

# You're Invited to 200 Benefit Parties!

## Here's Your Official 2011 *Back in the Swing* Retail, Restaurant and Special Event Party Guide



*A Cause For Celebration!*

**How do you choose what to do?**  
It's easy as 1, 2, 3:

1. Pick a favorite retailer, restaurant or public event on the calendar here that fits your schedule.\*
2. Check the listings inside, by date, for details on the activity and benefits for the Cause...and You at each retailer, restaurant, or public event.
3. Shop, dine and celebrate, while supporting local breast cancer survivors every day!  
**See you around town!**

Look inside for more details or visit [www.BackintheSwing.org](http://www.BackintheSwing.org)

| MONDAY   | TUESDAY  | WEDNESDAY  | THURSDAY  | FRIDAY  | SATURDAY   | SUNDAY  |    |
|--|--|--|---|---|--|---|----|
| 3 – Arvest Bank  | 4 – Chili's  | 5  | 6 – Park Place Fashion Show<br>– Van Brock at Mission Farms   | SEPT. 30<br>– Speaking of Women's Health<br>– KC Power & Light District<br>– Howl at the Moon<br>– Brighton Collectibles, Town Center Plaza | OCT. 1<br>– Dean & DeLuca Cookbook Party<br>– Speaking of Women's Health<br>– Pottery Barn | 2<br>– European Wax Center - Oct. 1-7               |    |
| 10-16<br><b>ALL WEEK!</b><br>– Country Club Plaza<br>– Hawthorne Plaza<br>– Legends Outlets<br>– Oak Park Mall<br>– One Nineteen<br>– Park Place<br>– Shop Girls Brookside<br>– Town Center Plaza<br>– Zona Rosa<br>– Succotash<br>– Featherstone Home Accents<br>– Shop Beautiful Brookside | 11 – Crate and Barrel Party<br>– Chili's<br>– The Walking Company                                      | 12 – Halls Plaza<br>– Corinth Square<br>– N. Valentino's | 13 – The Village<br>– Sante<br>– Alaskan Fur<br>– Madden McFarland<br>– Hallmark Gold Crown Stores<br>– Monarch Plastic Surgery<br>– Halls Plaza/Halls Crown Center<br>– Trendz<br>– M!nt | 7   | 8 – St. John Boutique  | 9   |    |
| 17 – Shop Beautiful Brookside Oct. 17-Nov. 17  | 18 – Chili's   | 19 – La Dee Da   | 20 – Mission Farms<br>– Design Boutique (Twigs)   | 21 – Oak Park Mall<br>– Downtown Overland Park<br>– Design Boutique (Twigs)   | 15 – Indigo Wild<br>– Comfort Plus Shoes   | 16 – Briarcliff Village Wrap-up<br>– Gaslight Grill |    |
| 24   | 25 – Chili's   | 27   | 28 – Infinite Fitness   | 29  | 22 – BIO FEET  | 23 – Prairie Life Overland Park                     |    |
| 31   | <b>ALL MONTH LONG</b><br>– Chili's restaurants<br>– The Roasterie Coffee Plant<br>– Crown Center Shops |  |   | – Feng at Hawthorne Plaza<br>– The Country Club Plaza<br>– Pottery Barn Town Center   |  |   | 30 |
|  |  |  |   |   | NOV. 5<br>– Jazzercise Overland Park   |   |    |

\* Listings as of Sept. 9, 2011.  
Visit [BackintheSwing.org](http://BackintheSwing.org) for the latest updates!





# In Our First Decade...

**Back in the Swing® established model programs of groundbreaking personalized, multi-disciplinary medical care for Kansas City's breast cancer survivors.**

**Now it's time to share the advances we've made over the past 10 years. Here's a quick look at the accomplishments of our national**

**nonprofit organization and our groundbreaking educational efforts to ensure that evidence-based survivorship medical care and lifestyle choices are the expectation, not the exception, after breast cancer.**

## Our mission

Back in the Swing is the first and only grassroots, national nonprofit organization supporting education and clinical care on behalf of the more than two and a half million breast cancer survivors in the United States, to empower them to get back in the swing of life physically, emotionally and spiritually.

## Why breast cancer survivors need support to get Back in the Swing

Back in the Swing is the only organization to focus on individualized, comprehensive medical care after breast cancer treatment. After treatment, many survivors are left with health issues that require lifelong attention. Besides

the fear of recurrence, they may experience some or all of these common symptoms, including lymphedema, weight gain, sleeplessness, muscle fatigue, cardiac problems, short-term memory loss, hot flashes, skin dryness, neuropathy, vaginal dryness, depression, loss of sexual desire, and more. Medications breast cancer survivors are taking may increase their risk of other cancers and medical problems.

