triathlete Jenn Sommerman, Ivette Alicea and there was a performance by her daughter, Miss Staten Island Amanda Alicea.

- **T.E.A.L. Events:** We always encourage Ovarian Cancer survivors to attend all our events. Survivors and their families make up a large portion of returning event participants. At our events survivors are introduced to each other and often make lasting connections with other survivors. We also make a point to honor Ovarian Cancer survivors at all of our events. At our Annual Ovarian Cancer Awareness Day at Citi Field we invite survivors to join us on the field to accept *The Spirit Award*.
- T.E.A.L. participates in many other community health fairs and symposiums to educate the community and provide resources to those at risk and those currently diagnosed with Ovarian Cancer. For example, in 2013 T.E.A.L. was a part of the *Maimonides Survivors Rock Party*, as well as the *NY Methodist Hospital Evening of Spirit* among other survivor focused health events.

Brooklyn ®T.E.A.L. Walk/Run

- **Survivor Ceremony:** We honor our Amazing Ladies at our Annual ®T.E.A.L. Walk/Run's Survivor Ceremony. We invite all Ovarian Cancer survivors in attendance to come on stage at the Bandshell at Prospect Park. Each survivor is presented with a different honor each year as a token of her courage and perseverance in the face of such a difficult diagnosis. This touching moment is, for many, the highlight of the ®T.E.A.L. Walk and Run.
- **Educational Booths, Survivor Booth and Interviews:** At the Walk we have a special booth where survivors can come, grab some goodies and sit down if they need a minute to rest. Survivors, who wish to, can give a brief interview on camera telling us about their experience with ovarian cancer and what the T.E.A.L. Walk/Run means to them. We also have various educational resource booths where survivors can receive materials on important health and wellness information on topics such as support groups, wigs, or genetic testing. We have many of these resources available at our other year round events as well at www.tealwalk.org/resources.
- **T.E.A.L. Walk/Run Tributes:** T.E.A.L. provides participants with the opportunity to walk in memory or honor of a loved one affected by Ovarian Cancer. Participants are given a sign that they can personalize and wear while they walk. They can also write messages on a tribute cloth at the finish line. Additionally, teams are invited to walk or run collectively in memory or honor of a loved one. Often teams will dedicate their team name to a friend or family member diagnosed with Ovarian Cancer. T.E.A.L. provides teams with a sign with their team name on it.

Funded Programs

- The Foundation for Women's Cancer (WCF)
 - T.E.A.L. helps fund WCF programs that directly impact survivors including their Survivor Courses.
- SHARE:
 - T.E.A.L. helps fund SHARE programs that provide support and resources to women with Ovarian Cancer including an informational hotline, support groups and educational programs.

T.E.A.L. Partnerships:

- T.E.A.L has many relationships with other groups who we can refer survivors to for all kinds of support including:

- Gilda's Club / The Wellness Community
- Ovarian Cancer National Alliance (OCNA)
- National Ovarian Cancer Coalition (NOCC)
- Ovarian Cancer Research Fund (OCRF)
- Cancer Care
- Woman to Woman
- Sharsheret

WHY I SUPPORT T.E.A.L.

Every day T.E.A.L. helps people take steps to reduce their risk of ovarian cancer or find it early when it is easiest to treat. Today, one out of every three women newly diagnosed with ovarian cancer reaches out to T.E.A.L. for help and support. They provide free information and services when and where women need it throughout their journey to get well. I have signed up to walk and fund-raise with Tell Every Amazing Lady. I hope you will consider joining my team and/or making a donation in support of my efforts.

Together we can TELL EVERY AMAZING LADY and end ovarian cancer!

~Michelle Vitale
Burlington, NJ



Survivor Testimonials:

Survivors on stage during our annual Survivor Ceremony at the Brooklyn T.E.A.L. Walk Run.

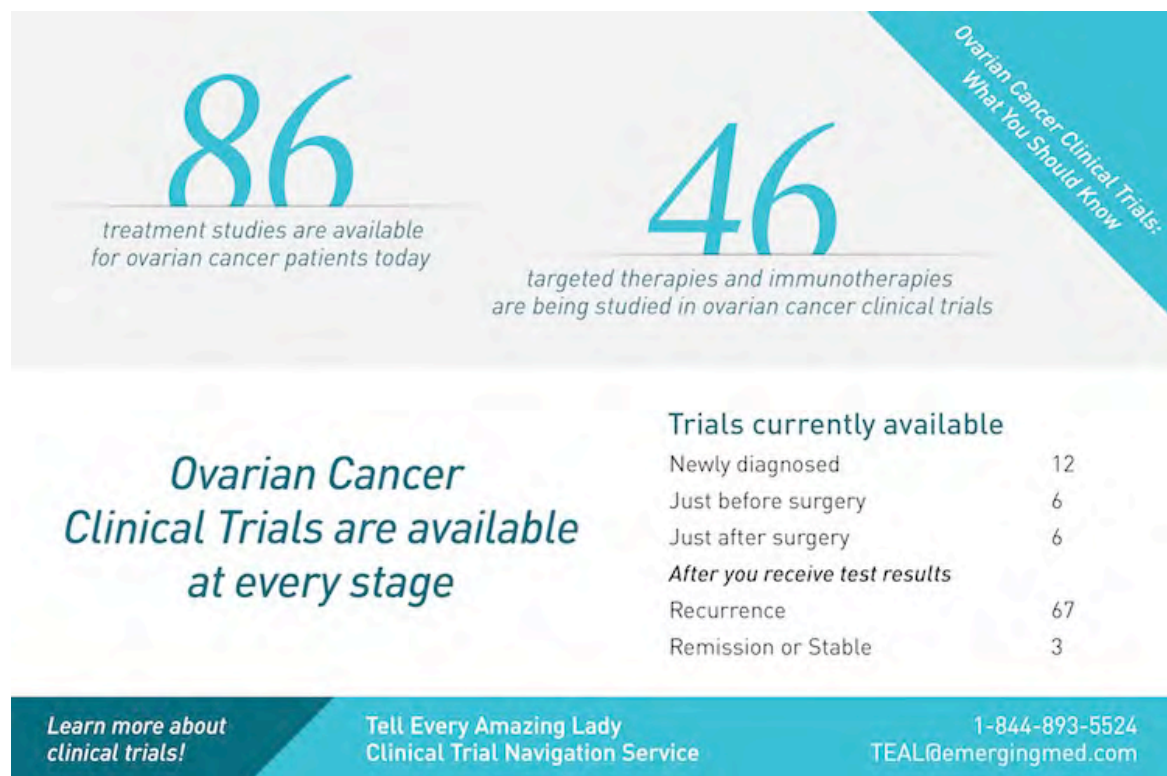


®Tell Every Amazing Lady Clinical Trial Navigation Hotline

We want Ovarian Cancer patients to be aware of all treatment options. T.E.A.L. is working with EmergingMed to offer a way to take action – a free, unbiased, confidential, personalized service that helps patients understand which ovarian clinical trials may be an option for them.

Clinical Trials are research studies that test how well new medical approaches work in people with early stage or advanced cancers. They have a natural place in the patient's care as doctors strive to improve current ovarian treatments and search for new and better ones.

