

# T.E.A.L.® 2016 ANNUAL REPORT





# A Message From Our CEO

Dear Friends and Supporters,

I am so grateful to see how far T.E.A.L.® has grown since we began in 2009. My late sister, Louisa and I first started the foundation, just after she was diagnosed with Ovarian Cancer. Losing a sister to this disease was devastating but I am proud to be able to continue the fight for all amazing ladies like her.



T.E.A.L.® has been able to reach so many huge milestones every year! For our first 7 years, T.E.A.L.® operated out of my home office with the help of dedicated volunteers and interns that supported our small staff. We did not have a paid staff for the first two years. I am proud to say that 100 percent of our past paid employees have volunteered after leaving T.E.A.L.®. We applied for our first government grant in 2015, but until then we were fully funded by the generosity of public donations. In August 2015, T.E.A.L.® moved into a location which serves as our office space and community center to host workshops, events, and programs for survivors, their families, and the community.

Every year for our September Awareness Campaign, T.E.A.L.® partners with local businesses and organizations to turn NYC businesses, buildings, and monuments the color teal to spread awareness about National Ovarian Cancer Awareness Month. For the year 2016, T.E.A.L.® had the privilege of adding **NYC City Hall** to the growing list of monuments that T.E.A.L.® has lit. Starting in 2013, T.E.A.L.® has taken over New York City with a series of Tell Every Amazing Lady® posters and banners to educate and bring awareness to Ovarian Cancer Awareness Month. These advertisements were on subway platforms, kiosks, buses and outdoor banners throughout NYC. Since 2012, we have partnered with Citi Field to create an annual event called **Ovarian Cancer Awareness Night at CitiField**. Our largest event is the T.E.A.L.® Brooklyn Walk/Run, which has been held for 8 consecutive years. The **T.E.A.L.® Walk/Run Program** has expanded into **7 cities** making a total of **20 walks** by the end of 2016! The T.E.A.L.® Walk/Run program spreads life saving information to thousands. We have developed all of our programs into stronger and more sustainable public awareness campaigns in the community and online.

In 2015, T.E.A.L.® was honored to ring the **NASDAQ** opening bell with our board, staff, volunteers, and loyal supporters. In 2016, T.E.A.L.® was thrilled to be invited to also ring the New York Stock **Exchange** too, creating global awareness for ovarian cancer.

Annually, we estimate T.E.A.L.®'s reach to be over 44 million. We have been able to raise over **\$2 million dollars** and have funded **medical research** at some of the country's most prestigious hospitals and universities.

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.



### **T.E.A.L.® Board Of Directors (January 1, 2016- Present)**

- Pamela Esposito-Amery, Co-Founder, CEO, Board Member
  - Annette Abolt, President
  - Patricia Gentile, Vice President
  - John Cucarese, Secretary
  - Gina Pappalardo, Treasurer
  - Flora Poleshchuk, Board Member
- 

### **Advisory Board (January 1, 2016- Present)**

- John McGregor
  - Phyllis Bellocchio
  - Lawrence Esposito
  - Rena Esposito
- 

### **Scientific Advisory Board (January 1, 2016- March 6, 2016)**

- Dr. Sharyn Lewin, MD
- Dr. Samantha Cohen, MD
- Dr. Elizabeth Poynor, MD, PhD, FACOG
- Dr. Kevin Holcomb, MD
- Dr. Dennis Chi, MD, FACOG, FACS
- Andrea Mattocks, Scientific Advisory Board Administrator

### **Scientific Advisory Board (March 7, 2016- Present)**

- Dr. Sharyn Lewin, MD
- Dr. Samantha Cohen, MD
- Dr. Elizabeth Poynor, MD, PhD, FACOG
- Dr. Kevin Holcomb, MD
- Dr. Dennis Chi, MD, FACOG, FACS
- Andrea Mattocks, Scientific Advisory Board Administrator
- Dr. Oliver Zivanovic, MD



# T.E.A.L.®'s Financials

[www.tealwalk.org/financials](http://www.tealwalk.org/financials)

## Financial Stewardship

- Since 2011, non-profit rating website **Guidestar** has given T.E.A.L.® an average rating of 5 out of 5 stars
- Since 2012, T.E.A.L.® has been **Top Rated** by **Great Nonprofits**
- The **Better Business Bureau** awarded T.E.A.L.® with the **BBB accredited Charity Seal** in 2015
- T.E.A.L.® received a seal from **Good Deed Seats** for being one of the top 49 most innovative national organizations for giving back in 2016.



## Financial Statements

- Tell Every Amazing Lady® is a 501(c)3 not for profit organization committed to transparency of its financial operations.
- Our financial documents are public and available for viewing on our website: [www.tealwalk.org/financials](http://www.tealwalk.org/financials).
  - o 990s
  - o Annual Reports
  - o Statistics & Expense Breakdown
  - o Form 1023



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

## Financial Reach

- T.E.A.L.® is working to spread its mission to amazing ladies and men everywhere.
- T.E.A.L.® has touched the lives of Americans from 45 out of the 50 states.
- View T.E.A.L.®'s reach both nationally and globally at [www.tealwalk.org/reach](http://www.tealwalk.org/reach).





# Some of T.E.A.L.®'s Achievements

- Established in 2009 and working out of a home office for 7 years until 2015, T.E.A.L.® has raised over \$2 million dollars to help benefit Ovarian Cancer research and awareness.

- In August 2015, T.E.A.L.® moved to a new office space which serves as part office and part community center to host workshops, events, and programs for survivors, their families, and all of New York City!

- Since September is National Ovarian Cancer Awareness Month, the annual T.E.A.L.® Walk/Run program takes place every September in Brooklyn, NY. Established in 2009, it has become NYC's largest Ovarian Cancer Walk/Run and has now expanded into other locations across the country including Pennsylvania, Alabama, Connecticut and Georgia and other parts of New York State!

- For T.E.A.L.®'s September Awareness Campaign each year, T.E.A.L.® partners with businesses and organizations to light buildings & monuments teal in NYC and beyond to spread awareness about Ovarian Cancer.

- In September 2016, NYC's City Hall was lit the color teal for the first time in support of T.E.A.L.® and Ovarian Cancer Awareness Month.

- In July 2016, Tell Every Amazing Lady® rang the New York Stock Exchange opening bell with their T.E.A.L.® board, survivors, staff and loyal supporters to spread Global Awareness for Ovarian Cancer Awareness Month.

- In 2013, T.E.A.L.®'s CEO appeared on The Doctor Oz Show in an Ovarian Cancer segment to spread education and awareness about the disease.