## Post-treatment care is every survivor's right

Thanks to advanced treatments and earlier detection, there are now more than two and a half million breast cancer survivors in the United States today, each of whom deserves the right to obtain the most advanced care to: prevent a cancer recurrence; address the effects of primary treatment; and coordinate the work of specialists and primary care physicians to ensure that all of her health needs are being met to improve and protect her health.

## How we have made a difference

When Back in the Swing began in 2000, local personalized, comprehensive clinical post-treatment care for breast cancer survivors did not exist. With the help of our generous community, we have provided the seed money to area organizations to launch breast cancer survivorship services.

Today, the following are included in the Kansas City Back in the Swing Working Group:

- Breast Cancer Survivorship Center at the University of Kansas Cancer Center
- The "Now What!?" Survivorship Center at North Kansas City Hospital Northland Cancer Center
- Shawnee Mission Medical Center
- Saint Luke's Cancer Institute
- Truman Medical Center
- Cancer Action
- Turning Point
- St. Joseph Medical Center
- Gilda's Club

Please visit [BackintheSwing.org](http://BackintheSwing.org) for more information.

# Help breast cancer survivors get back in the swing!

**Below are a number of ways you can contribute financially to help us accomplish our mission!**

**Your tax-deductible donation supports education and clinical care to improve and protect everyone's health after breast cancer.**

## Yes, I would like help breast cancer survivors get back in the swing!



- Please accept my \$25 donation to Back in the Swing
- Please accept my \$50 donation to Back in the Swing
- Please accept my \$100 donation to Back in the Swing
- Please accept my \$\_\_\_\_\_ donation to Back in the Swing

You can also make on-line gift donations and tribute donations at [www.BackintheSwing.org](http://www.BackintheSwing.org)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone #: \_\_\_\_\_

### Make your tax-deductible checks payable to Back in the Swing

Please charge my credit card number in the amount of \$\_\_\_\_\_.

CC# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CCV# \_\_\_\_\_

**Mail to:** Back in the Swing, 6709 West 119th Street, No. 444, Overland Park, Kansas 66209 – Phone: 913-481-6364



# In Our Second Decade...

## Back in the Swing's "test kitchen" for research and clinical care

The Breast Cancer Survivorship Center at the University of Kansas Cancer Center is the first personalized, multi-disciplinary comprehensive breast cancer survivorship center in the United States. Today, the Center collaborates with academic cancer centers around the country in research and evaluation of clinical care models. The center has taken the lead in creating a new curriculum of oncology nurse training modules (see below) and a curriculum for academic, medical institutions around the country.

## Educating oncology nurses

Your donation to Back in the Swing will support the delivery of clinical survivorship care and academic medical research, both contributing to the development of education for oncology nurses. Through a collaboration of leaders in the field of survivorship, a new online curriculum called "Cancer Survivorship Training for Healthcare Professionals," endorsed by The Oncology Nurses Society, Greater Kansas City Chapter, will educate oncology nurses and healthcare providers, so that survivorship care can be accessed wherever primary cancer care exists.

The curriculum is based on a national educational needs assessment conducted among oncology nurses, as well as model cancer survivorship programs. In cooperation with the Oncology Nurses Society, oncology nurses around the country were asked how important it is for oncology nurses to develop

skills to help patients manage survivorship issues. A resounding 83% responded "very important." Yet, only 13% considered themselves "very skilled" in this area of care.

## Educating survivors and families

In fall 2012, Andrews McMeel will publish *The Back in the Swing Cookbook*, fabulous recipes for eating great and living well every day after breast cancer. This book will share the essentials of what everyone needs at her fingertips every day, from recipes to research, to help take care of herself and demand the best care from her healthcare providers. Co-authored by Barbara Unell and Judith Fertig, this groundbreaking book is based on Back in the Swing's first decade of supporting the movement to care for this country's millions of breast cancer survivors, protecting and improving their health after treatment.