How does this service work? We help patients quickly search for clinical trials that match each patient's specific diagnosis and treatment history. We recommend that each patient search for clinical trial options before starting the first treatment and again at any time when the patient is faced with a new treatment decision. Our service helps Ovarian Cancer patients stay informed about all their choices. We never want to hear someone say: "I wish I had known about that option earlier". The service is **free, unbiased and completely confidential!**



We encourage Ovarian Cancer patients to call **1-844-893-5524** or email TEAL@emergingmed.com to find clinical trials that match their situation and to learn more about cancer research. Our clinical trial navigators are available **Monday through Friday 9 AM to 6 PM EST. View our website to search for a trial too. www.tealwalk.org**



T.E.A.L.'s September Awareness Program

In September, T.E.A.L. partnered with local businesses and organizations to turn New York City teal to spread awareness about Ovarian Cancer. The goal of this campaign was to spread awareness of the signs, symptoms and risk factors of Ovarian Cancer, to educate communities about the importance of early detection, to provide support to Ovarian Cancer survivors and to generate funds for further research to find a cure and a screening test for this disease.

15 Brooklyn Businesses in 5 neighborhoods tied a teal ribbon around the tree outside each business with a window poster that explained what the ribbon symbolized. T.E.A.L. partnered with **@Turn The Towns Teal** to provide ribbons for this initiative.

Local Organizations also supported T.E.A.L. during the Month of September by:

- Lighting or decorating their building the color teal
 - **Brooklyn Borough Hall was lit teal for a week in September which also highlighted the @T.E.A.L. Walk/Run in Prospect Park taking place that weekend.**
- Placing a T.E.A.L. donation box by the register or on the counter space in their business
- Displaying T.E.A.L. brochures, flyers, and educational awareness cards inside their business
- Helping us spread awareness about the signs, symptoms and risk factors of Ovarian Cancer through literature, lectures, or speaking engagements
 - **T.E.A.L. was invited to Speak to students at Fontbonne Hall Academy**

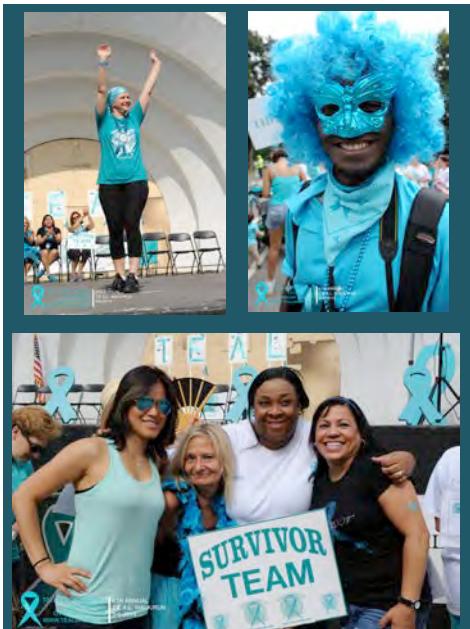


Investors Bank contributed to our September Awareness Campaign by issuing a \$1000 grant to T.E.A.L. and participating with **@Turn the Towns Teal** ribbons at 4 of their NY branches.

TD Bank in Marine Park participated in our September Awareness Campaign by donating \$500 to T.E.A.L. as their charity of choice for the grand opening of this branch in September, 2014.



T.E.A.L. Walk/Run Program





Annual Brooklyn ®T.E.A.L. Walk/Run

®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation

The **®T.E.A.L. Walk and 5K Run** in Brooklyn, NY is an annual event started by two sisters, that celebrates the courage of Ovarian Cancer survivors and the strength of the families who've been touched by the disease, while spreading awareness to the public and raising money for research. The name of the Walk/5K Run Event is **®T.E.A.L.** which stands for both Teal, the color that symbolizes Ovarian Cancer and for the not for profit organization that established this event, *®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation*.

The Brooklyn ®T.E.A.L. Walk/Run is NYC's largest Ovarian Cancer specific Walk/Run. T.E.A.L.'s premiere event, the **®T.E.A.L. Walk/Run**, from which the foundation owes its inception, began in 2009.

This annual event takes place every September during Ovarian Cancer Awareness Month in Prospect Park, Brooklyn, New York **and other locations across the USA!** There is no accurate screening test for Ovarian Cancer. About 2 women die from Ovarian Cancer every hour in the USA. This is a result of an absence of Ovarian Cancer research funding and sufficient education about the disease. **®T.E.A.L.** was created to directly address this important women's health issue. Women across the country lack the awareness, treatment options and ability to diagnose which are essential in overcoming Ovarian Cancer. Participants of our Brooklyn **®T.E.A.L. Walk/Run** include survivors, caregivers, families, friends and the general public who come together to raise awareness of and promote a cure for Ovarian Cancer. We celebrate those who've battled the disease during our survivor stage ceremony. Throughout the day, there is entertainment along with educational booths and fun activities for the whole family. Thousands of people participate in this amazing event. The 2.5 mile Walk is non competitive, but the 5K Run is timed so that winners can be announced. Both the Walk and Run take place on the same day in Brooklyn.



- Our first T.E.A.L. Walk took place in Brooklyn, NY in 2009.
- Our first T.E.A.L. Run took place in Brooklyn, NY in 2013.
- A total of **9,281 registered participants** for Annual Brooklyn T.E.A.L. Walk/Run from 2009 to 2014.
- ***The Brooklyn ®T.E.A.L. Walk/Run has Raised over \$1 Million for Awareness and Research Programs.***
- T.E.A.L. has **reached millions of people** through public awareness and marketing campaigns connected to our Brooklyn Walk/Run event.

NEXT EVENT (9/12/15)

The **7th Annual ®T.E.A.L. Walk/Run** will be in Prospect Park, Brooklyn on **Saturday, September 12, 2015**. Check our website for the most up to date event information.



T.E.A.L.'s 1st Satellite Walk was in Highland Mills in 2013.

Satellite T.E.A.L. Walk/Runs are now in:

- ®T.E.A.L. Walk in Highland Mills, New York
- ®T.E.A.L. Run in McCalla, Alabama
- ®T.E.A.L. Walk in Fairfield, Pennsylvania
- ®T.E.A.L. Walk in Litchfield, Connecticut
- ®T.E.A.L. Walk in Savannah, Georgia

®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation is a not for profit 501 (c)(3) organization started by the late Louisa M. McGregor and her sister Pamela Esposito-Amery in 2009. The Brooklyn based grassroots foundation has grown since then and has raised over a million dollars benefiting Ovarian Cancer research and awareness programs through the annual T.E.A.L. Walk/Run and other events and programs throughout the year.



The ®T.E.A.L. 5K Run Program

®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation

The ®T.E.A.L. 5K Run is a friendly competition and timed 5K race event. Each registered runner is eligible to receive a T-shirt and giveaways while supplies last. At the Run Award Ceremony that directly follows the race, **winners** of the race receive custom T.E.A.L. awards and prizes. Many runners also join the post-Run finish line celebrations at the Bandshell, and stay to participate in the Annual ®T.E.A.L. Walk for Ovarian Cancer that takes place later that day. The name of the 5K Run Event is ®T.E.A.L. which stand for both Teal, the color that symbolizes Ovarian Cancer, and for the not for profit organization that established the event, ®*Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation*. This event celebrates the courage of Ovarian Cancer survivors and the strength of the families who've been touched by the disease, while spreading awareness to the public and raising funds for research for a cure.

The ®T.E.A.L. Walk and 5K Run in Brooklyn is NYC's largest Ovarian Cancer specific Walk/Run.

