

T.E.A.L.[®] 2017 Annual Report

Tell Every Amazing Lady[®]

About Ovarian Cancer

T.E.A.L.[®]

Louisa M. McGregor
Ovarian Cancer Foundation

www.TEALWALK.org
www.TellEveryAmazingLady.org



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A Message from Our CEO

Dear Friends and Supporters,

In 2018, we celebrate 10 years of *Amazing!* I am so proud of the work T.E.A.L.® has achieved 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 *every amazing lady* like her.



T.E.A.L.® has been able to reach so many huge milestones in the past 10 years! For our first 7 years, Tell Every Amazing Lady® operated out of my home office with the help of dedicated volunteers and interns that supported our small staff. For the first two years we didn't have a paid staff. The work we do would be impossible without the generosity of our volunteers and the support of our generous donors. Our T.E.A.L.® Community Center in Brooklyn where we host workshops, events, and programs expanded this year to include an office for our growing staff of employees and interns.

Every year we expand our September Awareness Campaign during National Ovarian Cancer Awareness Month. T.E.A.L.® partners with local businesses and organizations to turn buildings and monuments the color teal. In 2017, T.E.A.L.® had the privilege of adding **NYSE Floor** 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 the city. This year we partnered with Citi Field again to host the **6th Annual Ovarian Cancer Awareness Night at CitiField** during the Mets vs Yankees Subway Series. Our largest event each year is the T.E.A.L.® Brooklyn Walk/Run which for the past 9 years has spread life-saving information to thousands. The **T.E.A.L.® Walk/Run Program** took place in 4 cities along the east coast in 2017, making a total of **24 walks** to date! We have developed all of our programs into stronger, more sustainable public awareness campaigns, and now offer opportunities to get involved throughout the country with our new webinars and virtual T.E.A.L.® Walk opportunities.

Creating global awareness for ovarian cancer, we not only have a large digital reach but we've been honored to ring the **NASDAQ** opening bell, the **New York Stock Exchange** opening and closing bells. We estimate T.E.A.L.®'s **annual reach to be over 55 million people** annually. We have been able to raise over **\$2.8 million dollars** since we started and have funded **medical research** at some of the country's most prestigious hospitals and universities.

Join us on April 21, 2018 to celebrate our tenth anniversary with the '10 Years of Amazing' Gala at the Brooklyn Museum. 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.®
T.E.A.L.® Community Center 533 16th Street, Brooklyn, N.Y. 11215 info@tealwalk.org
www.TellEveryAmazingLady.org 917-310-4835 www.tealwalk.org Not-For-Profit 501(c)3 Charitable Organization

Louisa M. McGregor

Co-Founder *In Memoriam*

Louisa's Diagnosis



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 Louisa M. McGregor Ovarian Cancer Foundation 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.

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 some for Gilda's Club and Stand Up To Cancer, in addition to appearing on The Today Show and in a documentary called "The Whisper". 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. Even 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



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2017 T.E.A.L.® Events

January 2017

- **T.E.A.L.® Board Meeting (1/23/17)**
- **T.E.A.L.® Volunteer Meeting (1/25/17)**
- **Free T.E.A.L.® Workshops**
 - Men of T.E.A.L.® Meet Up Series (1/10/17)
 - Ladies Appreciation Night (1/12/17)
 - Meditation Workshop (1/17/17)

February 2017

- **Beyond Dance Fundraiser (2/10/17- 2/12/17)** in Brooklyn, NY
 - T.E.A.L.® CEO, Pamela Esposito-Amery attended and spoke about T.E.A.L.®'s mission of spreading awareness to dancers and audience. Donations and raffle proceeds were donated to Tell Every Amazing Lady.
- **T.E.A.L.® Board Meeting (2/15/17)**
- **NYC Department of Education OACE Health Fair (2/15/17)** in New York, NY
 - T.E.A.L.® had an awareness table and spread information to 100 attendees about ovarian cancer signs, symptoms, and risk factors.
- **Tannenbaum Helpert's Women's Initiative (2/16/17)**
 - On February 16, 2017, T.E.A.L.® was able to spread awareness and connect with women from all over New York.
- **Free T.E.A.L.® Workshops**
 - Breath Empowerment Workshop (2/7/17)
 - Men of T.E.A.L.® Meet Up Series (2/22/17)
 - Jewelry Making Workshop (2/23/17)
- **Lions Midwinter Convention (2/18/17)** in Queens, NY
 - 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 to all amazing ladies at the Lions Clubs International District 20k1 Mid Winter Convention.
- **Bubbly Bites (2/21/17)** in South Carolina
 - A T.E.A.L.® volunteer organized an amazing event at Chef 360's Studio Kitchen in South Carolina. All guests enjoyed delicious appetizers and sampled different wines while helping raise funds for ovarian cancer research and awareness.

- **Annual Symposium - Church of God of Prophecy (2/25/17)** in Brooklyn, NY
 - T.E.A.L.® CEO, Pamela, was one of several guest lecturers including representatives from NYU Langone. She spread awareness about the risk and symptoms of ovarian cancer to over 45 people during her presentation. Winter Convention.
- **Annual Volunteer Meeting (2/28/17)**

March 2017

- **Brooklyn College Job Fair (3/3/2017)** in Brooklyn, NY
 - T.E.A.L.® connected with students to provide guidance and internship opportunities for students interested in pursuing careers in nonprofit management and other related fields as well as spreading information about ovarian cancer signs, symptoms, and risk factors.
- **Pratt Pro Imagination Expo (3/3/2017)** in Brooklyn, NY
 - Life-saving information about the signs and symptoms of ovarian cancer was shared to attendees of this job fair at Pratt University.
- **Cumbo Summer Resource Fair (3/12/17)** in Brooklyn, NY
 - T.E.A.L.® staff and volunteers shared information about the signs and symptoms of ovarian cancer and introduced the new T.E.A.L.® Youth Ambassador Program to over 600 attendees.
- **Kingsborough Community College's Health Club Women's Health Panel (3/20/17)** in Brooklyn, NY
 - T.E.A.L.® attended the college's Women's Health Panel and T.E.A.L.® CEO spoke with club members and the greater KCC community about ovarian cancer signs, symptoms, risk factors, and how she initially got involved with ovarian cancer awareness outreach.
- **T.E.A.L.® Volunteer Meeting (3/22/2017)**
- **P.S. 48 Health and Wellness Conference (3/25/2017)** in Queens, NY.
 - In partnership with PS 48 and Public Advocate Letitia James, Pamela Esposito-Amery (CEO of T.E.A.L.®) presented during the opening ceremony in front of 200 community members, parents and faculty.