### Special thanks to these retailers for providing donation drawing items for our Back in the Swing party tables...

**DEAN & DELUCA, MASSAGE HEIGHTS, TAKE FIVE, LAND OF PAWS, GLITTERS FINE JEWELRY, WESTIN CROWN CENTER, THE ROASTERIE, INDIGO WILD, SPIN! NEAPOLITAN PIZZA, TOWN CENTER PLAZA, TRADER JOE'S and STARBUCKS** (The Village, 135th and Blackbob and Corporate Woods)

### Please visit these partners at their locations or at [BackintheSwing.org](http://BackintheSwing.org) for products that benefit our cause all year long:

**CORPORATE RESOURCE GROUP:** Back in the Swing merchandise. **CHRISTOPHER ELBOW:** Back in the Swing chocolate bars. **INDIGO WILD:** Betsy's lotion. **LAND OF PAWS:** Molly's Paws products. **THE ROASTERIE:** Back in the Swing blend organic coffee

1934604

**SHAWNEE MISSION MEDICAL CTR  
SP2-BACK IN THE SWIN**

**2 x 10.62  
Full Color**

# Your Official 2011 *Back in the Swing* Retail, Restaurant and Special Event Party Guide

Check this guide for specific dates, times and activities for each party event listing

## How do you choose what to do?

It's easy as 1, 2, 3:

1. Pick a favorite retailer, restaurant or public event on the calendar that fits your schedule.\*
2. Check the listings, by date, for details on the activity and benefits for the Cause...and You at each retailer, restaurant, or public event.
3. Shop, dine and celebrate, while supporting local breast cancer survivors every day!

## SEE YOU AROUND TOWN!

\* Listings as of Sept. 9, 2011.  
Visit BackintheSwing.org for the latest updates!  
See stores for exclusions and details.

## SEPT. 30

### BRIGHTON COLLECTIBLES

(Town Center Plaza Shopping Center)

● **FOR THE CAUSE:** A percentage of proceeds from the sale of our special breast cancer charm bracelet will benefit Back in the Swing. ■ **FOR CUSTOMERS:** Join us for breakfast to introduce our 2011 design of our breast cancer bracelet. Bracelets on sale throughout October; 8:30 am

### KANSAS CITY POWER & LIGHT DISTRICT

**Back in the Swing Kick Off Free Concert Featuring The Zeros Presented by Mix 93.3 and the Kansas City Power & Light District**

● **FOR THE CAUSE:** 100% of the \$5 purchase price of a Pink Wristband is donated to Back in the Swing. ■ **FOR CUSTOMERS:** Everyone with a special Pink Zeroes Party Wristband gets drink and food specials. Participating bars include: **MAKER'S MARK BOURBON HOUSE & LOUNGE, LIVING ROOM, FUEGO, TENGO SED CANTINA, MCFADDEN'S SPORTS SALOON, PIZZA BAR, JOHNNY'S TAVERN, GORDON BIRSCH BREWERY, HOWL AT THE MOON** and **LUCKY STRIKE LANES;** 4-7 pm.

### SPEAKING OF WOMEN'S HEALTH

Sponsored by Shawnee Mission Medical Center (Overland Park Convention Center)

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR ATTENDEES:** Participate in Donation Drawings for an opportunity to take home special gifts.

## OCT. 1-31

### CROWN CENTER SHOPS

**Back in the Swing Donation Drawing**

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Every \$5 Donation Drawing ticket entitles you to an opportunity to win a \$500 Crown Center Gift Certificate. Visit Level 2 Customer Service to register to win.

**BRIGHTON COLLECTIBLES:** See Sept. 30

### FENG

(Hawthorne Plaza Shopping Center)

● **FOR THE CAUSE:** 100% of the proceeds from the sale of our feng Back in the Swing Card benefits Back in the Swing. ■ **FOR CUSTOMERS:** Purchase a \$25 card and receive 20% off all full-priced merchandise the entire month of October.

### THE COUNTRY CLUB PLAZA

**Back in the Swing Plaza Shopping Spree**

● **FOR THE CAUSE:** 100% of the \$5 purchase price of a Donation Drawing ticket benefits local breast cancer survivors. ■ **FOR CUSTOMERS:** Enter for the opportunity to win a \$500 Back in the Swing Shopping Spree. Look for pink box located at Plaza Customer Service and at participating Plaza merchants the week of Oct. 10-16.

### POTTERY BARN

(Town Center Plaza Shopping Center)

**Back in the Swing Party**

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Enter our weekly Back in the Swing Donation Drawings throughout the month of October.

### HAWTHORNE ANIMAL HOSPITAL

(Hawthorne Plaza Shopping Center)

● **FOR THE CAUSE:** 100% of the proceeds from dog cookie sales will benefit Back in the Swing. ■ **FOR CUSTOMERS:** Specially designed doggy bag filled with homemade dog cookies.