- This annual event takes place every September during Ovarian Cancer Awareness Month in Prospect Park, Brooklyn, New York.
- In 2013, T.E.A.L. launched its 1st 5K Run for the 5th Annual T.E.A.L. Walk in Prospect Park, Brooklyn.
 - **Over 280 participants** took part in this exciting timed 5K race organized with the help of NYC RUNS.
- In 2014, the 2nd Annual Brooklyn ®T.E.A.L. 5K Run experienced an over **200% increase in participants** with **581 runners**.

NEXT EVENT (9/12/15):

The 7th Annual ®T.E.A.L. Walk/Run will be in Prospect Park, Brooklyn on **Saturday, September 12, 2015**. Check our website for the most up to date event information.



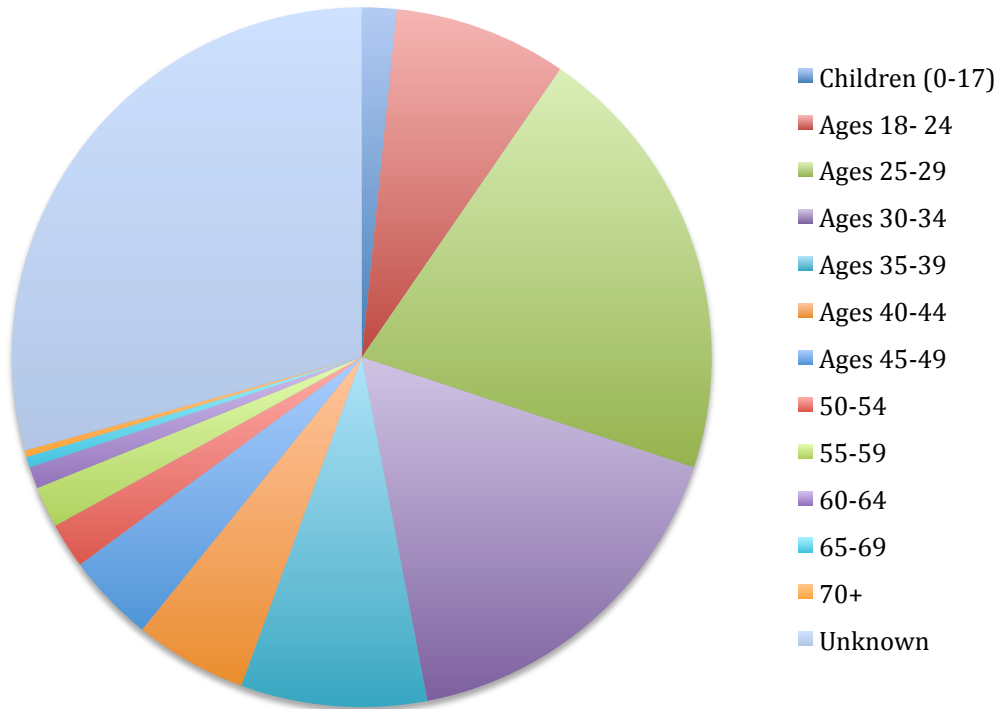
Our ®T.E.A.L. 5K Runs Are Expanding to Other Cities in the US!

®T.E.A.L. Walks and 5K Runs are spreading to other cities throughout the country beyond Brooklyn and the NYC Metropolitan area. ®T.E.A.L. has launched Satellite Walks and 5K Runs, as part of a planned initiative to spread awareness nationally and reach more people. This initiative allows T.E.A.L. supporters and Ovarian Cancer Survivors who do not live in the Brooklyn area to participate in a ®T.E.A.L. Walk or 5K Run in their area.

Satellite ®T.E.A.L. 5K Run in McCalla, Alabama

- Miss Alabama contestant Kendyl Jones used Ovarian Cancer Awareness as her platform with a 5K run in Alabama called “**Un-T.E.A.L. There's A Cure,**” choosing ®T.E.A.L. as the beneficiary.
- This Event raised **over \$1,200** for T.E.A.L. 's Ovarian Cancer research and awareness programs.

2014 Runners Age Stats



2014 Runners Age Stats

Children (0-17) = 1.6%

Adults (18-24) = 8%

(25-29) = 20.5%

(30-34) = 16.9%

(35-39) = 8.6%

(40-44) = 5.2%

(45-49) = 4.1%

(50-54) = 2.1%

(55-59) = 1.9%

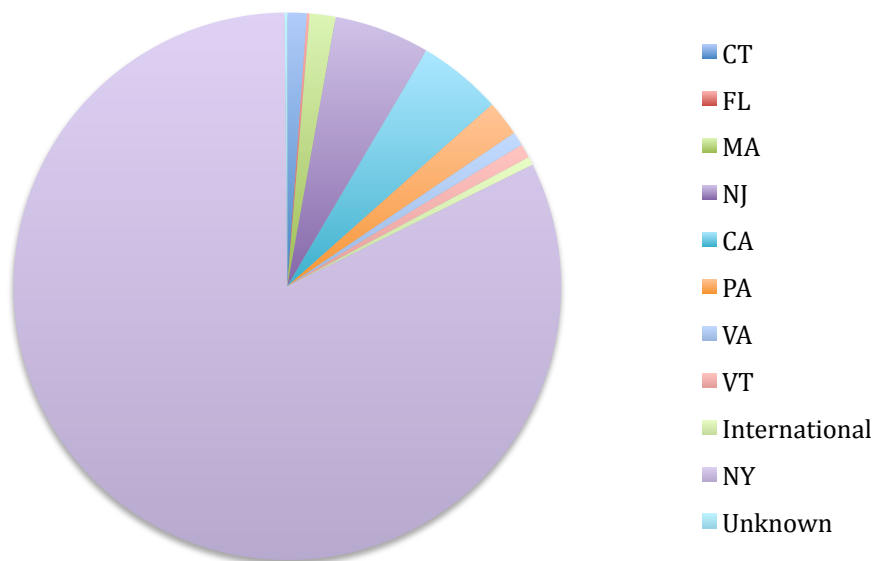
(60-64) = 1%

(65-69) = .5%

70+ = .3%

Unknown = 29.3%

2014 Runners Location Stats



2014 States Runners are coming from

CA = .52%

CT = 1.2%

FL = .17%

MA = 1.6%

NJ = 5.9%

NY = 86%

PA = 2.2%

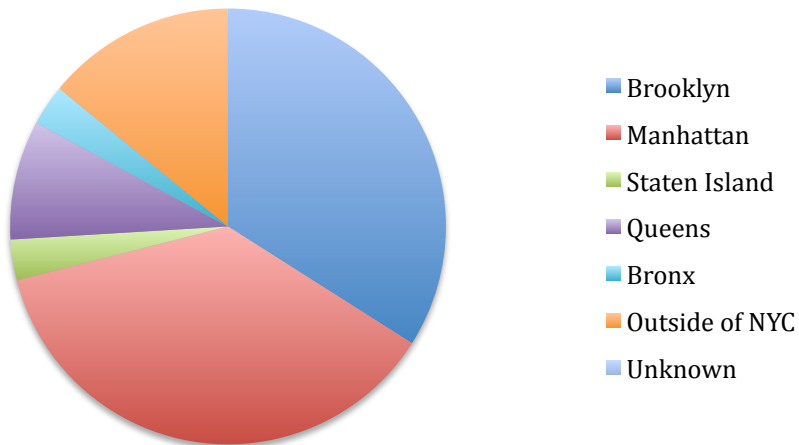
VA = .86%

VT = .86%

Outside USA/ International = .52%

Unknown = .17%

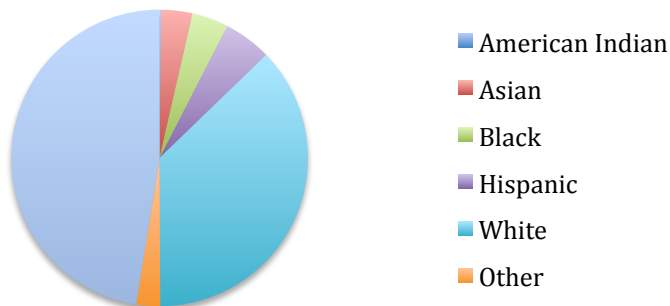
2014 Runners from NY



2014 NY Runners

Brooklyn	33.8 %
Manhattan	36.8 %
Staten Island	3 %
Queens	8.8 %
Bronx	3 %
Outside of NYC	14 %
Unknown	0.60 %