- **Brooklyn Delegation Presentation (3/28/2017)** in Brooklyn, NY
 - T.E.A.L.® presented important information about ovarian cancer signs, symptoms, and risk factors and explained why it is important to spread awareness in the city of Brooklyn.
- **St. Francis College Career Fair (3/29/2017)** in Brooklyn, NY
 - T.E.A.L.® shared information about the signs, symptoms, and risk factors of ovarian cancer and provided information about the new T.E.A.L.® Youth Ambassador Program, internship and volunteer opportunities.
- **Salem Women's Health Panel- Harlem (3/29/2017)** in New York, NY
 - T.E.A.L.® CEO, Pamela Esposito-Amery, spoke about T.E.A.L.®'s mission and her career path as a professional in the health sector.
- **Free T.E.A.L.® Workshops**
 - Survivor Meet Up (3/16/17)

April 2017

- **Lions District 20k1 Cancer Forum (4/1/2017)** in Brooklyn, NY
 - A T.E.A.L.® volunteer distributed important awareness materials to help raise spread ovarian cancer awareness to all attendees.
- **Prospect Park Opening Day (4/1/2017)** in Brooklyn, NY
 - T.E.A.L.® participated in Prospect Park Alliance's 1st Annual Opening Weekend in Prospect Park to share information about the signs and symptoms of ovarian cancer. T.E.A.L.® also provided information about ways to get involved with T.E.A.L.® to over 100 attendees throughout the course of the afternoon.
- **Virginia Tennis Fundraiser (4/2/2017)** in Virginia
 - A volunteer in Virginia organized a fundraiser. A portion of the proceeds was donated to Tell Every Amazing Lady®.
- **St Joseph's College Presentation (4/4/2017)** in Brooklyn, NY
 - Members of T.E.A.L.® staff gave a presentation focused on ovarian cancer awareness to a group of over 50 students at St. Joseph's College. The group included students from nursing, leadership, and recreation majors.

- **Genetics Task Force Presentation at NYU Medical Center (4/5/2017)** in New York, NY
 - T.E.A.L.® CEO presented important information about T.E.A.L.®'s mission and programs to New York State's Genetic Task Force. T.E.A.L.® also had a table where staff displayed and distributed awareness cards, information about the T.E.A.L.® Walk™, and spoke about T.E.A.L.®'s work in the community.
- **Thirty-One Fundraiser (4/5/2017)** in Whitesboro, NY
 - T.E.A.L.® volunteers in Whitesboro partnered with Thirty-One for a great event in Whitesboro, NY. 100% of the proceeds went towards the 3rd Annual Whitesboro T.E.A.L.® Walk™.
- **NYU Career Fair (4/7/2017)** in New York, NY
 - T.E.A.L.® attended the NYU Health, Science, & Nursing Industry Expo, handed out flyers and brochures, disseminated information about the signs and symptoms of ovarian cancer, and provided more information about T.E.A.L.®'s work and information about how to get involved.
- **South Carolina Guest Bartending Event (4/7/2017)** in South Carolina
 - A South Carolina volunteer hosted a fundraising event to raise funds for ovarian cancer research and awareness. All of the proceeds were donated to T.E.A.L.®.
- **T.E.A.L.® Board Meeting (4/10/2017)**
- **St. Francis College Health Fair (4/19/2017)** in Brooklyn, NY
 - T.E.A.L.® distributed information about the signs and symptoms of ovarian cancer to students, faculty, and a variety of vendors at the health fair.
- **St. Joseph's College Job Fair (4/19/2017)** in Brooklyn, NY
 - T.E.A.L.® provided more information about the work that Tell Every Amazing Lady® is doing and how to get involved through internships or volunteering.
- **Free T.E.A.L.® Workshops**
 - Men of T.E.A.L.® Workshop (4/5/2017)

May 2017

- **Brooklyn College Health Fair (5/2/2017)** in Brooklyn, NY.
 - T.E.A.L.® attended the Health & Wellness Fair at Brooklyn College. Students, faculty, and other staff stopped by the table to learn more about

T.E.A.L.®'s work and the information and resources available at the T.E.A.L.® Community Center.

- **Team Annie Fundraiser (5/5/2017)** in Long Island, NY.
 - T.E.A.L.® volunteer organized this annual fundraiser to help raise money for Brooklyn Walk™'s Team Annie to help reach their 2017 fundraising goal.
- **World Ovarian Cancer Day (5/8/2017)**
 - T.E.A.L.® partnered with Thermo Fisher Scientific in North Carolina to deliver online presentations about the signs, symptoms, and risk factors of ovarian cancer to staff members at Thermo Fisher. About 200+ people learned about ovarian cancer on World Ovarian Cancer Day thanks to this collaboration.
- **BALC Health Fair (5/9/2017)** in Brooklyn, NY.
 - T.E.A.L.® attended the Brooklyn Adult Learning Center's Annual Community Health Fair and had an awareness table 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.® Board Meeting (5/10/2017)**
- **P.S. 81 Community Wellness Fair (5/12/2017)** in Brooklyn, NY
 - T.E.A.L.® had an awareness table and used the opportunity to spread information about T.E.A.L.®'s programs to the school and community.
- **T.E.A.L.® Volunteer Meeting (5/16/2017)**
- **St. Thomas Aquinas Health and Wellness Fair (5/21/2017)** in Brooklyn, NY
 - T.E.A.L.® had a table providing vital information to the community about the signs, symptoms, and risk factors of ovarian cancer.
- **Free T.E.A.L.® Workshops**
 - Men of T.E.A.L.® Workshop (5/3/2017)
 - Share Ovarian Cancer Support Group (5/8/2017)
 - Men of T.E.A.L.® Workshop (5/31/2017)

June 2017

- **Ivy Awards (6/3/2017)**
 - Attendees received awareness cards with signs and symptoms of ovarian cancer as well

as information about the 9th Annual Brooklyn T.E.A.L.® Walk/Run™.

- **T.E.A.L.® Volunteer Meeting (6/5/2017)**
- **Brooklyn Pride (6/10/2017)** in Brooklyn, NY
 - T.E.A.L.® had a booth selling merchandise at the event. T.E.A.L.® staff and volunteers also educated the public about self-awareness of ovarian cancer and promoted the Brooklyn T.E.A.L.® Walk/Run™. Profits earned at this event went towards ovarian cancer research and awareness.
- **Downtown Brooklyn Wellness Event (6/19/2017)** in Brooklyn, NY
 - T.E.A.L.® CEO, Pamela Esposito-Amery, presented as a speaker in a Wellness series. Her presentation was called "Run for a Cause" and highlighted the importance of ovarian cancer awareness.
- **7th National Conference on Work & Cancer (6/23/2017)** in New York, NY
 - T.E.A.L.® shared important materials with information about the signs and symptoms of ovarian cancer as well as information about the Brooklyn T.E.A.L.® Walk/Run™ to attendees.
- **T.E.A.L.® Board Meeting (6/28/2017)**
- **Free T.E.A.L.® Workshops**
 - Share Ovarian Cancer Support Group (6/12/2017)
 - Men of T.E.A.L.® Workshop (6/14/2017)
 - Daughters of T.E.A.L.® Workshop (6/26/2017)

July 2017

- **NYSE Closing Bell Ceremony (7/5/2017)** in New York, NY
 - T.E.A.L.® was honored to ring the New York Stock Exchange (NYSE) closing bell with T.E.A.L.® survivors, staff, volunteers, interns, and loyal supporters to promote ovarian cancer awareness on a global scale.
- **T.E.A.L.® Volunteer Meeting (7/10/2017)**
- **Citadel Cathedral Church Health Fair (7/22/2017)** in Brooklyn, NY.
 - T.E.A.L.®'s table provided vital information to the community about the signs, symptoms and risk factors of ovarian cancer.
- **Free T.E.A.L.® Workshops**
 - Tower Fitness T.E.A.L.® Run Workshop (7/15/2017)

- Share Ovarian Cancer Support Group (7/17/2017)