- In 2012, Citi Field and the NY Mets partnered with Tell Every Amazing Lady® to establish the first ever Ovarian Cancer Awareness Day at Citi Field which is now an annual event. Each year, T.E.A.L.® receives a Spirit Award from The New York Mets on the field during the pregame show.

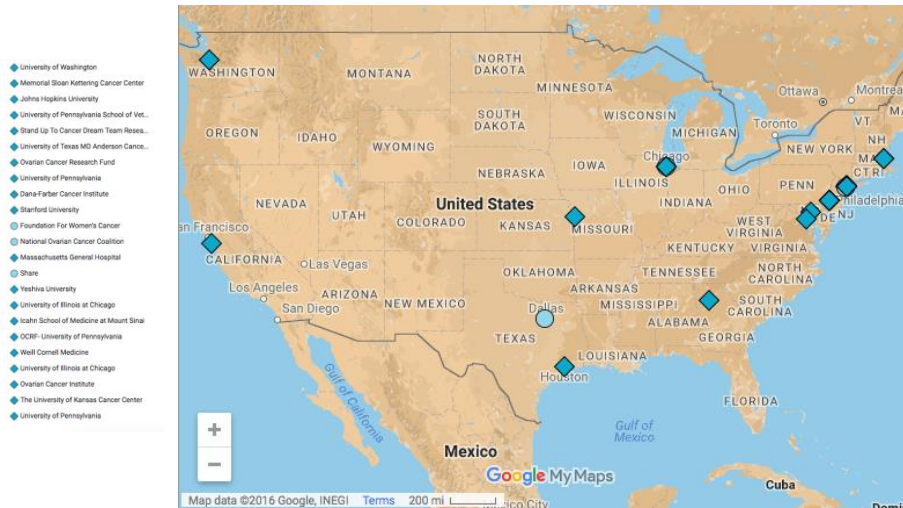
- T.E.A.L.® has funded research at some of the country's most prestigious hospitals and institutions since 2009.

- In 2016, T.E.A.L.® released news about one of their funded medical research studies which found  
In August 2015, T.E.A.L.® moved to a new office space which serves as part office and part community center to host workshops, events, and programs for survivors, their families, and all of New York City!  
that in women with symptoms, using CA125 and HE4 may be an excellent preliminary screening test for primary care physicians to evaluate for the possibility of Ovarian Cancer.





# T.E.A.L.® Beneficiaries 2016



## T.E.A.L.® Medical Research Beneficiaries

### OCRFA

Following the merger between OCRF and OCNA in 2016, T.E.A.L.® gave OCRFA \$7,500 to continue partially funding the research study by Dr. Jessica Chacon at the **University of Pennsylvania** that T.E.A.L.® previously funded in 2015.



### University of Illinois at Chicago

In 2016, T.E.A.L.® funded a \$20,000 research study at University of Illinois at Chicago that is attempting to identify the markers of cancer initiation and progression that are altered upon the loss of the tumor suppressor PTEN in fallopian tube epithelium (FTE).



### University of Kansas Cancer Center

In 2016, T.E.A.L.® partially funded a study at University of Kansas Cancer Center on Inhibiting Essential Functions of Cells to Treat Ovarian Cancer. \$32,500 was donated towards this work from T.E.A.L.®



### Ovarian Cancer Institute Laboratory at Georgia Institute of Technology

In 2016, T.E.A.L.® partially funded a study at the Ovarian Cancer Institute Laboratory at Georgia Institute of Technology that is working to validate a metabolic diagnostic test for Ovarian Cancer. \$10,000 was donated towards this work from T.E.A.L.®

## T.E.A.L.® Survivor Support Beneficiaries

### Foundation for Women's Cancer

In 2015, T.E.A.L.® donated \$15,000 in support of an Ovarian Cancer Survivor Course taking place in NYC in 2016.

In 2016, T.E.A.L.® donated \$15,000 in support of an Ovarian Cancer Survivor Course taking place in NYC in 2017.

### Share

In 2016, T.E.A.L.® donated \$5,000 and continued to support Share's Ovarian Cancer helpline where callers have the opportunity to speak with a cancer survivor or caregiver to answer questions, discuss treatment options, and aid in making informed decisions.



## Tell Every Amazing Lady® Programs

### T.E.A.L.®'s Mission

- ❖ Promote Public Awareness and Education
- ❖ Provide Support to Survivors
- ❖ Fund Research
- ❖ Find the Cure for Ovarian Cancer!

### Awareness & Education



### Medical Research



### Survivor Support





# Survivor Program

**Definition of a T.E.A.L.® Survivor:** an “Amazing Lady” who at anytime in her life has been diagnosed with Ovarian Cancer.



Part of T.E.A.L.®'s mission is to ameliorate the lives of Ovarian Cancer Survivors.

We implement this through **3 objectives:**

1. **Funding Cutting Edge Research that can improve the lives of Ovarian Cancer patients in the foreseeable future.**

- We fund research that can improve the lives of those with Ovarian Cancer or those at risk of contracting Ovarian Cancer. We also form **partnerships with hospitals conducting research.** View a list of all T.E.A.L.® funded research at [www.tealwalk.org/beneficiaries](http://www.tealwalk.org/beneficiaries).



2. **Providing resources and educational materials to survivors:**

- Our foundation 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.
- Through our collaboration with *Maimonides Medical Center*, we published information about how to get **genetic testing** and why it is important in evaluating the risk in Ovarian Cancer survivors and their families.
- 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.



**a. Educational Survivor Course Program:**

T.E.A.L.® has participated and 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 by providing valuable resources and information to Ovarian Cancer Survivors about medical and health options available to them including clinical trials and offering opportunities to ask questions directly to medical professionals.



**b. Survivors Teaching Students® (STS) program:**

T.E.A.L.® participates in the STS program, which aims 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 goal of the STS program is 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.



**c. Tell Every Amazing Lady® Clinical Trial Navigation Service:**

- T.E.A.L.® is working with EmergingMed to offer a free, unbiased, completely confidential, personalized service that helps patients understand and find which ovarian clinical trials match each patient's specific diagnosis and treatment history.
- 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**.

**3. Honoring survivors and connecting them with one another**

- 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.
- **T.E.A.L.® offers Free T.E.A.L.® Workshops for Survivors & their families** at our Community Center in Brooklyn, NY.
  - Workshops are moderated by volunteers and are open to anyone that has been touched by Ovarian Cancer such as Survivors, caregivers, family members, friends and sometimes members of the local community. Some past Workshop topics include: Cancer Genetics Q&A, Nutrition & Health Workshop, Laughter Yoga Workshop.
- Our supporters often refer to our organization as a **“family”**. Through our events, 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.

