

# Long Island 2 Day Breast Cancer Walk

Assisting Long Islanders Affected by Breast Cancer

## About the Long Island 2 Day Breast Cancer Walk

The LI2Day Walk was founded in 2004 responding to the critical need for funding of community-based organizations that provide assistance to Long Islanders with breast cancer. 100% of the funds raised from the 35-mile, two day walk goes to local grassroots organizations, research and the LI2Day Scholarship Fund. The LI2Day Walk is a volunteer-based community event like no other with a constituency of over 1,000 active and enthusiastic participants. We are committed to Long Islanders who are fighting breast cancer. **LI2DAY has raised over \$1.4 MILLION** to assist Long Islanders with medical expenses, transportation, prosthetics and wigs, physical therapy, child care, research and education.



## Beneficiary Recipients

- The Adelphi New York Statewide Breast Cancer Hotline and Support Program
- Babylon Breast Cancer Coalition
- Brentwood Bay Shore Breast Cancer Coalition
- Brookhaven Memorial Hospital Women's Center
- Cancer Services Program of Suffolk County
- Cold Spring Harbor Laboratory
- Cure Mommy's Breast Cancer
- Huntington Breast Cancer Action Coalition
- Islip Breast Cancer Coalition
- LI2DAY Scholarship Fund
- Manhasset Women's Coalition Against Breast Cancer
- North Shore Neighbors Breast Cancer Coalition
- South Fork Breast Health Coalition
- South Nassau Community Hospital
- WALK for Women Breast Cancer Fund
- West Islip Breast Cancer Coalition

## LI2DAY Scholarship Fund

The LI2DAY Scholarship is supported by the annual LI2Day Walk and is designed to provide a one-time award of \$2,500 to Long Island high school seniors who reside with a parent, guardian or relative who is a survivor or victim to breast cancer.

**LI2DAY has awarded \$45,000 in scholarships .**

## 2008 LI2DAY Scholarship Applications:

Scholarship applications are now being accepted. Forms can be downloaded from [www.li2daywalk.org](http://www.li2daywalk.org) or obtained from the student's High School Guidance Department. All LI2DAY Scholarship candidates must complete the application and submit it with supporting documentation by April 1, 2008 to:



The Long Island 2 Day Walk to Fight Breast Cancer  
Attention: Scholarship Program  
P.O. Box 506  
Nesconset, NY 11767

## 2008 Sponsors and Media Partners of the LI2DAY Walk:

UPS	Carrabba's of Smithtown	Prudential CRES Commercial Real Estate	Mercedes-Benz of Smithtown
Pfizer	Edge Electronics	Empire State Carpenters Local 7	Mid Island Air Service
Blackman	Famous Dave's of Smithtown	California Pizza Kitchen	Suffolk County Water Authority
Tic Toc	Suffolk County Parks	Town of Brookhaven	Westfield Sunrise
GLIRC	TeePee Signs	Adcomm Digital	Dugall Visual Solutions
Walk Radio	Cablevision	Long Island Press	Long Island Pulse
	Networking Magazine	Distinction Magazine	Wellness Magazine



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**For more information please visit [www.li2daywalk.org](http://www.li2daywalk.org) or call 631-863-2DAY**

# Over \$1.4 MILLION in four years!

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### A MILLION Ways We Help Long Islanders with Breast Cancer

While researchers forge ahead to find a cure, LI2DAY raises money throughout the year to benefit local families affected by breast cancer. LI2DAY recognizes the debilitating effects that breast cancer has on everyday life and that alone was the premise for establishing the LI2Day Breast Cancer Walk in 2004. More Long Islanders can receive the assistance they need with programs funded by the LI2DAY Walk in cooperation with the beneficiary organizations and include:



**Lend A Helping Hand and Similar Programs** assisted **over 500 families** from Manhasset to the North Fork providing transportation to/from treatment, meals, housekeeping, childcare, medical expenses, financial assistance and much more.

**Education and Awareness** and in-school High School Health Programs **helped over 12,000 students**.

**Early Detection** is key and Brookhaven Memorial Hospital Women's Imaging applied funds to purchase digital mammography equipment assisting in **4,000 more procedures performed annually**.

**Breast Cancer Counseling and Support** for **over 5,000 survivors and their families** is available to Long Islanders.

**Self Esteem Items** such as **wigs, prosthesis, bras and more are essential to healing** and often are not covered by health insurance but funds from the LI2Day Walk go towards the purchase of these items.

**Acute Financial Aid Programs** **assisted over 70 families** with one-time grants to help with the loss of income, mounting expenses, medication and child care.

**Research Funding** goes to Dr. Senthil Muthusway of Cold Spring Harbor Labs **for breast cancer research** into the disruption of the organization of epithelial cells that will cause benign growths to become malignant breast cancers.

**Scholarships** for high school seniors who are the children of families affected by breast cancer are funded directly and through our beneficiaries awarding **20 - \$2,500 scholarships**.