August 2017

- **T.E.A.L.® Volunteer Meeting (8/7/2017)**
- **Jackalicious Zumbathon (8/8/2017)** in Staten Island, NY
 - Team Jackalicious held a Zumbathon Fundraiser to support T.E.A.L.® and to inform more residents of NYC about the work that T.E.A.L.® does in Staten Island and beyond. All proceeds from the event went towards the 9th Annual Brooklyn T.E.A.L.® Walk/Run™.
- **Myrtle Ave Community Corner (8/12/2017)** in Brooklyn, NY
 - T.E.A.L.® attended Myrtle Ave Healthy Communities' Community Corner to inform the community about ways to get involved with T.E.A.L.® and upcoming ovarian cancer awareness events as well as educating residents about the signs and symptoms of the disease.
- **6th Annual Ovarian Cancer Awareness Night at Citi Field (8/17/2017)** in Queens, NY
 - Over 400 T.E.A.L.® supporters, survivors, volunteers, and staff walked on the warning track, turning the field teal and raising awareness to both Mets and Yankees fans alike.
- **Free T.E.A.L.® Workshops**
 - Share Ovarian Cancer Support Group (8/14/2017)

September 2017- Ovarian Cancer Awareness Month

- **T.E.A.L.® & Luna Park Light the Parachute Jump Teal (9/1/2017)** in Brooklyn, NY
 - The Parachute Jump in Luna Park was lit Teal to mark the start of Ovarian Cancer Awareness Month. NYC Council Member Mark Treyger made a short speech, joining community members, volunteers, and staff in the fight against ovarian cancer. The parachute jump was lit for 3 days, prompting residents throughout New York to learn what teal stands for and learn more about ovarian cancer.
- **Brooklyn Borough Hall Press Conference (9/6/2017)** in Brooklyn, NY
 - T.E.A.L.® CEO, Pamela Esposito-Amery, spoke as well as remarks from medical professionals and Brooklyn Borough President, Eric Adams. Brooklyn Borough Hall was lit teal

from September 6th to September 15th to raise awareness about National Ovarian Cancer Awareness month.

- **9th Annual Brooklyn T.E.A.L.® Walk/Run™ (9/9/2017)** in Brooklyn, NY
 - As our premier event, 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.
- **Ribbon Campaign on Myrtle (9/13/2017)** in Brooklyn, NY.
 - T.E.A.L.® partnered with the Myrtle Avenue Business Improvement District to turn small businesses along Myrtle Ave teal for the month of September, Ovarian Cancer Awareness Month. Volunteers tied teal ribbons around trees, bike racks, and windows of businesses along Myrtle Avenue.
- **Lighting Ceremony at the T.E.A.L.® Ovarian Cancer Community Center (9/14/2017)** in Brooklyn, NY
 - The windows of the T.E.A.L.® Community Center expansion were lit teal and volunteers and supporters were invited to learn more about T.E.A.L.®'s growth as an organization and our plans for the future.
- **4th Annual Litchfield T.E.A.L.® Walk™ (9/16/2017)** in Litchfield, CT
 - This walk, organized by volunteers, encourages awareness, courage, and strength of both ovarian cancer survivors and the families who have been touched by the disease while spreading knowledge and raising funds for research for a cure.
- **District 20k1 Lions T.E.A.L.® Committee Luncheon (9/16/2017)** in Brooklyn, NY
 - T.E.A.L.® CEO, Pamela Esposito-Amery, gave a short speech and distributed important awareness materials with signs and symptoms of ovarian cancer.
- **3rd Annual Whitesboro T.E.A.L.® Walk™ (9/16/2017)** in Whitesboro, NY
 - This walk, organized by volunteers, encourages awareness, courage, and strength of both ovarian cancer survivors and the families who have been touched by the disease while spreading knowledge and raising funds for research for a cure.

- **Teal Day at P.S. 164 (9/20/2017)** in Brooklyn, NY

- P.S. 164 Caesar Rodney, a public elementary school in Brooklyn, held a special Dress Down Day fundraiser. Students were encouraged to wear teal and bring in a donation in support of ovarian cancer awareness and research. A group of Amazing Ladies and mothers attended a morning workshop educating about the signs and symptoms of ovarian cancer.

- **femGYN Ovarian Cancer Awareness Day (9/23/2017)** in Brooklyn, NY

- T.E.A.L.® partnered with femGYN for National Ovarian Awareness month, decorating their window and tree, hosting an event to raise awareness about the importance of early detections. T.E.A.L.® had a table on 7th Avenue, providing passersby with awareness materials, more information about the event and how to get involved with T.E.A.L.®.

- **2nd Annual Cancer Awareness Day at First Baptist Church of Crown Heights (9/23/2017)** in Brooklyn, NY

- T.E.A.L.® staff member spoke about the origins of T.E.A.L.®, T.E.A.L.® programs and workshops and the different components of T.E.A.L.®'s mission- building a community, funding research, and educating every amazing lady. Attendees learned about the signs, symptoms, and risk factors of ovarian cancer.

- **4th Annual Savannah T.E.A.L.® Walk™ (9/23/2017)** in Savannah, GA

- T.E.A.L.® volunteers organized the walk, intended to spread awareness, courage, and strength of both Ovarian Cancer survivors and the families who have been touched by the disease while spreading knowledge and raising funds for research for a cure.

- **New York City's City Hall lit teal (9/27/2017)** in New York, NY

- T.E.A.L.® lit New York City's city hall the color teal, in honor of the end of September, which is National Ovarian Cancer Awareness Month.

- **3rd Annual Girls Night Out! (9/28/2017)** in Brooklyn, NY

- T.E.A.L.® was a beneficiary of this great event that supports and honors survivors and those who were lost to both breast and ovarian cancer.

October 2017

- **16th St Block Party (10/1/2017)** in Brooklyn, NY

- A T.E.A.L.® volunteer provided handouts to neighbors of the T.E.A.L.® Community Center to let them know about our programs and services.

- **Memorial Sloan Kettering Cancer Center Ovarian Cancer Conference (10/5/2017)** in New York, NY

- T.E.A.L.® attended the State of the Art Ovarian Cancer Conference to learn about medical innovations related to ovarian cancer with the goal of advancing the prevention, testings, and treatments for patients diagnosed with ovarian cancer. Two doctors from the T.E.A.L.® Scientific Advisory Board presented at the event to educate the community and interact with fellow healthcare advocates.

- **Bergen Beach Ovarian and Breast Cancer Softball Tournament (10/7/2017)** in Brooklyn, NY

- T.E.A.L.® was invited to sell merchandise and spread awareness information to the players and families of 20 softball teams. T.E.A.L.® educated the Bergen Beach community that day with awareness cards and information about T.E.A.L.® programs and workshops.

- **Brooklyn College Ovarian Cancer Awareness Workshop (10/12/2017)** in Brooklyn, NY

- T.E.A.L.® provided pamphlets with information on ovarian cancer and gave an educational presentation about the signs, symptoms, and risk factors of ovarian cancer. The presentation also explained T.E.A.L.®'s mission to spread awareness about ovarian cancer and fund medical research towards finding a cure, and all the different programs and events we have available.

- **Bushwick Health Fair (10/14/2017)** in Brooklyn, NY

- T.E.A.L.® CEO Pamela Esposito-Amery gave a presentation on the risks of ovarian cancer and T.E.A.L.®'s mission. T.E.A.L.® provided vital information to the community about the signs, symptoms, and risk factors of ovarian cancer.