• **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. On stage at the Bandshell at Prospect Park, each survivor in attendance 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](http://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.



- **Other T.E.A.L.® Events:** Ovarian Cancer Survivors and their families are encouraged to attend all our events. 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*. At our **Spring Brunch Fundraiser** in 2013, T.E.A.L.® brought outstanding survivors forward and honored them with awards at El Caribe Country Club in Brooklyn. This was an afternoon of great food, beverages, shopping, raffles, fun and special guests.



- 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. T.E.A.L.® often participates in the Maimonides *Survivors Rock Party*, as well as the *NY Methodist Hospital Evening of Spirit* among other survivor focused health events.
- **T.E.A.L.® Ad Campaigns & Survivor Videos:** All of T.E.A.L.®’s large-scale awareness campaigns have highlighted the voice of the survivor to educate the public. T.E.A.L.® has incorporated interviews of survivors telling their stories as a didactic/educational tool for our presentations at schools, hospitals, community centers and the internet. For some of T.E.A.L.®’s Ad campaigns, Ovarian Cancer survivors have been featured to share their stories and personal messages. Since 2013, we’ve displayed ads throughout NYC on subway platforms, kiosks and buses in addition to local business and community centers



### Survivor Testimonials:

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

### Funded Survivor Partnership 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



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



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

*It is important to understand all of T.E.A.L.®'s programs and events include elements of Awareness and Education*

There is *no accurate screening test for Ovarian Cancer* often resulting in late stage diagnosis and a high mortality rate. We empower women with knowledge of the **signs and symptoms** as well as one's **risk based on personal/family history**. This encourages them to listen to their bodies, which

## Community Outreach Program

- T.E.A.L.® educates and engages with the community through events and partnerships.

- T.E.A.L.® prints **over 34,000 pieces** of educational material annually to distribute throughout various communities

- o **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 NYC and beyond providing life saving information.

- o **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.® actively 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

## Public Awareness Campaigns

- **September is Ovarian Cancer Awareness Month.** During this month we organize a vigorous and dynamic awareness program around New York City & beyond.

- Each September, T.E.A.L.® partners with local businesses and organizations to turn New York City buildings and monuments teal including **Brooklyn Borough Hall, New York City Hall, & the Parachute Jump at Luna Park** in Coney Island Brooklyn to spread awareness about Ovarian Cancer.

- **T.E.A.L.® Ad Campaign:** Since 2013, T.E.A.L.® has taken over NYC with a series of T.E.A.L.® posters and banners throughout September for Ovarian Cancer Awareness Month. These advertisements were on subway platforms, kiosks, buses, and T.E.A.L.® Banners around Prospect Park in Brooklyn.

- **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 Town Teal to provide ribbons for this initiative. This includes a massive citywide online awaren initiative for September a throughout the year.

## T.E.A.L.® Workshops & Additional Awareness Activities

- We design, organize, & facilitate many events and programs to help fight Ovarian Cancer, spread knowledge of the signs and symptoms to the community, and support survivors & their families.

- **Free T.E.A.L.® educational workshops** are hosted at T.E.A.L.®'s Community Center in Brooklyn. Workshop are moderated by volunteers and are open to anyone that has been touched by Ovarian Cancer such as Survivors, caregivers, family members, friends and any interested members of the local community. Learn more at [www.tealwalk.org/workshops](http://www.tealwalk.org/workshops).

- **T.E.A.L.® various other events and programs** include our **Annual Ovarian Cancer Awareness Day at Citi Field** where since 2012, T.E.A.L.® helped establish this annual event at Citi Field during a NY Mets game. T.E.A.L.® turns the stadium teal, drawing attention to the color and the cause.

- **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 people from NYC and across the USA gather in Prospect Park annually dressed in teal and walk or run for Ovarian Cancer and honor survivors. 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.



T.E.A.L.® Awareness and Education Programs also includes:

**T.E.A.L.® Funded Partnership Programs:** In addition to funding scientific research programs at some of the country's most prestigious hospitals, 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. These funded awareness events include *Survivors Teaching Students® Program* and *Survivor Course Program*:

**Survivors Teaching Students® Program:** T.E.A.L.® supports and participates in 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.

**Survivor Course Program:** T.E.A.L.® has sponsored and participated in 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.® PSAs:** T.E.A.L.® has promoted and shared many PSA videos on its various social media channels to raise awareness about the signs and symptoms of Ovarian Cancer. These videos have featured T.E.A.L.®'s very own Survivors, NYC Council Member Rafael Espinal, Stacey Sager of Channel 7's ABC Eyewitness News, Mallory Hagan Miss America 2013, Race Taylor from 95.5 WPLJ, and many more. Visit [www.tealwalk.org/PSA](http://www.tealwalk.org/PSA) to see these videos.

**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.® September Awareness Program

For **T.E.A.L.®'s September Awareness Program** each year, T.E.A.L.® partners with local businesses and organizations to turn businesses, buildings, & monuments in NYC and beyond teal to spread awareness about Ovarian Cancer. The goal of this campaign is 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.

**In September 2016, we partnered with 42 businesses & organizations, and tied a teal ribbon around 100 trees in 15 different neighborhoods.** Our ribbon campaign included 12 neighborhoods in Brooklyn, and 15 neighborhoods overall, throughout Queens and Manhattan as well.



- **Local Organizations also supported T.E.A.L.® during the Month of September** by lighting or decorating businesses, buildings, and monuments the color teal
- In September 2016, the **Parachute Jump at Luna Park in Coney Island, Brooklyn, NY** was lit teal for the first week of September.
- Since 2013, T.E.A.L.® has partnered with **Brooklyn Borough Hall** for the **lighting of Borough Hall the color teal** for Ovarian Cancer Awareness Month
- For the first time, **New York City's Borough Hall** was lit teal
- T.E.A.L.® teamed up with the **Myrtle Avenue Business Improvement District to Turn Myrtle Avenue in District 35 the color teal** for T.E.A.L.®'s 2016 September Awareness Campaign to promote education about ovarian cancer in this community. Teal ribbons were tied around dozens of trees on Myrtle Ave and T.E.A.L.® partnered with countless businesses and groups along Myrtle Avenue for the month of September.