2014 Ethnicity of Runners



2014 Ethnicity of Runners

American Indian	.17 %
Asian	3.4 %
Black	4 %
Hispanic	5.2 %
White	37.2 %
Other	2.6 %
Unknown	47.5 %

2014 Gender of Runners



2014 Gender of Runners

Female	47.8 %
Male	23.6 %
Other	0 %
Unknown	28.6 %



®T.E.A.L. Walk/Run Program

®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation

The **®T.E.A.L. Walk/Run Program** includes Walk and 5K Run events in various cities in the USA. These events in Brooklyn and beyond celebrate the courage of Ovarian Cancer survivors and the strength of the families who've been touched by the disease, while spreading awareness and education to the public and raising money for research. The name of the Walk/Run Event is **®T.E.A.L.** which stands for both Teal, the color that symbolizes Ovarian Cancer and for the not for profit organization that established the events, **®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation**.

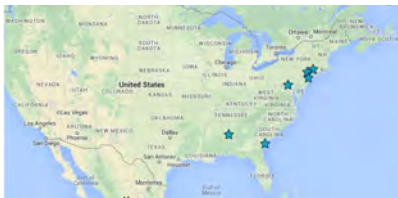
T.E.A.L. programs reach across the country, beyond Brooklyn and the NYC Metropolitan area. T.E.A.L.'s premiere event, the **®T.E.A.L. Walk/Run**, from which the foundation owes its inception began in 2009. T.E.A.L. has successfully launched satellite **®T.E.A.L. Walks** and 5K Runs, as part of a planned initiative to spread T.E.A.L.'s mission through the T.E.A.L. Walk nationally, to touch more people than ever before. This initiative allows T.E.A.L. supporters and Ovarian Cancer Survivors who do not live in the Brooklyn area to attend a **®T.E.A.L. Walk/Run** in their area. Our Brooklyn and Satellite **®T.E.A.L. Walk/Run Program** makes a direct impact on our society by addressing this important women's health issue and demonstrating the power and unity of many individual communities across the United States coming together in the larger fight against Ovarian Cancer.

The **®T.E.A.L. Walk/Run in Brooklyn is NYC's largest Ovarian Cancer Walk/Run.** Beginning in 2009, this annual event takes place every September during Ovarian Cancer Awareness Month in Prospect Park, Brooklyn, New York.

- Over **9,940 registered participants** have been a part of our **®T.E.A.L. Walk/Run** programs **with 500 teams** since 2009.
- **Since 2009 raised over \$1 Million for Awareness and Research Programs**

Our Satellite **®T.E.A.L. Walk** and 5K Runs are Expanding to other states in the USA (NY, AL, GA, CT, & PA)!

- T.E.A.L. had its **first ever **®T.E.A.L. Satellite Walk**. The Woodbury **®T.E.A.L. Walk** took place in Highland Mills, NY in 2013.**
- A committed T.E.A.L. volunteer, Ovarian Cancer survivor and activist spearheaded this walk, which helped spread T.E.A.L.'s message and impact beyond Brooklyn and raised **over \$6,000**.
- **2nd Annual Woodbury **®T.E.A.L. Walk** in Highland Mills, NY** in September 2014
- The event was hosted by the Woodbury Parks and Recreation department and organized by the same T.E.A.L. Ovarian Cancer Survivor. The event was the largest Woodbury T.E.A.L. Walk yet with almost 200 walkers and raised **over \$12,000**.
- **® T.E.A.L. Walk in Fairfield, Pennsylvania** in April 2014
- T.E.A.L. had its first Pennsylvania T.E.A.L. Walk. Spearheaded by a high school senior, the **®T.E.A.L. Walk** took place at the Carrol Valley Community Park in Fairfield, PA and raised **over \$1,000**.
- **®T.E.A.L. Run in McCalla, Alabama** in May 2014
- Miss Alabama contestant Kendyl Jones used Ovarian Cancer Awareness as her platform with a 5K run in Alabama called "Un-T.E.A.L. There's A Cure." This 5K Run raised **over \$1,200** for T.E.A.L.'s Ovarian Cancer research and awareness programs.
- **®T.E.A.L. Walk in Litchfield, Connecticut** in October 2014
- Taking place at White Memorial Conservation Center in Litchfield, Connecticut, this walk raised **over \$2,000**. Hosted by Hope Assembly #46 (International Order of the Rainbow for Girls) and organized by a T.E.A.L. volunteer.
- **®T.E.A.L. Walk in Savannah, Georgia** in November 2014
- This **®T.E.A.L. Walk/Run** took place at Lake Mayer Track and was a great success,



NEXT EVENT (9/12/15):

The **7th Annual **®T.E.A.L. Walk/Run**** will be in Prospect Park, Brooklyn on **Saturday, September 12, 2015**. Check our website for the most up to date event information.

surpassing its original fundraising goal **of \$1,000**. This event was possible thanks to our dedicated T.E.A.L. volunteer organizer and her collaboration with Kappa Psi-Delta Omega Fraternity at South University.

®Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation is a not for profit 501 (c)(3) organization started by the late Louisa M. McGregor and her sister Pamela Esposito-Amery in 2009. The Brooklyn based grassroots foundation, working out of a home office, has grown since then and has raised over a million dollars benefiting Ovarian Cancer research and awareness programs through the annual T.E.A.L. Walk/Run and other events and programs throughout the year.

The T.E.A.L. Walk/Run, however, is just one of the many programs where ®Tell Every Amazing Lady About Ovarian Cancer spreads awareness and raises funds for research. Throughout the year, T.E.A.L. is constantly reaching the public by hosting fundraisers and spreading awareness and education in the community at health fairs, hospitals, symposiums and schools.





Tell Every Amazing Lady's Reach and Other Highlights





National Reach & Support



New York	Tennessee
New Jersey	Nevada
Massachusetts	Rhode Island
Florida	South Carolina
California	Michigan
Connecticut	Hawaii
Pennsylvania	Oregon
Virginia	Utah
Illinois	Vermont
New Hampshire	Washington
Maryland	Delaware
Ohio	Indiana
Georgia	Kansas
North Carolina	Wisconsin
Texas	Alaska
Washington D.C.	Louisiana
Arizona	Minnesota
Colorado	Montana
Alabama	New Mexico
Maine	Oklahoma

T.E.A.L. has reached over 40 of the 50 states in the USA through our local and national programs including fundraisers, satellite ®T.E.A.L. Walk/Runs, awareness events, online donations, T.E.A.L. Scientific Research beneficiaries, purchases from our T.E.A.L. Shop, virtual fundraiser pages on our website, & many more!