- **T.E.A.L.® Board Meeting (10/18/2017)**

- **Brooklyn College Job Fair (10/20/2017)** in Brooklyn, NY

- T.E.A.L.® representatives connected with students about different opportunities available at T.E.A.L.® such as internships, volunteer positions, and the T.E.A.L.® Youth Ambassador program. Students and faculty were also provided with information about the signs, symptoms, and risk factors of ovarian cancer.

- **T.E.A.L.® Volunteer Meeting (10/24/2017)**

- **St. Joseph's College Internship & Job Fair (10/25/2017)** in Brooklyn, NY

- T.E.A.L.® provided more information about the work that Tell Every Amazing Lady® is doing and how to get involved through internships or volunteering.

- **Brooklyn Adult Learning Center Ovarian Cancer Awareness Workshop (10/26/2017)** in Brooklyn, NY

- T.E.A.L.® presented a lecture to a class of nursing assistant students at the Brooklyn Adult Learning Center about the signs, symptoms, and risk factors of ovarian cancer and spread awareness about this deadly disease.

- **College Fair and Career Day at First Baptist Church of Crown Heights (10/29/2017)** in Brooklyn, NY

- T.E.A.L.® talked to students about our internship and volunteering opportunities, our Youth Ambassador Program, and information about the signs, symptoms, and risk factors of ovarian cancer.

- **Free T.E.A.L.® Workshops**

- Daughters of T.E.A.L.® workshop (10/2/2017)
- Men of T.E.A.L.® Workshop (10/4/2017)
- Share Ovarian Cancer Support Group (10/16/2017)
- Courageous Caregivers Workshop (10/16/2017)
- Learn Your BRCA or Genetic Status Webinar (10/23/2017)

November 2017

- **NYU Global Public Health Career Fair (11/3/2017)** in New York, NY

- T.E.A.L.® had a table set up and handed out flyers and brochures containing information about the signs, symptoms, risk factors, and treatment options for ovarian cancer. Students were also provided information about what

T.E.A.L.® does as an organization and the steps we take to spread awareness and raise money for medical research, and what they can do to get involved and support our cause.

- **T.E.A.L.® Board Meeting (11/8/2017)**

- **Medgar Evers National Honor Society Service Fair (11/9/2017)** in Brooklyn, NY

- A T.E.A.L.® representative provided pamphlets with information on ovarian cancer and gave an educational presentation about the signs, symptoms, and risk factors of ovarian cancer. The presentation also explained T.E.A.L.®'s mission to spread awareness about ovarian cancer and fund medical research towards finding a cure, as well as all the different programs and events we have available for students interested in internships or service hours.

- **P.S. 164 Parent Teacher Conference (11/16/2017)** in Brooklyn, NY

- T.E.A.L.® had a table where parents could learn more about the signs and symptoms of ovarian cancer, the importance of early detection, and the work that T.E.A.L.® does throughout Brooklyn and how to get involved.

- **Queens Half Marathon Packet Pick Up (11/16/2017 & 11/17/2017)** in New York, NY

- T.E.A.L.®, in partnership with the Queens ½ Marathon and NYCRuns, had a table during packet and bib pickup for the Queens ½. T.E.A.L.® was able to speak with both Queens ½ runners and general customers at Paragon Sports educating the public about T.E.A.L.®'s mission and programs, as well as upcoming ways for runners to get involved with T.E.A.L.®.

- **Queens Half Marathon (11/18/2017)** in Queens, NY

- T.E.A.L.® was at the finish line volunteering and cheering for runners of the 4th annual NYC RUNS Queens Half Marathon. T.E.A.L.® distributed educational materials with information about ovarian cancer to thousands of runners while spreading cheer at the finish line on the day of the event.

- **T.E.A.L.® at Wyckoff Hospital (11/21/2017)** in Brooklyn, NY

- T.E.A.L.® staff spoke about the signs, symptoms, and risk factors of ovarian cancer to women's health program leaders and general affiliates of Wyckoff Hospital. It was a great day of engaging Bushwick residents, and connecting

with organizations and programs that help citizens throughout New York City.

● **Marine Park Civic Association Board Meeting (11/21/2017)** in Brooklyn, NY

○ T.E.A.L.® CEO Pamela Esposito-Amery gave a presentation about the work that T.E.A.L.® does throughout Brooklyn and beyond, focusing on the importance of family history and genetics and how it can sometimes play a role in the early detection of ovarian cancer.

● **T.E.A.L.® on Bronxnet TV for Giving Tuesday (11/27/2017)** in Bronx, NY

○ T.E.A.L.® was chosen as a featured charity for Giving Tuesday for their amazing work on Giving Tuesday and throughout the year. Pamela, T.E.A.L.® CEO, and Kiarra, T.E.A.L.® Youth Ambassador, spoke about the need for an organization focusing on ovarian cancer, and how they both had personally been affected by the disease.

● **Holiday Open House/Giving Tuesday (11/28/2017)** in Brooklyn, NY

○ T.E.A.L.® hosted a Holiday Open House to celebrate Giving Tuesday with our doors open to the public to stop by and visit along with survivors, volunteers, and staff.

● **Free T.E.A.L.® Workshops**

- Men of T.E.A.L.® workshop (11/1/2017)
- Share Ovarian Cancer Support Group (11/13/2017)
- Courageous Caregivers Workshop (11/13/2017)

○ Surgery for Recurrent Ovarian Cancer Webinar (11/16/2017)

December 2017

● **NonProfit Excellence Awards Workshop (12/1/2017)** in New York, NY.

○ Members of T.E.A.L.® staff attended the 2017 NonProfit Excellence Awards workshop at the CUNY Graduate Center.

● **St. Joseph the Worker Catholic Academy Holiday Fair (12/3/2017)** in Brooklyn, NY.

○ T.E.A.L.® participated to sell merchandise and spread awareness information to the Windsor Terrace Community.

● **T.E.A.L.® Board Meeting Phone Call (12/4/2017)**

● **Tannenbaum Helpern Syracuse & Hirschtritt's Women's Initiative Event (12/5/2017)** in New York, NY.

○ T.E.A.L.® was able to spread awareness about ovarian cancer while exploring products from featured women-owned businesses.