**Various Press:** on 1010Wins, BBox Radio, Sirius XM Patriot Radio, WABC, & more!



Since 2013, T.E.A.L. has taken over New York City with a series of **Tell Every Amazing Lady® posters and banners** throughout September for Ovarian Cancer Awareness Month. These advertisements are on **subway platforms, kiosks, buses, and T.E.A.L.® Banners around Prospect Park.**

T.E.A.L.® also spread awareness about the signs, symptoms and risk factors of Ovarian Cancer through literature, lectures, & speaking engagements

**T.E.A.L.® Walks** took place in locations including Brooklyn, NY, Savannah, GA, Litchfield, CT, Whitesboro, NY & more!



## 2016 T.E.A.L.® Events

### January 2016

- **Awareness Video Series Filming** (1/9/16 to 1/10/16) in Brooklyn, NY
  - Tell Every Amazing Lady® is releasing a series of six educational PSA videos throughout 2016 sponsored by Aspira Labs. The first of the series is called Let's Talk. View here at [www.youtube.com/TEALWALK](http://www.youtube.com/TEALWALK)
- **“Healthy Brooklyn” Event at Brooklyn Borough Hall** (1/19/16)
  - On January 19, 2016, T.E.A.L.® attended Brooklyn Borough Hall's 2016 Healthy Brooklyn Event and Wellness Fair to spread awareness and education about the signs, symptoms, and risk factors of ovarian cancer to the local community. T.E.A.L.® has partnered with Brooklyn Borough Hall in various capacities over the years including this Annual Healthy Brooklyn event to spread awareness about ovarian cancer throughout Brooklyn.
- **Free T.E.A.L.® Workshops**
  - **Jewelry Making Workshop Series Part 1** on January 7, 2016 (1/7/16)
  - **Cancer Genetics Q&A with a Genetic Counselor: Family History and Hereditary Cancer Risk** on January 14, 2016 (1/14/16)
  - **Men of T.E.A.L.® Meet Up Series** on January 20, 2016 (1/20/16)
  - **Inflammation: Integrating Nutrition into Your Health Plan Workshop** on January 26, 2016 (1/26/16)

### February

- **Lions Midwinter Convention** (2/6/16) in Queens, NY
  - On February 6th, 2016, Lions Pamela Esposito-Amery (CEO of T.E.A.L.®) and Lawrence Esposito (T.E.A.L.® Advisory Board Member) spread awareness and educational information about the signs, symptoms, and risk factors of ovarian cancer at the Lions Clubs International District 20-K1 Mid Winter Convention in Queens, NY.
- **Prospect Charter School Career Fair** on February on 10<sup>th</sup>, 2016 (2/10/16) in Brooklyn, NY
  - Our CEO attended a Career Fair where she discussed her career in the non-profit world and spread awareness and educational information about the signs, symptoms, and risk factors of ovarian cancer to High School Students.
- **Wyckoff Garden Senior Center Health Discussion** on February 19th, 2016 (2/19/16) in Brooklyn, NY
  - T.E.A.L.® shared educational materials about the signs, symptoms, and risk factors for Ovarian Cancer with attendees.
- **Brooklyn College Science Internship Panel** on February on 23<sup>rd</sup>, 2016 (2/23/16) in Brooklyn, NY

- Our CEO presented about the signs, symptoms, and risk factors of ovarian cancer to Brooklyn College Students.
- **Free T.E.A.L.® Workshops**
  - **Jewelry Making Workshop Series Part 2** on February 3, 2016 (2/3/16)
  - **Jewelry Making Workshop Series Part 3** on February 10th, 2016 (2/10/16)
  - **Laughter Yoga Workshop** on February 22, 2016 (2/22/16)

### March

- **Lions Women's Health Fair** on March 5, 2016 (3/5/16) in Brooklyn, NY
  - Lion Pamela Esposito-Amery (CEO of T.E.A.L.®) spread awareness and educational information about the signs, symptoms, and risk factors of ovarian cancer at a table for this community health event.
- **Brooklyn College Job Fair** on March 11th, 2016 (3/11/16) in Brooklyn, NY
  - T.E.A.L.® provided information about the signs & symptoms of ovarian cancer, as well as ways for college students to get involved with T.E.A.L.®
- **Survivors Teaching Student's Program (STS) at SUNY Downstate** on March 21st, 2016 (3/21/16) in Brooklyn, NY
  - T.E.A.L.® CEO Pamela Amery-Esposito sat in as part of a survivor panel. The panel spoke to a group of medical school students about the part the students can play as doctors in monitoring and guiding women at risk of ovarian cancer so these women can be diagnosed early and have a better chance of survival.
- **Brooklyn Borough Hall Women's History Month Event** on March 29th, 2016 (03/29/16) in Brooklyn, NY
  - T.E.A.L.® attended the annual Women's History month celebration at Brooklyn Borough Hall. At the event, Brooklyn Borough Hall honored outstanding women who are making a difference in the Brooklyn community. T.E.A.L.® set up an informational table and gave out awareness and educational material.
- **Free T.E.A.L.® Workshops**
  - **Men of T.E.A.L.® Meet Up Series** on March 2nd, 2016 (03/02/16)
  - **Exploring Meditation Workshop** on March 8, 2016 (3/8/16)
  - **Breath Empowerment Workshop** on March 15, 2016 (3/15/16)
  - **Jewelry Making Workshop Series** on March 21st, 2016 (3/21/16)
  - **Qigong/Tai Chi Workshop** on March 22, 2016 (3/22/16)

### April

- **UFC Gym Fundraiser** on April 3<sup>rd</sup>, 2016 (4/3/16) in Staten Island, NY
  - On Sunday April 3rd, 2016 UFC GYM West Shore



## 2016 T.E.A.L.® Events

Plaza in Staten Island hosted a T.E.A.L.® fundraiser. There were auctions, raffles, food, massages, hair, makeup and more. There were also 3 mini classes with Hila Dery. The event raised nearly \$10,000.

- **Methodist Hospital Women's Health Fair** on April 7<sup>th</sup>, 2016 (4/7/16) in Brooklyn, NY
  - Thursday, April 7<sup>th</sup>, 2016, T.E.A.L.® spread ovarian cancer awareness at the Thrive Event hosted by New York Methodist Hospital. It was a night filled with health information, pampering services, health screenings, wine tastings and healthy hors d'oeuvres.
- **5<sup>th</sup> Annual Ovarian Cancer Awareness Night at Citi Field for Mets Game** on April 9<sup>th</sup>, 2016 (4/9/16) in Queens, NY
  - On Saturday Night April 9<sup>th</sup>, 2016 T.E.A.L.® joined the New York Mets for the 5<sup>th</sup> Annual ovarian cancer Awareness Night at Citi Field. For this opening weekend game, the NY Mets played the Phillies to kick off a new season. Our T.E.A.L.® crowds enjoyed fireworks at the end of the game for **Fireworks Night** and showed their support by wearing the color teal. A portion of each ticket sold at a specific ticket window benefited T.E.A.L.®
- **Mother's Day Sale on April 30<sup>th</sup>, 2016 (4/30/16)** in Brooklyn, NY
  - T.E.A.L.® had a Mother's Day Sale for jewelry, home goods, accessories, and T.E.A.L.®'s various home-made items at T.E.A.L.®'s community center on April 30<sup>th</sup>.
- **Free T.E.A.L.® Workshops**
  - **Preventative Surgery Ladies Meet Up** on April 5<sup>th</sup>, 2016 (04/05/16)
  - **Men of T.E.A.L.® Meet Up Series** on April 6<sup>th</sup>, 2016 (04/06/16)