Colorado Baseball and Softball Fundraiser

On March 15th, 2014, the Metro State Roadrunners of Colorado organized the Strikeout Cancer campaign in honor of a player who was recently diagnosed. Softball and Baseball players wore teal jerseys at their joint home games to raise awareness and money for Ovarian Cancer. Roadrunners exceeded their fundraising goal and raised almost \$1,200 for T.E.A.L.!

Florida Bake Sale Fundraiser

On October 3rd, 2014, the Thornsby Family of Land O'Lakes Florida joined T.E.A.L. in our fight against Ovarian Cancer. They were able to raise over \$600 for T.E.A.L. through their T.E.A.L Bake Sale at their daughter's Karate School and their virtual fundraiser page on our website in memory of their beloved sister-in-law.



Arizona Beauty Queen PSA

Arizona Beauty Queen and young Ovarian Cancer Survivor Kristina Anderson recorded a Public Service Announcement for T.E.A.L. letting women know Ovarian Cancer can strike at any age. Watch this PSA at www.youtube.com/tealwalk





T.E.A.L.'s Reach in 2014

Community Outreach Programs:

2,672,939 members of the community reached

440 people reached at *Speaking Engagements and Education/Awareness Seminars*

4,550 people reached at *Community/Public Events*

Press:

63,334,436 + millions worldwide

490,000 people reached at Press Conference announcing the lighting of Brooklyn Borough Hall Teal & the 6th annual Brooklyn @T.E.A.L. Walk/Run

1,131,031 listeners for T.E.A.L. CEO's interview on NASH Radio 94.7

1,600,000 + millions worldwide people reached when T.E.A.L. CEO Helped open the NASDAQ

2,000,200 people reached through T.E.A.L. CEO's segment on Dr. Oz Show

3,480,000 people reached through PSA on WABC Channel 7 Eyewitness News

75,800 people reached through **15 Brooklyn Businesses** in **5 neighborhoods** participating in September Awareness Campaign

2,592,149 people reached through lighting Brooklyn Borough Hall Teal for Ovarian Cancer Awareness month in September

7,764,236 people reached through our NYC Ad Campaign (featuring Survivors) on MTA buses, subway platforms and kiosks

48 million readers reached through our mention in USA Today Weekend article (print & digital)

(T.E.A.L. CEO interviewed on Currents on Net TV)
(City Hall Hearing Recognizing September as Ovarian Cancer awareness month in New York City)
(T.E.A.L. CEO speaks to press at City Hall Press Conference announcing introduction of resolution for Ovarian Cancer Awareness Month)

@T.E.A.L. Walk/Runs:

5,459 registered participants

- Annual Brooklyn @T.E.A.L. Walk/Run in Prospect Park
- Annual Woodbury @T.E.A.L. Walk in Highland Mills, New York
- @T.E.A.L. Run in McCalla, Alabama
- @T.E.A.L. Walk in Fairfield, Pennsylvania

- @T.E.A.L. Walk in Litchfield, Connecticut
- @T.E.A.L. Walk in Savannah, Georgia

5 OVARIAN CANCER RESEARCH GRANTS funded in 2014

8 SCHOOLS visited by T.E.A.L.

1230 STUDENTS & FACULTY reached through T.E.A.L. visits to schools

5,405 REGISTERED PARTICIPANTS at our @T.E.A.L. Walk/Runs (Brooklyn, Highland Mills, NY, AL, PA, CT, & GA)

34,008 PRINTED T.E.A.L. EDUCATIONAL/AWARENESS MATERIALS distributed in 2014

41,800 PEOPLE REACHED AT OUR 3RD ANNUAL OVARIAN CANCER AWARENESS DAY Mets Game at Citi Field

2,672,939 MEMBERS OF THE COMMUNITY REACHED (Hospitals, Health Centers, Businesses, Organizations)

63,334,436 + millions worldwide PEOPLE REACHED THROUGH TOTAL PRESS COVERAGE in 2014

DIGITAL REACH

(September 2013 to September 2014)



Website Views: 432,671

Website Visitors: 97,603 (new and returning)