● **Free T.E.A.L.® Workshops**

○ Share Ovarian Cancer Support Group (12/11/2017)



T.E.A.L.®'s Financials

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 and a **Platinum Rating**.
- 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.



ny.give.org



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 .
 - 990s
 - Annual Reports
 - Statistics & Expense Breakdown
 - 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 49 out of the 50 states.
- View T.E.A.L.®'s reach both nationally and globally at www.tealwalk.org/reach



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10 years of T.E.A.L.®'s Achievements



- Since 2009 T.E.A.L.® has raised over \$3 million to benefit groundbreaking ovarian cancer **research and awareness** with the help of our loyal donors, office staff, and amazing volunteers.
- The T.E.A.L.® Community Center in Prospect Park hosts regular workshops for survivors, caregivers, and other family programs like Men of T.E.A.L.®. We hosted our first webinar in 2017 and now offer virtual opportunities for anyone to get involved in our programming!
- **Established by T.E.A.L.®** in 2012, Citi Field and the New York Mets partnered with T.E.A.L.® again in 2017 to host the 6th Annual **Ovarian Cancer Awareness Night at Citifield**. The stands were full of teal as over 500 supporters walked on the warning track with T.E.A.L.® supporters **Yankees Manager, Joseph Girardi, Mets Manager, Terry Collins, and actor, Steve Buscemi** helped raise awareness about ovarian cancer before the game.
- The Brooklyn T.E.A.L.® Walk/5K Run is the **largest ovarian cancer walk** in New York City and T.E.A.L.® Walk programs take place every September in cities around the country. In 2017 we saw thousands of people from ages 9 to 90 come out and support National Ovarian Cancer Awareness Month in Brooklyn, Upstate NY, Connecticut, and Georgia.
- Every year we expand our September Awareness Campaign during National Ovarian Cancer Awareness Month. T.E.A.L.® partners with local businesses and organizations to turn buildings and monuments the color teal.
- Our CEO, Pamela has appeared on many television shows including **The Doctor Oz Show** in a segment about the risk factors of Ovarian Cancer, and in 2017 T.E.A.L.® attended a taping of The Ellen Show.
- Creating global awareness for ovarian cancer, we not only have a large digital reach but, we've been honored to ring the **NASDAQ** opening bell, the **New York Stock Exchange** opening and closing bells.
- Over the past 10 years Tell Every Amazing Lady® has funded **research** at prestigious institutions, reached millions in raising awareness, and supported thousands of *amazing ladies* and their families in the fight against Ovarian Cancer.



T.E.A.L.®'s Impact in 2017

Awareness & Education Program

9,803,248 individuals were reached through the T.E.A.L.® September Awareness Campaign



T.E.A.L.® participated in over 60 health fairs and community events in NYC and beyond



T.E.A.L.® has 2 new Youth Ambassadors, young women devoted to spreading awareness and educating their peers about ovarian cancer



Over 500 individuals visited our community center
Over 40 individuals attended our NEW Webinars

For Every \$1 Donated
Your Money Goes Towards:



Research Program

3 Medical Research studies were funded through T.E.A.L.® at

- University of Illinois College of Pharmacy
- Johns Hopkins Medical
- Ovarian Cancer Research Fund Alliance

Survivor Program

25 workshops were held at the T.E.A.L.® Community Center

5 patients were connected to Clinical Trials via T.E.A.L.®'s Clinical Trial Navigator Hotline

70 survivors participated in the 9th Annual Brooklyn T.E.A.L.® Walk/Run's Survivor Ceremony



Over 2,000 Walk participants and over 180 teams at T.E.A.L.® Walks across the country



Over 94 million reached through digital outreach and social media



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T.E.A.L.®'s Impact in 2017

In 2017 T.E.A.L.® was able to reach and educate millions of women facing ovarian cancer, health care professionals, students and young professionals through...

- Providing life-saving support services to survivors, their families, and their caregivers
- Facilitating critical genetic conversations through NEW online webinars
- Training medical professionals about the signs and symptoms of ovarian cancer in hospitals, clinics, and medical centers
- Attending and hosting outreach and education events across the country!



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Global Achievements

Tell Every Amazing Lady® is based in Brooklyn, New York, but over the past 10 years we have seen many of our achievements reach a global audience.

In 2012 Tell Every Amazing Lady® helped establish Ovarian Cancer Awareness Night at CitiField with the New York Mets. In June T.E.A.L.® will be turning the field teal during the 7th Annual Ovarian Cancer Awareness Night at CitiField for the Yankees vs the Mets 2018 Subway Series! Every year we bring awareness of ovarian cancer to baseball fans with our supporters in the stands and messages about ovarian cancer shown on the stadium screens.



In September 2017, Bloomberg Radio hosted T.E.A.L.® CEO and Co-Founder Pamela Esposito-Amery on the Bloomberg Markets series with Carol Massar to discuss the origins of the Annual Brooklyn T.E.A.L.® Walk/5K Run. Additionally they discussed the importance of the work we are doing to promote public awareness of ovarian cancer and achieve our mission.

In 2017, Tell Every Amazing Lady® was recognized by the New York Stock Exchange and rang the closing bell on the teal lit NYSE floor. The previous year T.E.A.L.® had the opportunity to ring the opening bell of the New York Stock Exchange. Both events were live streamed globally and are available to watch on the NYSE website. In 2015 T.E.A.L.® was honored to ring the NASDAQ opening bell. In honor of the events, throughout the day T.E.A.L.® lit the Marketsite building in Times Square with a repeated presentation of the morning's presentation and the Tell Every Amazing Lady® logo. Tell Every Amazing Lady® survivors, board members, and staff wore teal to raise awareness throughout the event.



Our CEO was featured on the Dr. Oz Show in 2013, and in 2017 attended a taping of the Ellen DeGeneres Show.

In 2011 Pamela appeared twice on Health Talk With Dr Manny Alvarez, which is internationally syndicated on Fox and broadcast locally. An early accomplishment of the foundation, they discussed what was then the 3rd Annual T.E.A.L.® Walk and the late Louisa M. McGregor.

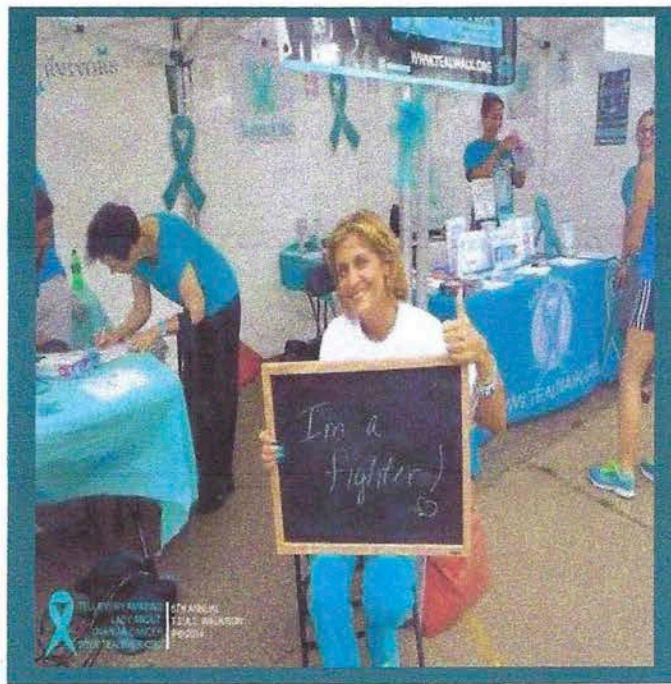


For the past 10 years T.E.A.L. has funded research in world-renowned hospitals and research institutions throughout the nation. These include studies at Johns Hopkins University, Massachusetts General Hospital, and Memorial Sloan Kettering Cancer Center.

We distribute awareness cards throughout the country in english, spanish, german, chinese, italian, french, and arabic. Support for T.E.A.L.® extends across the United States and into countries around the world.