### May

- **Brooklyn College Health & Wellness Fair** on May 3<sup>rd</sup>, 2016 (5/3/16)
  - The health & wellness fair featured information for students and faculty on healthy eating, disease prevention, health insurance options, and ways to stay active and fit. T.E.A.L.® had a table and handed out information and resources about ovarian cancer to health fair attendees.
- **"Team Annie" Fundraiser** on May 6<sup>th</sup>, 2016 (5/6/16) in East Meadow, NY
  - On May 6<sup>th</sup>, 2016, the 3<sup>rd</sup> Annual T.E.A.L.® Fundraiser in loving memory of Annie "Andrea" Roberts took place at Aura (1900 Hempstead Turnpike, Long Island) with Guest Hostess Erin Colin (News 12) with a Free Buffet, Special Drinks, Raffles, Prizes, Music, & more. Over \$3000 was raised from this event.
- **Franklin Lane Educational Campus Community Health Fair** on May 10<sup>th</sup>, 2016 (05/10/16) in Brooklyn, NY
  - At T.E.A.L.®'s awareness table, students and

parents were educated about ovarian cancer signs, symptoms, and risk factors in addition to learning more about T.E.A.L.®'s programs & upcoming events.

- **Assemblyman Brennan Community Resource Fair** on May 12<sup>th</sup>, 2016 (05/12/16) in Brooklyn, NY
  - T.E.A.L.® CEO Pamela Amery and a volunteer had an awareness table at the fair and used the opportunity to spread information about T.E.A.L.®'s services and events.
- **Brooklyn Adult Learning Community Health Fair** on May 17<sup>th</sup>, 2016 (05/17/16) in Brooklyn, NY
  - T.E.A.L.® had an awareness table and used the opportunity to spread information to BALC students and members of the local community about ovarian cancer in addition to T.E.A.L.®'s upcoming events and volunteer opportunities. With ovarian cancer being her platform, Miss New York Jr. Teen America 2016 and T.E.A.L.® Volunteer, Kiara Carrion, helped spread ovarian cancer awareness with us at this event.
- **NYU FWC ovarian cancer Survivor Educational Course** on May 21<sup>st</sup>, 2016 (5/21/2016) in Manhattan, NY
  - T.E.A.L.® co-sponsored the Foundation for Women's Cancer ovarian cancer Survivors Course at NYU. It was a free, all day course for all cancer survivors, friends and family members interested in learning more.
- **Free T.E.A.L.® Workshops**
  - **Preventative Surgery Ladies Meetup Series** on May 9<sup>th</sup>, 2016 (5/9/16)
  - **Let's Talk About Genetics: Digital Workshop** on May 26<sup>th</sup>, 2016 (5/26/16)

### June

- **Ellen Karis T.E.A.L.® Event at Broadway Comedy Club** on June 2<sup>nd</sup>, 2016 (6/02/2016) in Manhattan, NY
  - T.E.A.L.® and Ellen Karis teamed up for a Charity Comedy Night at the Broadway Comedy Club. Audience members were part of the Stand-Up Comedy DVD Taping of Ellen Karis "Greek Goddess of Comedy." This event raised \$300 for T.E.A.L.®'s ovarian cancer Awareness and Medical research programs.
- **Women of Distinction** on June 7<sup>th</sup>, 2016 (6/07/16) in Brooklyn, NY
  - CEO Pamela Amery, was presented with the esteemed honor of a Community Newsletter Group (CNG) Brooklyn Woman of Distinction Award. Pamela was 1 of 27 Brooklyn women who were honored at this event for their "extraordinary commitment to their vocations, dedication for volunteering and influential impact on the greater community".
- **Brooklyn Pride** on June 11<sup>th</sup>, 2016 (6/11/16) in Brooklyn, NY



## 2016 T.E.A.L.® Events

- o Brooklyn Pride took place on 5th Avenue in Park Slope. T.E.A.L.® had a booth and raised awareness about T.E.A.L.®'s mission as well as promoting the Brooklyn T.E.A.L.® Walk/Run and selling merchandise. Proceeds from merchandise at the event went towards research and awareness.
- **Painting with a Twist Fundraiser** on June 23rd, 2016 (6/23/16) in Savannah, GA
  - o Painting with A Twist in Savannah, Georgia organized by T.E.A.L.® volunteers Samantha Powell and Carina McCrea hosted a PWAP (Painting with a Purpose) fundraising event where part of the proceeds went towards the 3rd Annual Savannah T.E.A.L. Walk. This event raised over \$550.
- **Maimonides Survivor Event** on June 28th, 2016 (6/28/16) in Brooklyn, NY
  - o T.E.A.L.® participated in Maimonides Medical Center Annual National Cancer Survivor's Day at the Dyker Beach Golf Course in Brooklyn. This event honored Cancer Survivors and celebrated the milestones they have achieved in addition to acknowledging the family, friends, and healthcare professionals who have supported them along the way. Guest speakers, live music, and a free dinner were also included in this event.
- **Free T.E.A.L.® Workshops**
  - o **Men of T.E.A.L.® Meet Up Series** on June 1st, 2016 (6/01/16)