New Visitors: 68,788


Return Visitors: 28,815


Email Reach: 25,700+

Partners, Sponsors & Organizations who help promote our T.E.A.L. Walk/Run- 500K+


Total Social Media Reach: 232,666


Total Digital Reach: 1,191,037

 9,362 views & 31 subscriptions

 212,863 Reach & 2,174 Fans

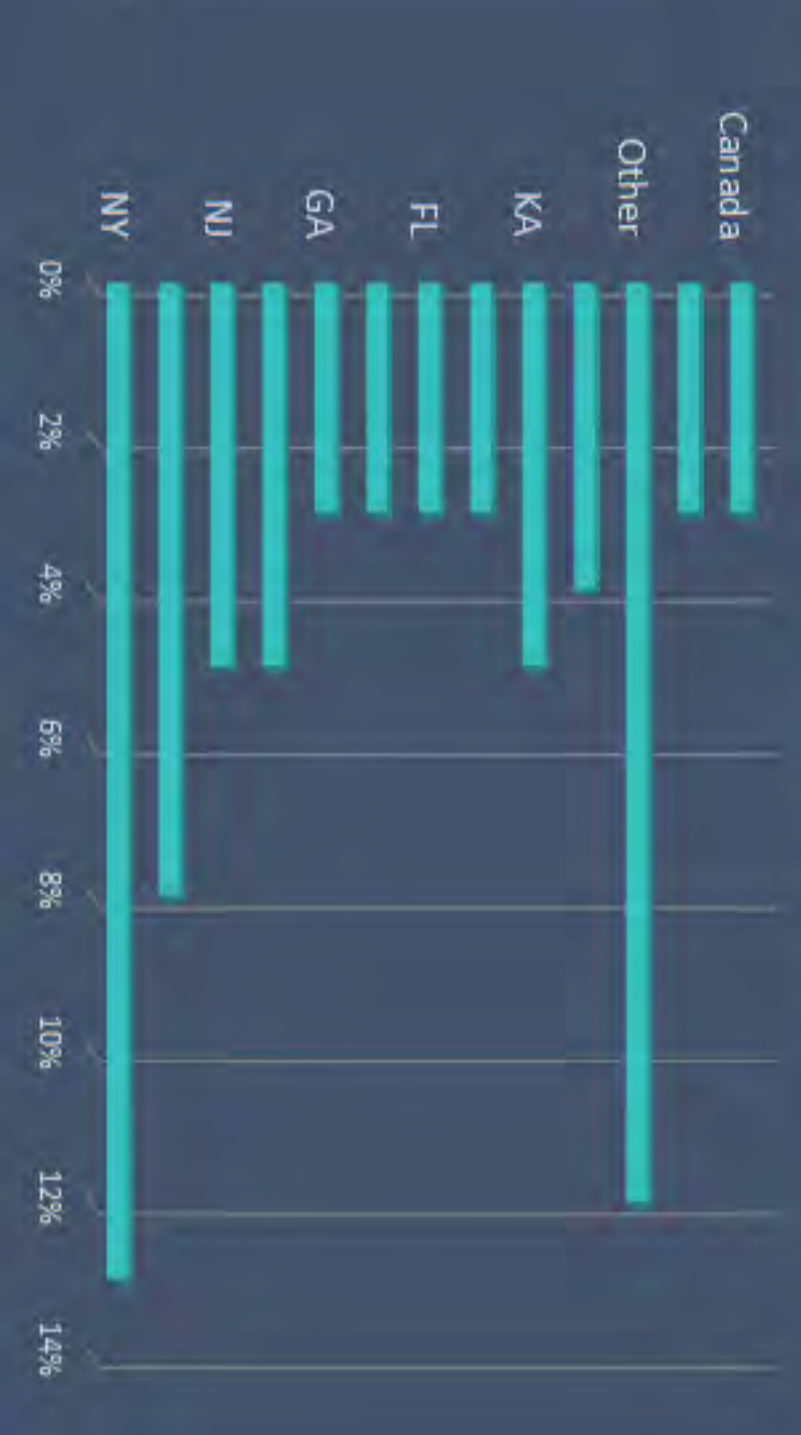
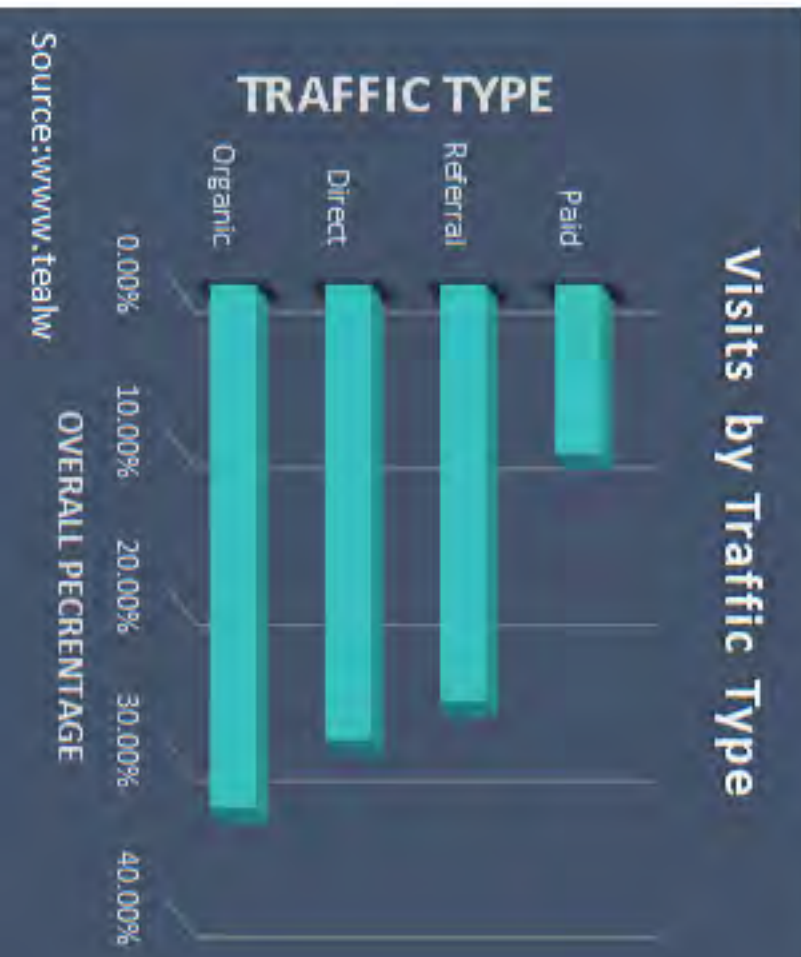
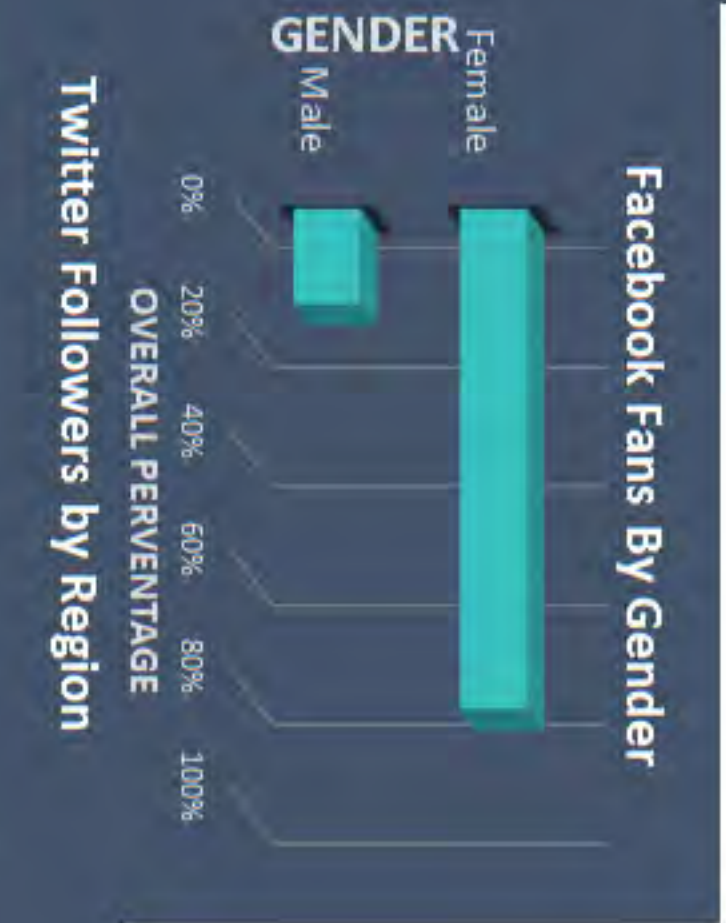
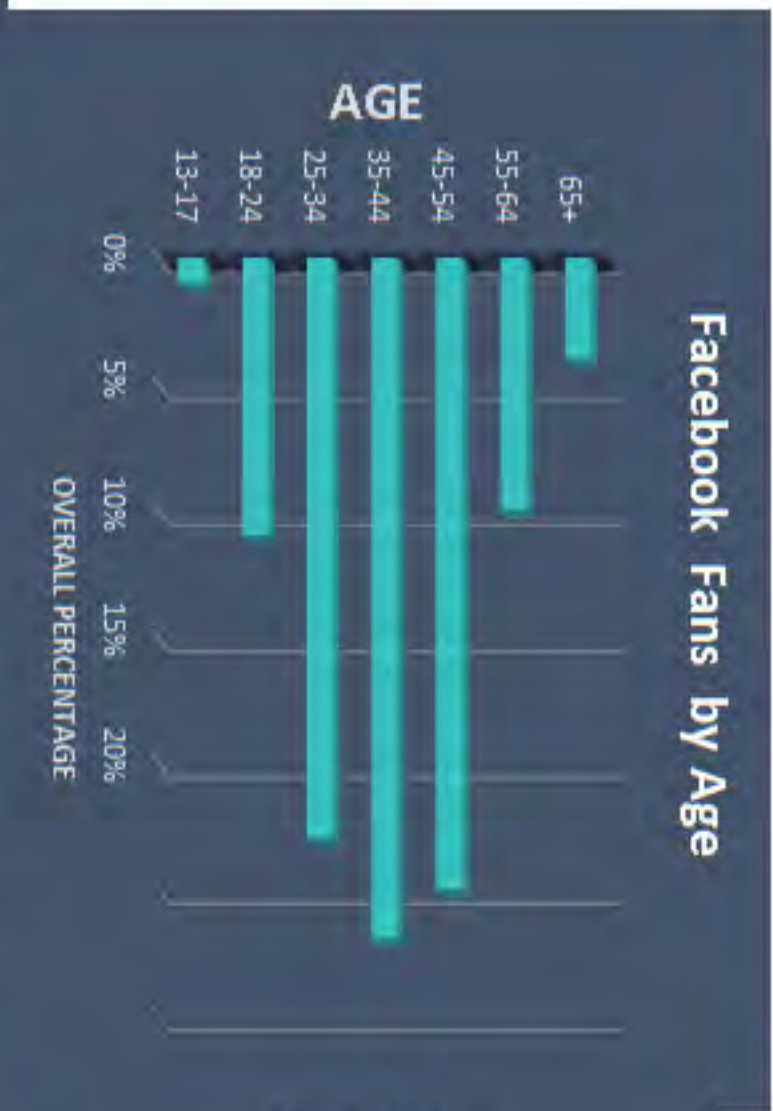
 2,534 Followers & 1,697 Tweets