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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



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

All of our events and programs aim to provide ovarian cancer awareness and education to the community

COMMUNITY OUTREACH



T.E.A.L.® prints over **30,000 pieces** of educational material, such as awareness cards with signs and symptoms of ovarian cancer, that have also been translated into 6 languages. These materials are distributed throughout various communities in the U.S. (businesses, schools, doctors' offices, community centers, & more)



T.E.A.L.® participates in **over 50 health fairs, symposiums, and lectures** at schools, universities, community centers and hospitals throughout the year to provide information about ovarian cancer and educate communities about this important women's health issue



PUBLIC AWARENESS CAMPAIGN

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



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



T.E.A.L.® Ad Campaign

Since 2013, T.E.A.L.® has taken over NYC with posters and banners throughout September for Ovarian Cancer Awareness Month. These ads were on subway platforms, kiosks, buses all over New York City.



Brooklyn Businesses tie a teal ribbon around a tree outside each business paired with a poster describing what the ribbon symbolizes. T.E.A.L.® partners with Turn the Towns Teal® to provide ribbons for this ovarian cancer awareness initiative in September.

T.E.A.L.® WORKSHOPS, WEBINARS, & ADDITIONAL EVENTS



Free T.E.A.L.® educational workshops

hosted at T.E.A.L.®'s Community Center moderated by volunteers and 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.



T.E.A.L.® Webinars

T.E.A.L.® hosts a variety of **free, globally accessible educational webinars** on a variety of topics related to ovarian cancer, including but not limited to genetic risks and surgery for recurrent ovarian cancer. These webinars are moderated by medical professionals and are open to anyone who's been touched by ovarian cancer.



Annual Ovarian Cancer Awareness Day at Citi Field

Since 2012, T.E.A.L.® has 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 to all in attendance.



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 to walk or run for ovarian cancer and honor survivors. At the Walk, information about ovarian cancer risk factors, signs and symptoms are distributed. T.E.A.L.® has successfully launched other satellite T.E.A.L.® Walks as part of a planned initiative to spread nationally and reach more people than ever in the coming years.



Learn more at www.TellEveryAmazingLady.org/Workshops

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www.TEALWALK.org
www.TellEveryAmazingLady.org

T.E.A.L.® PROGRAMS & PARTNERSHIPS

As part of T.E.A.L.®'s Awareness and Education Program,

- T.E.A.L.® mentors youth ambassadors to engage and educate diverse audiences about this important women's health issue.
- 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.® also volunteers with different organizations to promote ovarian cancer awareness.



T.E.A.L.®'s Youth Ambassador Program

This Ambassador Program provides unique hands-on, learning experience to youth who wish to directly impact their community. The **Tell Every Amazing Lady® Youth Ambassador(s)** acts as a representative of T.E.A.L.® and helps expand our awareness endeavors to educate, engage, and empower women & girls in their community to Tell Every Amazing Lady® about the signs, symptoms, and risk factors for ovarian cancer through awareness events, partnerships, campaigns, wellness activities, volunteerism, and additional dynamic opportunities.



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 offers them the opportunity to ask questions directly to medical professionals.

Survivors Teaching Students® Program

T.E.A.L.® volunteered 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.



T.E.A.L.® PSAs and DIGITAL MEDIA



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, Actor Steve Buscemi, Mallory Hagan Miss America 2013, Race Taylor from 95.5 WPLJ, and many more.
Visit www.TellEveryAmazingLady.org/PSA to see these videos.



T.E.A.L.® also utilizes its **website** and various **social media channels** to share signs, symptoms, and important facts about ovarian cancer. T.E.A.L.® participates in online awareness campaigns on these channels and send many e-mail blasts, reaching over 250,000 people. The website highlights survivor stories as well as stories about T.E.A.L.®'s newest awareness events throughout the country.

Visit www.TellEveryAmazingLady.org to learn more.

PRESS & MEDIA



T.E.A.L.® connects with local and national media to get the message out across as many channels as possible. This includes various radio stations, news channels, and local newspapers to share the message: There is no screening test for ovarian cancer and women need to be educated and vigilant about the signs and symptoms.



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T.E.A.L.®'s 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.

Local Organizations support T.E.A.L.® during the Month of September by lighting or decorating businesses, buildings, and monuments the color teal

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.



Since 2015, the **Parachute Jump at Luna Park in Coney Island, Brooklyn, NY** has been lit teal for the first week of September.



In September 2015, Tell Every Amazing Lady® rang the **NASDAQ opening bell** with our T.E.A.L.® board, survivors, staff and loyal supporters to spread Global Awareness for Ovarian Cancer Awareness Month.



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. A press conference is held to educate the Brooklyn community about the signs and symptoms of ovarian cancer.



Since 2016, T.E.A.L.® has lit **New York City Hall the color teal** in honor of the end of September, National Ovarian Cancer Awareness Month.

Each year, we turn neighborhoods **teal** by partnering with local organizations, businesses, and schools. T.E.A.L.® ties a teal ribbon outside each business with a window poster that explains what the ribbon symbolizes. The ribbons remain on trees for the whole month of September. T.E.A.L.® partners with **Turn The Towns Teal®**, who provides ribbons for this initiative.

Some of our partners for this ribbon campaign include: **Myrtle Ave Business Improvement District (BID)**, NY Branches of Investors Bank, and many more!



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

- **Annual Press Conferences** at Brooklyn Borough Hall and at Parachute Jump at Luna Park in Coney Island

- **Community Outreach:** T.E.A.L.® participates in health fairs, events, and lectures throughout New York City all year round to promote ovarian cancer awareness and education, especially during September for National Ovarian Cancer Awareness month.

- **T.E.A.L.® Walks** takes place in various locations throughout the country including Brooklyn, NY; Savannah, GA; Litchfield, CT; Whitesboro, NY; McCalla, Alabama; Fairfield, Pennsylvania; and Highland Mills, NY.

- 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 National Ovarian Cancer Awareness Month. These advertisements are on **subway platforms, kiosks, buses, and T.E.A.L.® Banners around Prospect Park.**



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T.E.A.L.® Public Awareness Lighting Campaigns

Each September during Ovarian Cancer Awareness Month T.E.A.L.® lights New York City Landmarks the color teal in honor of National Ovarian Cancer Awareness Month. These lightings engage the public and bring awareness of the importance of ovarian cancer education to the people of New York City.

Since 2013, Tell Every Amazing Lady® has annually lit Brooklyn Borough Hall teal during September and the lighting is accompanied by a press conference. Important members of the community have spoken at this event including Brooklyn Borough President, our T.E.A.L. CEO Pamela Esposito-Amery, Council Member Rafael Espinal, and Council Member Laurie Cumbo.



Since 2015 T.E.A.L.® has annually lit Coney Island's Luna Park Parachute Jump. The amusement park attraction displays the letters T-E-A-L for three days, lighting the park teal. The lighting ceremony is introduced by a press conference including Councilman Mark Treyger and T.E.A.L.® volunteers, supporters, survivors, and families touched by Ovarian Cancer.

To honor the end of National Ovarian Cancer Month every year since 2016, Tell Every Amazing Lady® brings ovarian cancer awareness to the borough of Manhattan with the Annual teal lighting of New York City's City Hall.



Throughout the year T.E.A.L.® continues to light monuments and host large events to spread awareness about this disease and unite the city and all those who have been impacted by Ovarian Cancer.

In 2015 T.E.A.L.® was honored to ring the NASDAQ opening bell. The ceremony included an opportunity for our CEO to speak and get our message out to the world. Tell Every Amazing Lady®





was included in all public broadcasting around this event including the huge digital screens in Times Square that day. T.E.A.L.® survivors, board members, and staff in attendance wore teal to help increase awareness throughout the global event.