### July

- **T.E.A.L.® Night Baseball Game** on July 1st, 2016 (7/01/16) in Whitesboro, NY
  - o The Glens Falls Dragons played the Utica Blue Sox at Donovan Stadium in Utica, NY on T.E.A.L.® Night. The T.E.A.L.® Night educated men and women about ovarian cancer. A booth was set up at the game with registration forms for the Whitesboro T.E.A.L.® Walk on September 10th, 2016
- **T.E.A.L.® Alex and Ani Pinot's Palette** on July 20th, 2016 (7/20/16) in Redbank, NJ
  - o T.E.A.L.® hosted two events to fundraise. The event started at Alex and Ani in Red Bank where attendees enjoyed refreshments and small bites, while shopping. 15% of all proceeds were donated to T.E.A.L.®. This event was followed by a Redbank NJ Pinot Palette's ticketed fundraiser next door which included painting, snacks, and raffle prizes.
- **T.E.A.L.® Rings opening bell at NYSE** on July 28th, 2016 (07/28/16) in Manhattan, NY
  - o T.E.A.L.® was honored to ring the New York Stock Exchange (NYSE) opening bell with our T.E.A.L.® board, survivors, staff, volunteers, interns and loyal supporters to promote ovarian cancer awareness.
- **T.E.A.L.® Lemonade Stand & Bake Sale** on July 29th, 2016 (7/29/16) in Whitesboro, NY
  - o Whitesboro T.E.A.L.® Walk Organizer and Volunteer Sarah Firsching represented T.E.A.L.® at Whitesboro's Annual Lemonade Stand & Bake Sale. This event raises money for childhood cancer

research. Although ovarian cancer is typically diagnosed in women in their 50's, girls as young as 8 years old have been documented with this diagnosis. Sarah participated in this event by sharing information on the signs, symptoms, and risk factors for ovarian cancer and inviting the community to attend the 2nd Annual T.E.A.L.® Walk in Whitesboro, NY on September 10th, 2016.

- **Kathie Arseno Wellness, Crunch Norwood, & T.E.A.L.®** on July 31st, 2016 (7/31/16) in Bronx, NY
  - o Kathie Arseno Wellness teamed up with Crunch Norwood for four fitness classes where all of the proceeds raised were donated to T.E.A.L.®.
- **Free T.E.A.L.® Workshops**
  - o **Men of T.E.A.L.® Meet Up Series** on July 12th, 2016 (7/12/16)
  - o **Jewelry Making Workshop Series** on July 27th, 2016 (7/27/16)

### August

- **Jackalicious Zumba** on August 12th, 2016 (8/12/16) in Staten Island, NY
  - o On Friday August 12, 2016, Team Jackalicious danced for T.E.A.L.® by hosting a Zumbathon Fundraiser in Staten Island (Move Me Dance & Fitness Studio). This event included Zumba classes, raffles prizes, and more. All proceeds from this event went towards Team Jackalicious for the 8th Annual Brooklyn T.E.A.L.® Walk/Run. This event raised over \$900
- **2016 Bingo Fundraiser** on August 19th, 2016 (8/19/16) in Whitesboro, NY
  - o Whitesboro T.E.A.L.® Walk Organizer Sarah Firsching among other volunteers represented T.E.A.L.® at this Bingo Fundraiser. This event included raffle basket prizes, desserts, and hors d'oeuvres. There were 15 games of bingo, and the event had over 20 door prizes. The event proceeds from this event was split between T.E.A.L.® and Joseph's Experience. Over \$3,000 from this event was credited to T.E.A.L.® for ovarian cancer awareness and research programs.
- **Annual Something About T Fundraiser** on August 20th, 2016 in Brooklyn, NY
  - o Team Something About T held their annual fundraiser at Lonestar Bar and Grill in memory of Theresa Galia for the 8th Annual Brooklyn T.E.A.L.® Walk/Run. Friends and family joined community supporters for a fun day filled with raffles, food, and prizes while supporting the cause. They raised over \$2,000 for T.E.A.L.® awareness & medical research programs.
- **Ribbon Campaign on Myrtle Ave** on August 24th, 2016 (8/24/16) in Brooklyn, NY
  - o T.E.A.L.® teamed up with the Myrtle Avenue Business Improvement District to turn the small businesses along Myrtle Avenue teal for the month of September, ovarian cancer Awareness Month. Volunteers went along the avenue tying teal ribbons around trees, bike racks, and local participating businesses sandwich boards.





## 2016 T.E.A.L.® Events

- **Team Octavia 2nd Annual ovarian cancer Fundraiser** on August 27th, 2016 (8/27/16) in Brooklyn, NY
  - Brooklyn's T.E.A.L.® Walk/Run Team Octavia hosted their 2nd Annual ovarian cancer Fundraiser in Brooklyn. This Brunch Event included a prix-fixe menu featuring a set two-course meal & mimosa. This event was a success raising \$420 for T.E.A.L.® awareness & medical research programs
- **Free T.E.A.L.® Workshops**
  - **Men of T.E.A.L.® Meet Up Series** on August 3rd, 2016 (8/03/16)

### September – Ovarian Cancer Awareness Month (September Awareness Campaign)

- **T.E.A.L.® & Luna Park Light the Parachute Jump Teal** on September 1st, 2016 (9/01/16) in Brooklyn, NY
  - For one week starting on September 1st, to kick off ovarian cancer Awareness Month, Luna Park's Parachute Jump was lit teal in support of T.E.A.L.® and ovarian cancer Awareness Month. There was a press conference followed by a lighting ceremony. The color was seen from afar and helped T.E.A.L.® continue its efforts in spreading awareness.
- **Nu Hotel T.E.A.L.® September Special (all throughout September)** starting on September 1st, 2016 (9/01/16) in Brooklyn, NY
  - For the entire month of September, the NU Hotel Bar offered a teal colored drink to support T.E.A.L.® and ovarian cancer Awareness Month. 50% of the proceeds went towards T.E.A.L.® research and awareness programs.
- **Brooklyn Borough Hall Press Conference** on Sept 7<sup>th</sup>, 2016 (9/7/2016) in Brooklyn, NY
  - T.E.A.L.® had a Press Conference at Brooklyn Borough Hall. Speeches were made by Brooklyn Borough President Eric L. Adams, our T.E.A.L.® CEO Pamela Esposito-Amery, Council Member Rafael Espinal, and Council Member Laurie Cumbo.
- **Lighting of Brooklyn Borough Hall Teal** on Sept 9<sup>th</sup>, 2016 (9/6/2016) in Brooklyn, NY
  - Brooklyn Borough Hall was lit teal for a week in September to raise awareness about National ovarian cancer Awareness month.
- **8<sup>th</sup> Annual Brooklyn T.E.A.L.® Walk/Run** on Sept. 10, 2016 (9/10/2016)
  - This walk 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.
- **2<sup>nd</sup> Annual T.E.A.L.® Whitesboro, NY Walk/Run** on Sept. 10, 2016 (9/10/2016)
  - This walk 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.