 1,266 Likes & 197 Followers

 57 Pins & 33 Followers

 32 Followers & 4 posts

 2,401 Views & 15 Followers



Source:www.tealw

2014 PUBLIC AWARENESS CAMPAIGNS



T.E.A.L.'s First Major Ad Campaign

T.E.A.L. invited six Ovarian Cancer survivors to be part of our first exclusive Ad Campaign. These ADS were on Buses, Subway platforms, kiosks and on posters throughout New York City.

Reached: 7,764,236

T.E.A.L. and Brooklyn Borough Hall

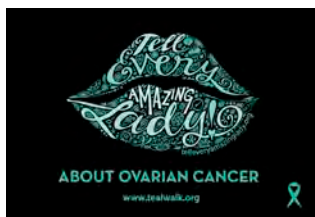
Since 2009, Brooklyn Borough Hall has been a dedicated supporter of T.E.A.L. ®Tell Every Amazing Lady attended the annual Women's History Month Celebration at Brooklyn Borough Hall, in September, 2014, Brooklyn Borough Hall was lit Teal for Ovarian Cancer Awareness Month and T.E.A.L. also held a Press Conference at Brooklyn Borough Hall announcing this lighting event and the 6th annual Brooklyn ®T.E.A.L. Walk/Run.

Reached: 3,082,399

T.E.A.L. Awareness Cards

Our uniquely designed Awareness cards are distributed everywhere we go. These cards promote public awareness and education of the signs, symptoms and risk factors of Ovarian Cancer with our T.E.A.L. lips logo on the front and signs, symptoms and suggested medical tests on the back.

34,008 cards distributed



®Turn the Towns Teal Campaign

In September, T.E.A.L. partnered with local businesses and organizations to turn New York City teal to spread awareness about Ovarian Cancer. 15 Brooklyn Businesses in 5 neighborhoods tied a teal ribbon around the tree outside each business with a window poster that describes what the ribbon symbolizes. T.E.A.L. partnered with ®Turn The Towns Teal to provide ribbons for this initiative.

Reached: 75,800

3rd Annual Ovarian Cancer Awareness Day at Citi Field

In 2012, T.E.A.L. helped establish the annual Ovarian Cancer Awareness Day at Citi Field. For our third annual game in 2014, the NY Mets vs. Marlins game had a free concert performance by Huey Lewis that directly followed. A portion of each ticket sold from T.E.A.L.'s own ticket window benefited T.E.A.L.

Reached: 41,800



T.E.A.L. CEO Interviewed on NASH Radio 94.7

T.E.A.L. CEO was invited on NASH FM 94.7 Radio for NASH matters with Kelly Ford to discuss Ovarian Cancer and the challenges we face in trying to protect women from a deadly cancer for which there is no screening test. As NASH's chosen charity, T.E.A.L. was able to spread awareness and education about the ways to facilitate early detection of the disease with NASH listeners.

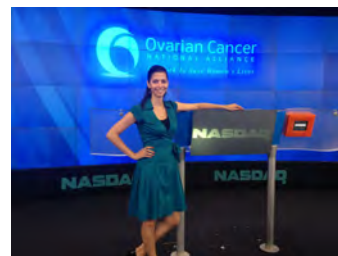
Reached: 1,131,031



T.E.A.L. CEO helps open the NASDAQ

As a partner member of the Ovarian Cancer National Alliance, it was such an honor for our CEO, Pamela to help them open the NASDAQ on July 7, 2014 and create more awareness for this important women's health issue.

**Reached: 1.6 Million +
Millions Worldwide**



6th Annual Brooklyn ®T.E.A.L. Walk/Run

Since 2009, our annual Brooklyn ®T.E.A.L. Walk and 5K Run in Prospect Park has spread awareness to thousands of people and raised funds for scientific research, while simultaneously celebrating the courage of Ovarian Cancer survivors and their families.

Reached: 5,000



®T.E.A.L. Walk/Runs

T.E.A.L. has successfully launched satellite ®T.E.A.L. Walks, as part of a planned initiative to spread the T.E.A.L. Walk nationally and reach more people than ever. Other locations for our ®T.E.A.L. walks include our Annual Woodbury ®T.E.A.L. Walk in Highland Mills, NY, ®T.E.A.L. Run in McCalla, Alabama, ®T.E.A.L. Walk in Fairfield, Pennsylvania, ®T.E.A.L. Walk in Litchfield, Connecticut, and a ®T.E.A.L. Walk in Savannah, Georgia.

Reached: 5,405



T.E.A.L. CEO on the Dr. Oz Show

T.E.A.L. CEO, appeared as a guest on the Dr Oz Show titled, "What's your Cancer Risk". The show took a closer look at the risk factors for Ovarian, one of the two deadliest and hardest to detect cancers. Pamela discusses Ovarian Cancer with the doctor himself and is asked to roll up her sleeves and put on "the purple gloves" to touch and compare real cancerous ovaries, with normal healthy ones. They discussed important ways you can control your cancer risk.

**Reached: 2,000,0200
+Millions Worldwide**





®T.E.A.L. Hosts Jo Malone Boutique Event at Bergdorf Goodman with Laura Mercier



®T.E.A.L. hosted a small intimate event at the *Jo Malone Boutique at Bergdorf Goodman* on 5th Avenue in Manhattan in **Spring of 2014**. Educational materials were shared and T.E.A.L. CEO Pamela Esposito-Amery presented on the signs, symptoms and risk factors of Ovarian Cancer to event attendees. Attendees were invited to enjoy complimentary champagne, massages, and makeup applications. *Jo Malone* and *Laura Mercier* products were available for purchase for guests. *WABC Channel 7 Eyewitness News* reporter and Ovarian Cancer survivor *Stacey Sager* joined the festivities. This event was a perfect mix of shopping, excitement and awareness about Ovarian Cancer.