### THE ROASTERIE COFFEE PLANT AND RETAIL STORE

(1204 W. 27th Street, KCMO)

● **FOR THE CAUSE:** 10% of the sale of every bag is donated to Back in the Swing. ■ **FOR CUSTOMERS:** When you order two bags of Back in the Swing's custom organic blend from theroaerie.com or purchase it at The Roasterie Retail Store, and get a free retro Roasterie lunch pail.

## OCT. 1

### DEAN & DELUCA

(Town Center Plaza Shopping Center)

**Back in the Swing Cookbook Kick-Off Party**

● **FOR THE CAUSE:** 20% of the sales of special prepared food items donated to Back in the Swing. ■ **FOR CUSTOMERS:** Meet Judith Fertig, author of the new cookbook, Heartland, and co-author of the upcoming Back in the Swing Cookbook. She will sign autographs of Heartland. One-Day-Only Special Discounts; 8 am to 3 pm.

### POTTERY BARN

(Town Center Plaza Shopping Center)

**Design Party**

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** "How to Design Your Dream Room", with goodies from Dean & DeLuca. Purchase a donation drawing ticket for the opportunity to win a Personal In-home Design Consultation; 10 am to noon.

**SPEAKING OF WOMEN'S HEALTH:** See Sept. 30

## OCT. 1-7

### EUROPEAN WAX CENTER

(11831 Roe Ave. Leawood, KS)

● **FOR THE CAUSE:** We will donate \$1 to Back in the Swing for each complimentary waxing. Additional donations will be accepted. Please mention Back in the Swing. ■ **FOR CUSTOMERS:** Every new client who visits during this week receives a complimentary wax. See store for details.

## OCT. 3

### ARVEST BANK

● **FOR THE CAUSE:** Open a new checking or savings account at Arvest Bank, and we'll donate \$25 to Back in the Swing. Minimum to open account is \$100, some restrictions may apply. Offer expires Oct. 8.

## OCT. 4, 11, 18 & 25

### CHILI'S BACK IN THE SWING TUESDAYS at participating Chili's Restaurants

● **FOR THE CAUSE:** Chili's will donate 10% of all sales all day and night to Back in the Swing when you present the Back in the Swing "give back" flyer, even on your phone! Download the flyer at backintheswing.org. ■ **FOR CUSTOMERS:** Eat at Chili's on any Tuesday in October to enjoy getting great food and beverages and giving back to a great cause! **Party Locations:** MISSOURI: Independence, Lee's Summit, Barry Road, Liberty, St. Joseph. KANSAS: Olathe, Overland Park, Merriam, Shawnee, Lawrence

## OCT. 6

### PARK PLACE SHOPPING CENTER

**Back in the Swing Fashion Show**

● **FOR THE CAUSE:** 100% of a \$25 Park Place Shopping Card is donated to Back in the Swing. ■ **FOR CUSTOMERS:** 6 pm Fashion Show at aloft Hotel, with new fashions from Park Place boutiques, plus delicious "bites!" To attend, purchase a Park Place Back in the Swing Shopping Card at participating Park Place merchants or by emailing info@destinationparkplace.com. See Oct. 10-16 listing for more Card benefits.

### VANBROCK

(Mission Farms Shopping Center)

● **FOR THE CAUSE:** All ticket sale proceeds benefit Back in the Swing. ■ **FOR CUSTOMERS:** Enjoy a casual evening of cocktails and hors d'oeuvres. Featuring trunk show jewelry designers Makur and Katie Decker. Donation drawing tickets are \$50 each for your chance to win a one-of-a-kind piece. Space is limited; 5:30-7:30 pm

## OCT. 8

### ST. JOHN BOUTIQUE

(Country Club Plaza)

**Kick-off Party**

● **FOR THE CAUSE:** Purchase a Back in the Swing bracelet for \$25 and receive 20% off a regular priced purchase from October 10-15.

100% of the bracelet purchase will go to Back in the Swing. ■ **FOR CUSTOMERS:** Join us for a Back in the Swing kick-off party and receive 20% off a regular priced purchase with your bracelet. See store for details.

## OCT. 10-16 ALL WEEK LONG

### THE COUNTRY CLUB PLAZA

**Back in the Swing Plaza Shopping Spree**

● **FOR THE CAUSE:** 100% of the \$5 purchase price of a Back in the Swing Donation Drawing ticket supports local breast cancer survivors. ■ **FOR CUSTOMERS:** Enter our Back in the Swing Donation Drawing for the opportunity to win a \$500 Back in the Swing Shopping Spree Giveaway. Look for the pink boxes at Customer Service and the following participating stores:

### N. VALENTINO

**"20 for 20" Back in the Swing Week**

● **FOR THE CAUSE:** 100% of every \$20 donation benefits Back in the Swing. ■ **FOR CUSTOMERS:** Come in to explore the new "must-haves" for fall. Make a \$20 donation to Back in the Swing to receive 20% off the entire week. Also see Oct. 12.