**SOS Program** **provided funding and/or services** for those who have lost a loved one to breast cancer including financial assistance to offset the cost of funeral expenses, childcare, house cleaning and food services.

**Newly Diagnosed Breast Cancer Patient Outreach Programs** have **distributed over 700 canvas gift bags** containing vital information resources, seatbelt softeners, books, CD, movie passes, etc.



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# 2008 LI2Day Poster Project

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### About the LI2Day Poster Project:

The LI2Day Poster Project brings together the Long Island art and business communities to contribute their talents and resources to help promote the LI2Day Breast Cancer Walk. Local artists were invited to submit their personal interpretations on the themes of breast cancer, survival, hope and community. A panel of judges reviewed the art and selected the winning designs to be featured in the 2008 LI2Day promotional posters.

The selected artists become part of LI2DAY's public outreach and awareness building efforts for 2008. Their original paintings, created specifically for this purpose, are published as high-quality art posters prominently and are distributed and displayed in businesses all across Long Island. The four poster designs will promote the 35-mile, two-day walk to take place on June 7-8, 2008, beginning and ending at Smith Point Suffolk County Park. The artwork is upbeat and positive, inspiring hope, healing and a sense of community.

LI2Day Poster Artists are recognized and honored in numerous public relations efforts from the unveiling of the poster art in March through the signature two-day, 35-mile walk in June. During this time, the original art will tour in special events and galleries. The artists donate the original paintings for auction after the Walk to further benefit LI2DAY.

2008 Poster Project shown below, from left: *Alegria* by Amal, *Strength in Unity* by Rose Ann Albanese, *Dance of Life 3* by Victoria Beckert and *With Hope in Our Sails* by Marie Winn



The 2008 Poster Project is made possible by the generosity of businesses such as Westfield Sunrise who hosted the unveiling of the artwork and displayed LI2Day Walk signage throughout both their Bay Shore and Massapequa Malls. Adcomm Digital produced high-quality art posters and Duggal Visual Solutions produced and contributed the remarkable seven-foot enlargements at the mall. The Empire State Carpenters Local 7 donated their time, talents and financial support for the installation of the LI2DAY mall enlargements.



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# Executive Director, Ginny Salerno

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### Meet Ginny Salerno, LI2DAY's Founder and Executive Director.

How does a woman take an idea from dream to present-day reality? Just ask Ginny Salerno, the founder of LI2DAY, a not-for-profit organization that has raised more than \$1.4 MILLION DOLLARS to assist individuals and their families battling breast cancer on Long Island.

Having seen how many of her Long Island neighbors were diagnosed with breast cancer, Ginny was motivated to get involved. But she recognized that many groups were already working hard to raise funds for cure research, so Ginny decided instead to create an organization that would directly benefit the Long Island residents who are struggling to cope with the realities of living with breast cancer. With sheer determination guiding her, she tapped into family, friends, as well as, local businesses and national corporations to create a two-day, 35-mile walk through Suffolk County with more than 300 walkers.



#### Honors and Awards:

June 19, 2007  
Long Island Press, Fortune 52  
Women's Achievement Award

September 18, 2007  
Cancer Services Program  
Partner of Distinction Award

October 14, 2007  
Newsday's Winner

#### Articles on Ginny:

Long Island Press Fortune 52  
June 14 - 20, 2007  
Vol. 5 Issue 24

Wellness Magazine  
October/November 2007  
*Walk This Way*

To contact Ginny directly,  
e-mail [info@li2daywalk.org](mailto:info@li2daywalk.org).

Now into its fifth year, local grassroots organizations throughout Long Island are benefiting from her efforts. Since the first Walk in 2004, over \$1.4 MILLION DOLLARS has been raised with 100 percent of those funds going directly to the people who need it most. Proceeds from the LI2Day Walk support Long Island-based community and support organizations that provide services addressing the immediate needs of families struggling to cope with breast cancer, such as medical care, medical expenses, child care, cooking, transportation, home expenses and more.

Ginny remains the driving force and the visionary for LI2DAY. She makes it her personal mission to know the name of every walker, crewmember, sponsor, politician and even park personnel. Because of her vision, more Long Islanders are receiving the assistance they need through LI2DAY funded programs.

#### On a Personal Note:

A Hauppauge resident, Ginny has been married 37 years to her husband Michael. She is the mother of three grown children and grandmother of one. Ginny is an adjunct professor at St. Joseph's College and SUNY Suffolk and an avid runner. She has completed 16 marathons, 50 half-marathons and another 50 triathlons, including a Tin Man (half Iron Man). She completed several 75-mile bike rides and one "century."

In addition to her teaching, family commitments and her rigorous exercise regimen, Ginny enjoys painting and sewing, but since starting LI2DAY, she hasn't had much time for either. She is also an avid gardener, but simply rolls her eyes when thinking about how little time she devotes to that pastime now.



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