In 2017 Tell Every Amazing Lady® was recognized by the New York Stock Exchange and rang the closing bell on the teal lit NYSE floor. The building's interior digital screens were turned teal for the day as well. The event was broadcast live around the world. Supporters, survivors, board members, and T.E.A.L.® staff gathered to help raise awareness of the

Tell Every Amazing Lady® About Ovarian Cancer mission, programs and events which help us attain those goals. In the previous year T.E.A.L.® gathered at the New York Stock Exchange to ring the opening bell on the Stock Exchange floor.



In 2012, T.E.A.L.® helped establish Ovarian Cancer Awareness Night at CitiField. Every year since, T.E.A.L.® has been actively involved in the planning of this amazing night dedicated to Ovarian Cancer Awareness at Citi Field. Every year we bring awareness of ovarian cancer to baseball

fans as we help kick off the pre-game show on the field, teal LED lights and fireworks illuminate our supporters in the stands and messages about ovarian cancer are played on the stadium screens throughout the game.



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In the News with T.E.A.L.®

Tell Every Amazing Lady® has been featured on a number of radio programs, televised segments, and over the past decade T.E.A.L.® has promoted awareness of ovarian cancer with many household names in the media.



Radio: Radio segments are an excellent medium for T.E.A.L.® to bring awareness to the public. Supporters at times credit popular radio shows for bringing them into the organization and educating them about this lesser known disease.

T.E.A.L.® public service announcements and interviews have been on radio stations like:

I Heart Radio, Nash FM 94.7 Radio with Kelly Ford, WPLJ, and 1010 Wins.

The foundation has also been featured on satellite radio stations like: **BBox Radio with Ellen Karis, the David Webb Show on Sirius XM Patriot.** Pamela Esposito Amery, Co-founder and CEO of Tell Every Amazing Lady®, was most notably featured on

Bloomberg Markets PM, hosted by **Carol Massar** and **Cory Johnson**. They discussed T.E.A.L.®'s mission and the origin story of the Annual T.E.A.L.® Walk/Run™ in Brooklyn.

CEO Pamela Esposito-Amery was invited to the **Todd Show's Real Housewives Cocktail Party with Kristen Taekman**. Past sponsors of T.E.A.L.® **WABC** and **WPLJ** were present at the event. It was an opportunity to spread our important message and mission about ovarian cancer with some local celebrities, including WABC meteorologist **Bill Evans** as well as Monk, Annie, Cooper, and Sheila from the cast of WPLJ's **The Todd Show**. WABC News anchor Stacy Sager has co-hosted the Brooklyn T.E.A.L.® Walk/Run™ for several years.



Since 2015 **Deja Vu of WBLS** has participated in a 'Girl's Night Out' Event in Brooklyn with Marshall Gras Entertainment and Milk River in support of Tell Every Amazing Lady®. In 2017 Pamela Esposito-Amery was honored at the event with an on stage dedication and gifted a memorial blanket which now hangs in our T.E.A.L.® Community Center.

Televised Programs: Morning and Daytime television shows have been a successful platform for T.E.A.L.® to expand its support network and raise awareness of ovarian cancer.



T.E.A.L.® CEO Pamela Esposito-Amery and T.E.A.L.® Youth Ambassador Kiara Carrion were special guests on **Bronxnet's "Open"** program with **Dr. Bob Lee**. T.E.A.L.® was chosen as a featured charity for Giving Tuesday, and they spoke about the need for an organization focusing on ovarian cancer, and how they both had personally been affected by the disease. Kiara highlighted the importance of the T.E.A.L.® Youth Ambassador program and how it has supported her community.

Pamela Esposito Amery was a guest on The **Dr.Oz Show** and T.E.A.L.® has been featured in segments on **Kelly and Michael** and **HARRY**. Tell Every Amazing Lady® has also attended tapings of **Wendy Williams**, **Meredith Vieira**, and The **Ellen DeGeneres Show**. Participation in these programs allows Tell Every Amazing Lady® to educate about ovarian cancer on a national scale.



Pamela Esposito Amery joined **Anderson Cooper** and guest host **Rosie Perez** at Anderson Cooper's daytime TV show **Anderson Live** in the special Tweet Seats section of the audience representing T.E.A.L.®.



In 2011 and 2010 Tell Every Amazing Lady® was invited to be on **Dr. Manny Alvarez's** nationally syndicated Fox talk show. Their first appearance included the late Louisa M. McGregor as well as T.E.A.L.®'s CEO Pamela Esposito Amery talking about the first Annual T.E.A.L.® Walk/Run™.



Articles: T.E.A.L.® has been featured in a variety of magazines and online news outlets. In 2010 T.E.A.L.® was featured on **perezhilton.com** as a worthwhile cause. In 2009 the Annual T.E.A.L.® Walk/Run™ was featured in the **New York Times**. Additionally, **USA Today** featured The T.E.A.L.® Shop as a holiday gift destination for beautiful gifts and doing good. The article included a brief interview with CEO Pamela Esposito Amery.

In March of 2015, Pamela was featured alongside fellow ovarian cancer advocates in the **NY Daily News'** cover story "We Are Jolie: How Everyday Women Cope with the Same Cancer Issue Facing Angie", including a look into **Angelina Jolie's** experience as a BRCA1 carrier. This article prompted a conversation about the medical options available to women at a high risk for contracting ovarian cancer.

Celebrities: Ovarian cancer and gynecologic issues often go unspoken in the broad media, but Tell Every Amazing Lady® has connected with popular public figures over the years to discuss these issues and has formed lasting connections to raise awareness.

Miss NY 2012 Mallory Hagan, who later became Miss America in 2013, created a PSA for T.E.A.L.® and helped lead the survivor ceremony at the 2013 Brooklyn T.E.A.L.® Walk™.

Before her passing, Louisa had the opportunity to meet **Jon Bon Jovi** of the Grammy Award winning band **Bon Jovi**. The band donated a guitar signed by all 4 members of Bon Jovi to Tell Every Amazing Lady® and it was auctioned off



shortly after at an OCRF event. In 2009, these auction proceeds were some of the foundation's first donations to ovarian cancer research.



In 2011, Tell Every Amazing Lady® attended The Endometriosis Foundation of America's Lunch & Learn With **Padma Lakshmi** at Lenox Hill Hospital in New York City. While at the event, Pamela had the opportunity to share with Top Chef's Padma Lakshmi T.E.A.L.®'s mission and provide a brief introduction to the foundation.

In 2012 Tell Every Amazing Lady® helped establish Ovarian Cancer Awareness Night at CitiField. Years later as part of this collaboration **Joseph Girardi**, former manager of the New York Yankees, spoke about Tell Every Amazing Lady® at a pre-game press conference while wearing a T.E.A.L.® branded t-shirt. He described the founding of T.E.A.L.® and the need for an organization focused on ovarian cancer. This was part of Joseph's initiative to raise awareness for a host of different organizations in the NYC metro area.



Actor **Steve Buscemi** filmed a PSA for Tell Every Amazing Lady® urging women to walk for ovarian cancer and get educated about the signs and symptoms of this deadly disease.