- **Mississippi Awareness Day** on September 15th, 2016 (9/15/16) in Itta Bena, MS
  - Psi Gamma Chapter of Zeta Phi Beta Sorority, at Mississippi Valley State University arranged an Awareness table on campus in their efforts to raise awareness for ovarian cancer and the T.E.A.L.® Foundation.
- **South Carolina Bartending Event** on September 16th, 2016 (9/16/16) in Greenville, SC
  - A fundraiser was held at Gringo's Bar with special guest bartenders Meteorologist Ted Phaeton, Ryan Heafy, Charles Russ, and Josh Royston.
- **Danceathon Fundraiser NYC** on Sept 17, 2016 (9/17/16) in Manhattan, NY
  - Sisters of Delta Sigma Chi Sorority, Inc. hosted a Dance-A-Thon Fundraiser in their efforts to raise awareness and funds for ovarian cancer research for T.E.A.L.®. This fundraiser raised \$250.
- **T.E.A.L.® West Virginia March to the Capital** on September 17th, 2016 (9/17/16) in Charleston, WV
  - A T.E.A.L.® West Virginia March to the State Capitol took place organized by volunteers. This event raised awareness for ovarian cancer research and awareness programs by inviting the local Charleston community to march and take a stand against the disease.
- **Teal Party** on September 18th, 2016 (9/18/16) in Savannah, GA
  - T.E.A.L.® Savannah Volunteers attended and spread awareness at the 4th Annual Teal Tea Party "Alice in Wonderland" Teal Eyes Through the Looking Glass" for Gynecological Awareness Cancer Month. Hosted by Nancy N. and J.C. Lewis Cancer & Research Pavilion at St. Joseph's/Candler, the tea party honored and celebrated women affected by gynecological cancer and also included a Fashion Show by Dress Barn & Chicos.
- **T.E.A.L.® NJ Tinton Falls Walk/Run** on Sept 24<sup>th</sup>, 2016 (9/24/16)
  - A T.E.A.L.® Walk took place in Tinton Falls, New Jersey at Atria Senior and Assisted Living. The event included live entertainment from the Florian Schantz Jazz Combo, food & refreshments, and a short walk portion for Atria residents and their families. This event successfully raised over \$500.
- **3<sup>rd</sup> Annual T.E.A.L.® Savannah, GA Walk/Run** on Sept 24<sup>th</sup>, 2016 (9/24/16)
  - This walk 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.
- **3<sup>rd</sup> Annual T.E.A.L.® Litchfield, CT Walk/Run** on Sept 24<sup>th</sup>, 2016 (9/24/16)
  - This walk celebrates the courage of ovarian cancer survivors and the strength of the families who've



## 2016 T.E.A.L.® Events

been touched by the disease, while spreading awareness to the public and raising money for research.

- **T.E.A.L.® Culinary Tech Center Bake Sale** on September 27th, 2017 (9/27/16) in Manhattan, NY
  - Culinary Tech Center hosted a Bake Sale. This event raised \$745.00, going towards T.E.A.L.® research & awareness programs.
- **Annual Milk River Fundraiser and Awareness Event** on September 29th, 2016 (9/29/16) in Brooklyn, NY
  - Marshall Gras Entertainment's "Girl's Night Out" Ladies Night concert took place in Brooklyn with performances from up and coming R & B artists as well as helping to raise funds for ovarian and Breast cancer awareness. The event raised \$750 for T.E.A.L.® ovarian cancer medical research and awareness programs.
- **T.E.A.L.® lights City Hall Teal for September** on September 30th, 2016 (9/30/16) in Manhattan, NY
  - T.E.A.L.® lit New York City's City Hall the color teal to highlight the end of September.

### October

- **Brooklyn College Health Lecture** on October 13th, 2016 (10/13/16)
  - T.E.A.L.® staff presented at Brooklyn College at the Tie the Ribbons: Breast and ovarian cancer Awareness Event. T.E.A.L.® promoted awareness about the signs, symptoms, and risk factors of ovarian cancer in addition to sharing informational resources to Brooklyn College attendees and support to students touched by ovarian cancer.
- **Brooklyn College Marketing Lecture** on October 18th, 2016 (10/18/16)
  - T.E.A.L.® CEO, Pamela Amery was invited to present as a guest professor for an Advertising in Non-Profit lecture to members of the Brooklyn College Marketing Society and other students and faculty. Pamela provided insight on advertising, starting a non-profit, social media, event planning, internship opportunities in addition to promoting awareness about the signs, symptoms, and risk factors of ovarian cancer.
- **Southern Teal Soiree at Ruth Chris Steakhouse** on October 19th, 2016 (10/19/16) in Greenville, SC
  - A Southern Gala T.E.A.L.® Soiree was held at a local Ruth's Chris Steakhouse organized by volunteers.
- **Brooklyn College Job Fair** on October 21st, 2016 (10/21/16)
  - T.E.A.L.® participated in an Internship and Job fair at Brooklyn College. T.E.A.L.® was able to connect with students and provide guidance and internship opportunities for students interested in pursuing

careers in non-profit management and other related fields.

- **Brooklyn College Sorority Awareness Event** on October 25th, 2016
  - Brooklyn College Alpha Sigma Zeta Sorority, long time supporters and volunteers of T.E.A.L.® partnered with the organization for the Annual Women's Health Workshop which focuses on early detection of breast and ovarian cancer.
- **Free T.E.A.L.® Workshops**
  - **Men of T.E.A.L.® Meet Up Series** on October 5th, 2016 (10/05/16)

### November

- **Harvard Global We Women Empowerment Expo** on November 4th, 2016 (11/4/16) in Boston, MA
  - T.E.A.L.® participated in the Women's Empowerment Expo at Harvard University to kick off Harvard Alumni Association's Women's Weekend. T.E.A.L.® interns arranged an Awareness table to help raise awareness for ovarian cancer.
- **T.E.A.L.® Lu Bella Boutique Fundraiser** on November 11th, 2016 in Brooklyn & Staten Island, NY
  - Lu Bella Boutique had an all day shopping event and 10% of each purchase was donated to T.E.A.L.® and a total of \$500 was raised.
- **Miss Greater NY Beauty Pageant Judge** on November 15th, 2016 (11/15/16) in Manhattan, NY
  - T.E.A.L.® co-founder, Pamela was invited to be a judge for the 2017 Miss Greater NYC Scholarship Pageant. While there, Pamela used the opportunity to spread information about ovarian cancer signs, symptoms, and risk factors.
- **Holiday Open House/Giving Tuesday** on November 29th, 2016 (11/29/16) in Brooklyn, NY
  - Communities, charities, and businesses around the world gathered together to promote Giving Tuesday, an online-based national day for giving back to local and national causes. Donations to T.E.A.L.® through online sources and in person purchases go towards funding research and programming.
- **Free T.E.A.L.® Workshops**
  - **Putting Good Nutrition on Your Plate Workshop** on November 2nd, 2016 (11/02/16)
  - **Men of T.E.A.L.® Meet Up Series** on November 7th, 2016 (11/07/16)
  - **Genetics: Why Your Family History Matters Workshop** on November 15th, 2016 (11/15/16)

### December

- **BALC Internship Fair** on December 6th, 2016



## 2016 T.E.A.L. ® Events

(12/6/16) in Brooklyn, NY

- o T.E.A.L.® attended the Brooklyn Adult Learning Center's (BALC) Annual Community Internship Fair. T.E.A.L.® had an awareness table and used the opportunity to spread information to BALC students and members of the local community about Ovarian Cancer signs, symptoms, and risk factors in addition to T.E.A.L.®'s upcoming events and volunteer opportunities.

