



**MORE
THAN
AWARE**

PREVENTION • RECOVERY



Hello,

We are More Than Aware

More Than Aware (MTA) is a healthy lifestyle support group that empowers women to be proactive in the **prevention** and **recovery** of breast cancer.

BECOME MORE IN THREE PROGRAMS

Fall Luncheon & Auction

A luncheon that empowers, educates, and inspires women to be "MORE" and take Breast Cancer "Awareness into Action".

Global Family Fun Run

Create wellness goals and run to support breast cancer Thrivers in the location of your choice.

Pledge Your Pony

Donate at least 6" or 15cm of hair to make beautiful wigs for recovering cancer patients.

#MoreThanAware



more_than_aware

www.morethanaware.com





TOP 10 REASONS TO SUPPORT MORE THAN AWARE

- 1. PREVENTION** MTA focuses on Prevention, that is the green portion of the MTA ribbon. Every year, we ask our supporters to set their annual “green (wellness) goal” and share it publicly.
- 2. RECOVERY** MTA focuses on Recovery. All funds raised go to local Chinese women in breast cancer recovery programs.
- 3. 100% Volunteer Driven** MTA is 100% volunteer driven. The volunteer team represents over 14 different countries, and half are Chinese nationals making a difference in their own community. No paid staff at all.
- 4. Bilingual Annual Events** All of MTA’s events are bilingual with attendee make-up being half Chinese nationals and half foreigners – including women and men of strong impact in the community.
- 5. Big Name Sponsors and Partners** MTA is trusted by big name sponsors and partners such as Shangri-La and Kerry Hotels, Yoopay.cn, iMandarin, Foreign Affair Bureau China, Ford, GAP, Nike, as well as smaller local businesses.
- 6. Shanghai Cancer Recovery Club Partnership** MTA has been smoothly and legally operating over eight years in China and is partnered with local Shanghai Cancer Recovery Club (SCRC).
- 7. THRIVERS not Survivors** MTA connects women in recovery to local and foreign breast cancer recovery clubs. Members are given the honorable title of “THRIVERS” and comprise 25 – 30% of attendees at each of our events.
- 8. Community Outreach Program** MTA has several outreach programs including: an annual Spring Fun Run with 3,000 – 5,000 participants, an annual Fall Luncheon with 900 – 1,000 attendees, as well as wellness presentations at schools, businesses and culture clubs. Bridging the local and expat communities in Shanghai, China.
- 9. Pledge Your Ponytail Campaign** MTA facilitates an annual “Pledge Your Ponytail” Campaign with the help of the local community, encouraging women to donate their hair for other women in recovery. MTA has found the most cost-effective way to make wigs at only RMB400. The recovery wigs are donated to local women who borrow them as their hair grows back after treatments.
- 10. Four Guinness World Records** MTA has taken part in 4 Guinness World Records facilitated by Shangri-La and Kerry Hotels. Currently holds the record for:
 - ① **“The Most Pink and Green Balls”** filled Kerry Hotel’s Olympic sized swimming pool. Wellness pledges were written on the balls and 300 Breast Cancer Thrivers jumped into the pool in 2013. Facilitated by Kerry Hotel Pudong Shanghai, China.
 - ② **“The Most People Eating Breakfast in Bed”**. Over 300 Breast Cancer Thrivers joined the More Than Aware Team to set the record in 2014. Facilitated by Pudong Shangri-La Hotel, Shanghai, China.
 - ③ **“The Most People Tossing Pizza Dough”**. 50 Breast Cancer Thrivers joined the More Than Aware team to set up the record in 2015. Facilitated by Pudong Shangri-La Hotel, Shanghai, China.
 - ④ **“The Largest Mocktail Lesson”** 1879 people participated in this challenge in 2018. Most of the participants are More Than Aware Thrivers. Facilitated by Pudong Shangri-La, Shanghai, China.



10 大理由支持“超越意识”

- 1. 预防** MTA注重预防，这也是MTA缎带的绿色部分的含义。每年，我们提倡我们的支持者设置他们的年度“绿色（健康）”目标，同时也把它分享出来。
- 2. 康复** MTA注重康复。所有筹集的资金都是用来当地的中国乳腺癌女性的康复项目中。
- 3. 100% 志愿者驱动** MTA是100%由志愿者自发组织的。志愿者队伍中的代表来之14个不同的国家，其中一半是中国国民，在他们各自的社区中做出贡献。并且，所有的员工工作不收取任何费用和报酬。
- 4. 年度双语活动** 所有的MTA的活动都是双语的，参加者都是盛装出席，他们中一半是中国国民，一半则是外国友人，他们包括在社区中发挥着重要影响力的女性以及男性。
- 5. 大牌的赞助商和合作伙伴** MTA被大牌的赞助商和合作伙伴所信任，如香格里拉和嘉里酒店，友付中国，爱马德，中国外事事务局，福特，GAP，福特，耐克以及当地的一些规模稍小的公司和机构。
- 6. 当地合作伙伴上海癌症康复中心** MTA在上海已经平稳且合法运营了超过八年，而且还和当地的上海癌症康复俱乐部（简称：SCRC）合作。
- 7. 是勇士不是幸存者** MTA连结当地以及国外的癌症康复俱乐部中康复中的女性。成员们被荣幸的授予“勇士”的称号，他们占了每次活动参与人数的25%-- 30%。
- 8. 社区推广计划** MTA拥有多个社区推广计划，包括：在春天举行的年度春季欢乐跑，每次都有3000到5000人参加，年度秋季午宴，约有900至1000参加，同时还有，在学校、企业和文化俱乐部举办的幸福展示等等。为在中国上海的当地和外国社区搭建沟通的桥梁。
- 9. 抵押你的马尾辫活动** MTA在当地社区的帮助下，发起了一项年度的“抵押你的马尾辫”的活动，旨在鼓励女性来捐献他们的头发以帮助其他康复中的女性。MTA发现来制作假发的性价比最高的方式只有400元。康复假发用于捐献给当地的女性，他们借来假发用于术后戴。
- 10. 4项吉尼斯纪录** MTA已经参与了4项世界吉尼斯纪录，它们由香格里拉酒店和嘉里酒店提供场地。
 - ① “最多的粉色和绿色球数量” 在2013年100万个粉红和绿色的球填满了嘉里酒店的奥林匹克规模的泳池。球上都写上了幸福的诉求，300名乳腺癌的勇士们一起跳进了泳池。由嘉里酒店提供场地。
 - ② “最多的同时在床上吃早餐的人数” 超过300名乳腺癌的勇士们参与了MTA的队伍，创下了这项在2014年的纪录。由中国上海浦东香格里拉酒店提供场地。
 - ③ “最多抛披萨面团的人数” 2015年，350乳腺癌勇士们参与了MTA队伍创下了“抛披萨面团”的纪录。由中国上海浦东香格里拉酒店提供场地。
 - ④ “最大的无酒精鸡尾酒课程” 在2018年共有1879人参与到了此次挑战中。大部分的参与者是MTA的勇士。由中国上海浦东香格里拉酒店提供场地。

需要了解更多，请访问 www.MoreThanAware.com

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