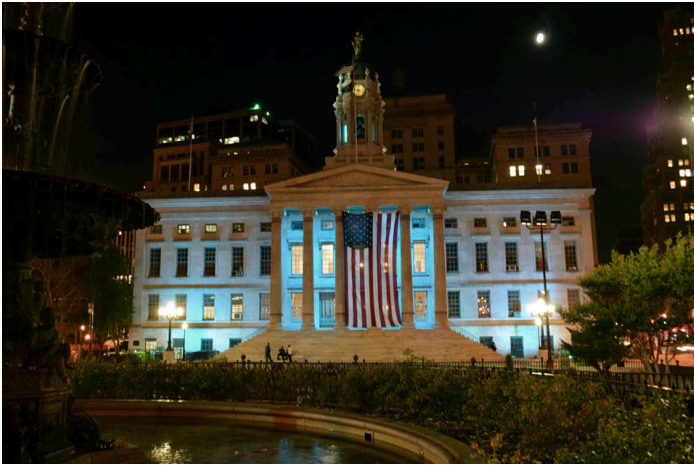


T.E.A.L. and Brooklyn Borough Hall

Since 2009, Brooklyn Borough Hall has been a dedicated supporter of T.E.A.L.

Highlights:

- In September, 2013, T.E.A.L. partnered with Brooklyn Borough Hall for the first ever **lighting of Borough Hall Teal** to promote and honor Ovarian Cancer Awareness Month. This historical moment has become an annual event.
- In September, 2014, T.E.A.L. and Brooklyn Borough President Eric Adams held a Press Conference on the steps of Brooklyn Borough Hall alongside T.E.A.L. Board members and volunteers announcing the now annual lighting of Brooklyn Borough Hall teal and publicizing our **6th Annual Brooklyn @T.E.A.L. Walk/Run in Prospect Park.**
- Former Brooklyn Borough **President Marty Markowitz** has attended and spoke to the crowd at every annual Brooklyn @T.E.A.L. Walk/Run in Prospect Park since 2009.
- At our 6th annual Brooklyn @T.E.A.L. Walk/Run in 2014, the current Borough President **Eric Adams** attended the event and addressed the crowd.
- June 6, 2011 was **designated Louisa M. McGregor Day in Brooklyn** in her honor by former Borough President **Marty Markowitz.**
- In 2011, Former Brooklyn Borough President **Marty Markowitz** threw the first pitch for the T.E.A.L. Ovarian Cancer Fighters versus New York City radio station **WPLJ's charity softball game.**
- T.E.A.L. actively participates and spreads Ovarian Cancer awareness at Brooklyn community events hosted by Brooklyn Borough Hall including their annual Women's History month Celebration.



Local Political Support for T.E.A.L.



T.E.A.L. has had fruitful relationships with many local politicians in the community including:

- Assembly Member James Brennan
- Borough President Eric Adams
- Council Member Rafael Espinal
- Council Member Corey Johnson
- Council Member Laurie Cumbo
- Council Member Alan Maisel
- Former Borough President Marty Markowitz
- Senator Martin J. Golden



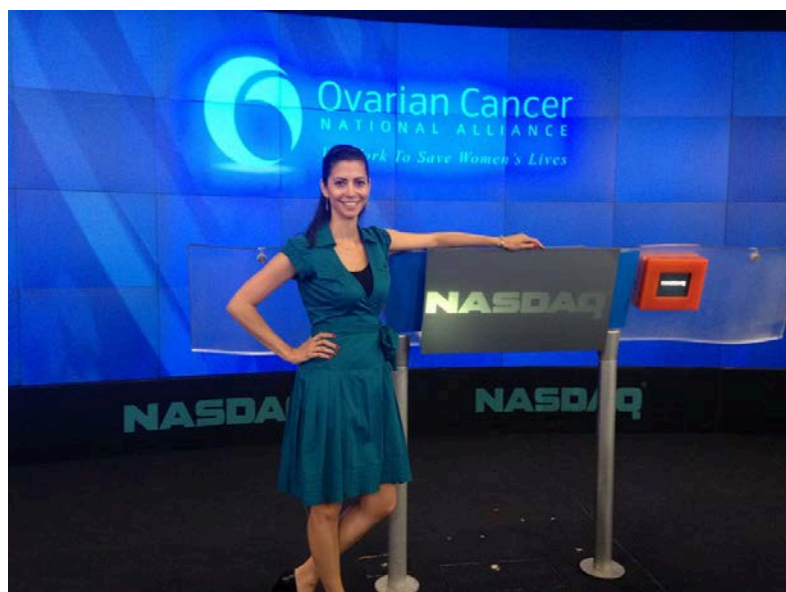
Political Highlights

- At City Hall in September, 2014, Council Members Laurie Cumbo, Corey Johnson, and Rafael Espinal joined T.E.A.L. in **testifying at the hearing for Resolution 380, a resolution** which was approved by The New York City Council to officially recognize September as Ovarian Cancer Awareness Month in New York City.
- At the New York State Senator's Annual Women's History Month Celebration in March, 2011, Senator Marty Golden presented an honor for the late Louisa M. McGregor that was accepted by her family.





T.E.A.L. CEO Helps Open the NASDAQ



As a partner member of the Ovarian Cancer National Alliance (OCNA), it was such an honor for our CEO, Pamela Esposito-Amery to help them open the NASDAQ on July 7, 2014. This event helped create more awareness for this important women's health issue.

This ceremony was showcased on the NASDAQ Webcam, MarketSite Tower and participating television networks such as CNBC, Bloomberg TV, Fox Business News and many others **reaching millions of viewers worldwide**. This ceremony and its message was also illuminated on the high-tech electronic display around the building that stands an impressive 7 stories reaching nearly 1.6 million people that visit Times Square daily.



**Reached: 1.6 Million
Millions Worldwide**



Annual Ovarian Cancer Awareness Day at Citi Field

T.E.A.L. Helped Establish This Annual Event in 2012



Since 2012, T.E.A.L. has been actively involved in the planning of this amazing day dedicated to Ovarian Cancer Awareness at Citi Field. Serving as both an awareness program and a fundraiser for T.E.A.L. through an online ticket window, this event allows T.E.A.L. to reach 41,800 people at Citi Field in one day. Attendees learn about the signs and symptoms of Ovarian Cancer through Pre-Game events like a Public Service Announcement, planned performances, a Spirit Award presentation, booths and digital awareness signage around the stadium.

T.E.A.L. has organized the pre-game shows for this wonderful day each year. Over the years we've had a number of Ovarian Cancer survivors join us on the field with our Board Members to accept the Spirit Award. In 2012, we helped Ovarian Cancer survivor Lisa Galley 's dream come true when we invited her to sing the national anthem before the first pitch.

We've also featured American Idol contestant Brielle Von Hugel in 2012, Amanda Alicea, Miss Staten Island in 2013 and Deanna Hoy, a St. Joseph's College student, to sing the national anthem in 2014.

Many groups participate in this fundraising event. There are various sponsorship opportunities available. Please contact T.E.A.L. directly for more details if you wish to get involved.



Public Relations

T.E.A.L.'s Friends

T.E.A.L. is constantly out actively engaging with the community in an effort to Tell Every Amazing Lady and Man about Ovarian Cancer and address this important women's health issue. T.E.A.L. participates in fundraising events, health fairs, symposiums, and lectures among other events throughout the year at schools, universities, community centers, hospitals and television and radio stations just to name a few.

T.E.A.L. has many supporters including celebrities like Anderson Cooper, Bon Jovi, Rosie Perez, Kelly Ripa, Perez Hilton, Real Housewives Camille Grammar & Kristen Taekman, WPLJ Radio's Race Taylor, News reporter Stacey Sager from ABC Channel 7 Eyewitness News, American Gold-medalist Shannon Miller, and Miss America 2013 & Miss New York 2012 Mallory Hagan, among many others.