- **T.E.A.L.® presents at BALC for Nursing Assistant students** on December 14th, 2016

(12/14/16) in Brooklyn, NY

- o Tell Every Amazing Lady® presented a lecture to a class of Nursing Assistant students at the Brooklyn Adult Learning Center. T.E.A.L.® was able to teach students about the signs, symptoms and risks of ovarian cancer and spread awareness.

- **T.E.A.L.® presents at BALC for GED program students** on December 21st, 2016 (12/21/16) in Brooklyn, NY

- o Tell Every Amazing Lady® presented a lecture to a class of students at the Brooklyn Adult Learning Center. T.E.A.L.® was able to teach students about the signs, symptoms and risks of ovarian cancer and spread awareness while answering questions that the students had.

- **New Year's Eve Southern Gala Event** on December 31st, 2016 (12/31/16) in Greenville, SC

- o Volunteer Samantha Radandt along with B&R Events hosted a New Year's Eve 2017 Southern Gala in South Carolina to help ring in the New Year while supporting T.E.A.L.®.

## T.E.A.L.® Co-Branded Campaign



Tell Every Amazing Lady® partnered with Toyota for the 3rd Annual Savannah T.E.A.L.® Walk in 2016. Through a customized sponsorship opportunity, Toyota created a co-branded campaign to help T.E.A.L.® spread awareness while supporting participants of the walk.

For the T.E.A.L.® Toyota Roadtrip, 5 individuals including survivors, organizers and participants as well as co-founder, Pamela Esposito-Amery were able to drive five Toyota Rav4's decorated with custom co-branded T.E.A.L.® logos into Savannah from three different states including Florida, North Carolina, and Georgia.

For the accomplishment of reaching the finish line, Toyota brought in tents and caterers for the T.E.A.L.® Toyota Tailgate Celebration, which consisted of a southern style brunch and entertainment including an appearance from Sonny Digital's manager Rico Brooks. Regional Director of Toyota, Michael Esposito was also there to present a check to T.E.A.L.® to support Ovarian Cancer research and awareness programs. Toyota also supported the raffle and T.E.A.L.® Survivor Ceremony with prizes and awards.

To help promote the 3rd Annual Savannah T.E.A.L.® Walk, Toyota created the co-branded logo and hashtag #ToyotaLovesTeal as well as co-branded swag items and a step & repeat photo booth. The campaign included social media influencers who helped further spread the message. This amazing collaboration also resulted in an official Toyota Loves T.E.A.L.® promotional video available on our website.



# T.E.A.L.® Achieves Global Awareness at New York City's Financial Markets

## (NASDAQ & NYSE Opening Bell Ceremonies)



(Pictured above) T.E.A.L.® at the NASDAQ on 9/21/15  
© 2015 NASDAQ, Inc.

T.E.A.L.® was honored to participate in the opening bell ceremonies for the **two largest stock exchanges in the world**, the **NASDAQ** and the **New York Stock Exchange (NYSE)**, in 2015 and 2016 respectively. These *Amazing* opportunities enabled T.E.A.L.® to reach millions and create global awareness for this important women's health issue for two years in a row.



It is well known that bell ceremonies are seen by millions, and are the most watched events each day across the world.



(Pictured above) T.E.A.L.® at the NASDAQ on 9/21/15  
© 2015 NASDAQ, Inc.

The NASDAQ ceremony, for example, which took place in **September** of 2015 to highlight **Ovarian Cancer Awareness month** was showcased on the NASDAQ Webcam, MarketSite Tower and participating television networks such as CNBC, Bloomberg TV, Fox Business News among 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.



TELL EVERY AMAZING  
LADY ABOUT  
OVARIAN CANCER  
WWW.TEALWALK.ORG

6TH ANNUAL  
T.E.A.L. WALK/RUN  
9-6-2014

# T.E.A.L.® Walk/Run

## Annually every September in Prospect Park, Brooklyn, NY

T.E.A.L.® Walks take place in other locations beyond Brooklyn

### Survivor Ceremony



### Non-Competitive Walk & Timed 5K Run



### Education





# T.E.A.L.® Office & Community Center

**Address: 533 16<sup>th</sup> St Brooklyn NY 11215**

**(just off 10<sup>th</sup> Ave)**

Established in 2009, T.E.A.L.® operated out of a home office for 7 years.

In 2015, we opened the **T.E.A.L.® Community Center** in Brooklyn to host awareness and education programs for survivors, their families, and the general public to educate and enhance the quality of life for the local community.

**In 2016, we served 609 visitors alone!**



## **Free T.E.A.L.® Workshops at Our Community Center in Brooklyn**

Learn how to meditate, gain information about what to ask when you go for genetic testing, or meet a new friend who's been through what you're going through at one of our free workshops in our Windsor Terrace/ Park Slope T.E.A.L.® Community Center.

Workshops are run by volunteers and the topics have ranged from nutrition & health, to laughter yoga, to art therapy, to various different wellness workshops. These workshops are open to anyone who's been touched by ovarian cancer whether it be a survivor, caregiver, family member or friend.

To learn more, go to

[www.tealwalk.org/workshops](http://www.tealwalk.org/workshops)





# T.E.A.L.® Awareness Campaigns

The T.E.A.L.® awareness and education program includes public awareness campaigns throughout New York City where the color teal is used as a vehicle of awareness for the signs, symptoms and risk factors for ovarian cancer. As T.E.A.L.® continues to expand its relationships throughout the New York City community, additional landmarks are added each year.

## **In 2016 alone, T.E.A.L.® participated in:**

- ❖ The annual lighting of Brooklyn Borough Hall and New York City Hall teal during the month of September for Ovarian Cancer Awareness Month, as well as press conferences to mark the occasion.
- ❖ T.E.A.L.® rang the opening bell for The New York Stock Exchange (NYSE), turning the building and the trading floor teal.
- ❖ In partnership with Coney Island, T.E.A.L.® turned the Luna Park Parachute Jump teal for the first week of September
- ❖ Starting In 2012, T.E.A.L.® established an annual awareness day at Citi Field where the stadium is lit teal by baseball & T.E.A.L.® fans alike.







# 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.