During the 2017 subway series former Yankees Manager, **Joseph Girardi**, former Mets Manager **Terry Collins**, CEO of T.E.A.L.® Pamela Esposito-Amery and actor, **Steve Buscemi** united to fight ovarian cancer and to support T.E.A.L.®. Over 400 T.E.A.L.® supporters, survivors, volunteers and staff walked on the warning track before the game, turning the field teal and raising awareness to both Mets and Yankees fans alike!

For our 10 Years of Amazing Gala at the Brooklyn Museum T.E.A.L.® will be collaborating with **Chef Chris Scott**, **Chef Dale Talde**, and **Chef Vallery Lomas**. T.E.A.L.®'s 10 Years of Amazing Gala will also be hosted by **Stacey Sager**, reporter at WABC-TV's "Eyewitness News" for the past 22 years.



Tell Every Amazing Lady About Ovarian Cancer Louisa M. McGregor Ovarian Cancer Foundation also known as T.E.A.L.®
T.E.A.L.® Community Center 533 16th Street, Brooklyn, N.Y. 11215 info@tealwalk.org
www.TellEveryAmazingLady.org 917-310-4835 www.tealwalk.org Not-For-Profit 501(c)3 Charitable Organization

Some Friends of T.E.A.L.[®] & Sponsor Support

*Partners - includes groups T.E.A.L.[®] has partnered with to create programs and resources

* Sponsors - includes monetary/customized sponsorships for events, programs, & foundational needs

* Friends - includes groups that have collaborated with T.E.A.L.[®] through large-scale volunteer help, Awareness Events, in-kind donations, & shop promotions

Partners

- Amazon Smile
- Citi Field & New York Mets
- Ebay
- GoodSearch

Sponsors

- AstraZeneca
- Astoria Bank
- Basser BRCA Center at Penn Medicine
- BKLYNER/Corner Media Group
- Boxed Water
- Brooklyn Burger/ Stein Meats
- Brooklyn Nets
- Brooklyn Periodontics & Implantology
- Cement and Concrete Workers New York, NY Laborer's International Union of North America Local 20
- Changing Our World
- Corner Media Group
- CVS Health
- DAVIDs TEA
- GoMacro
- Google
- Grande Cosmetics
- Harbor Fitness
- Helomics
- Investors Bank
- iHeartMedia
- KIND
- Maimonides Medical Center
- Maria's Bistro Mexicano
- Midas Tire and Auto Service
- Midwood Ambulance
- Myriad Genetics
- Nibmor
- North Shore LIJ Care Connect
- OG/GYN Associates of Central New York
- ParTech Inc.
- Pop Chips
- Precision Therapeutics
- Provista Diagnostics
- Riad Represents
- RMA of New Jersey

- RMA of New York
- Sephora
- Snapple
- Star Cruiser
- TD Bank
- Vermillion Inc./Aspira Labs
- Vitamin Water
- Walgreens
- WABC Eyewitness 7 News
- WPLJ

NYC Schools

- Berkeley Carroll Upper School
- Bishop Kearney High School
- Brooklyn College
- Fontbonne Hall Academy
- Medgar Evers College Preparatory School
- St Joseph's College
- Xavier High School
- William E. Grady High School
- KingsBorough Community College

Friends

- 4C Foods Corporation
- A Stitch Above
- Adriana Trigiani
- Affairs Afloat
- Alex and Ani
- American Paper Supply
- Aqua
- Aristo Deli
- B Floral
- BakeHouse Bistro
- Baked by Melissa
- Balance Bar
- Bare
- Bauli
- Bergdorf Goodman
- Black Bear
- Bon Jovi
- BronxNet
- Brooklyn Adult Learning Center
- Brooklyn Botanic Garden
- Brooklyn Boulders
- Brooklyn Borough Hall
- Brooklyn Central
- Brooklyn Cupcake
- Brooklyn Cyclones
- Brooklyn Museum
- Brooklyn Roasting Company
- Burger and Barrel
- Cabot Creamery
- California Blooms
- Carnival Foundation
- Chamber's Hotel

- Citi Bike
- City Sightseeing Cruises
- Collection 18
- Completely Bare HiTech Spa
- Cool Off-Cool Health Formulas
- Costco
- Cross Bay Diner
- Crown Trophy
- Dankin Farm
- Desperately Seeking Sandwich
- Di Donato Pretzels
- Dime Savings Bank of Williamsburgh
- Drive495
- D'mai Spa
- East Wind Snack Shop
- Einstein Plumbing
- El Pollito Mexicano
- Front Street Pizza
- El Toro Blanco
- Enzo's Brick Oven Pizza
- E.T. Browne Drug Co., Inc.
- Exceed Physical Culture Track Club
- Floral Fantasy
- Foods of New York Tours
- Fox Paper
- Gino's Restaurant
- Goldy + Mac
- Gray Line New York
- Green Mountain Coffee
- Green Spa
- Guven Design
- Hello World Communications
- Hera Women's Cancer Foundation
- Hilton Times Square
- HintWater
- Holiday Inn Express
- Home Depot
- iHeartGuts
- It's T-Shirt Time
- JLeW Bags
- Joe Girardi
- Jo Malone Boutique at Bergdorf Goodman
- Keyfood-Mill Basin, Brooklyn
- Keyfood-Park Slope, Brooklyn
- Kenyon Charitable Foundation
- Kstone Partners
- Los Politos III Mexican Bistro
- Kimo Kards
- KTVMI
- Lafayette Street Partners
- L'albero Dei Galati
- Laura Mercier Boutique at Bergdorf Goodman
- L'Oreal
- Landi's Pork Store



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- Lenny's Pizzeria
- Levain Bakery
- Life Ice
- Lions Club District 20-K1
- Locanda Verde
- Lotus Bakeries
- Lowes
- LuBella Boutique
- LuHopa Boutique
- Lunetta Restaurant
- Macanta
- Madison Florist
- Marine Park Golf Course
- Marine Park Hardware
- Methodist Hospital
- Michael's Restaurant
- Mile End Deli
- Mimi's Hummus
- Modells
- Mountain Styles & Spa
- NACOPRW
- News12
- New Pig
- New York Jets & Mark Sanchez
- New York Mets
- New York Yankees
- Novotel New York Times Square
- Nu Hotel
- Oasis Diner
- OPI
- Oriental Trading
- Over The Moon
- Pastaza's
- Pentell
- Printing Max
- Pure Barre Park Slope
- Ridgewood Savings Bank
- Sandbox Studios
- SelfieCookie
- Seventh Generation
- Share
- Simply Gum
- Skicks
- Slope Wellness
- Smart Water
- Society Men
- SoulCycle
- Soy Joy
- St. Athanasius Youth Program
- Staples
- Stowe Weekend of Hope
- Sundaes by the Park
- Target
- Terry Collins
- The Clean Seat
- The East Reservoir
- The Hermitage Club
- The Lacey Gallagher Cause
- The Lucerne Hotel
- The Sicilian
- The Treats Truck
- Three Guys Catering Co
- Thrive Cosmetics
- Tina's Wish
- Tix4acause
- Top of the Rock Observation Deck
- Travel Set Go
- Vikki's Restaurant
- Washington Jefferson Hotel
- Watson Hotel
- Wayne Agassi Salon and Spa
- Wellington Hotel
- Wild Bagels
- Windsor Café
- WristStory.com
- Yelp
- Yoga Sole
- Yoga Vida
- Zestra



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