### TALBOT'S

● **FOR THE CAUSE:** All donations for the week will benefit Back in the Swing. ■ **FOR CUSTOMERS:** Receive a 20% discount with a donation to Back in the Swing. See store for details.

### STANDARD STYLE BOUTIQUE

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Donate \$10 and get 10% off same-day purchases. Offer excludes sale items.

### SCANDIA DOWN HOME BY URSULA TERRASI

● **FOR THE CAUSE:** In-store Donation Drawings support Back in the Swing. ■ **FOR CUSTOMERS:** Purchase a \$5 Back in the Swing Donation Drawing ticket for an opportunity to win \$500 in bedding of your choice!

**ST. JOHN BOUTIQUE** See Oct. 8

**THE WALKING COMPANY:** See Oct. 11

**HALLS:** See Oct. 12

### HAWTHORNE PLAZA SHOPPING CENTER

### KEIL & CO.

● **FOR THE CAUSE:** Every \$5 donation benefits Back in the Swing. ■ **FOR CUSTOMERS:** Pop for a deal! Visit the sisters! Donate \$5 for a chance to pop a balloon for a discount. One balloon per donation. Each donation is good for one item.

### OLIVE TREE

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Give a donation to Back in the Swing for an opportunity to win our fabulous \$100 gift basket.

### MINT

● **FOR THE CAUSE:** A percentage of sales and 100% of purchase price of "Redefine the Impossible" bracelet benefits Back in the Swing.

■ **FOR CUSTOMERS:** 10% discount all week with your "Redefine the Impossible" bracelet. Also see Oct. 13.

### TALBOT'S

● **FOR THE CAUSE:** All donations for the week benefit Back in the Swing. ■ **FOR CUSTOMERS:** Join us in celebrating Back in the Swing! Receive a 20% discount with a donation to Back in the Swing. See store for details.

### BAG AND BAGGAGE

● **FOR THE CAUSE:** 100% of the proceeds from the sale of your The Village Think Pink Card and Oak Park Pink Charm Bracelet will benefit Back in the Swing. ■ **FOR CUSTOMERS:** Bring in your The Village Think Pink Card or Oak Park Pink Charm Bracelet and receive your discount. Both items will be available for purchase at our location.

### STICKSISTERS ART FURNISHINGS & ACCENT

● **FOR THE CAUSE:** StickSisters will donate a percentage of all sales that were done by picking a stick for the week to Back in the Swing. ■ **FOR CUSTOMERS:** Come play a game with us during the week of Back in the Swing. Come in and pick a stick for up to a 20% discount on any regularly priced item.

### S-SCENTS

● **FOR THE CAUSE:** A percentage of sales from our Back in the Swing Lavender products will benefit local breast cancer survivors. ■ **FOR CUSTOMERS:** Join us for our special event one night during Back in the Swing week highlighting our Back in the Swing Lavender products. See store for specific details on our party.

**FENG:** See Oct. 1-31

**HAWTHORNE ANIMAL HOSPITAL:** See Oct. 1-31

**SHOP BEAUTIFUL:** See Oct. 17-Nov. 12

### LEGENDS OUTLETS KANSAS CITY

#### Back in the Swing Celebration

● **FOR THE CAUSE:** Legends Outlets Kansas City will support Back in the Swing with fun-raising and fundraising! ■ **FOR CUSTOMERS:** Watch LegendsShopping.com for event details and offers or like us on Facebook for more information. Also check for updates on BackintheSwing.org.

### OAK PARK MALL SHOPPING CENTER

● **FOR THE CAUSE:** Purchase a Pink Survivorship Bracelet for \$5 customer service, starting October 1st, with 100% of the proceeds benefiting Back in the Swing. ■ **FOR CUSTOMERS:** Receive exclusive participating store discounts and special offers when you purchase the Pink Survivorship Bracelet, plus be registered to win fabulous mall retailer prizes. Receive great discounts, such as 20% off at **TALBOT'S**, 20% off at **APRICOT LANE BOUTIQUE**, \$2 off Eyebrow Threading at **BROW ART**, discounts at **BAG AND BAGGAGE** and more! See TheNewOakParkMall.com.

### ONE NINETEEN SHOPPING CENTER

#### Pink Week

### HABITAT SHOE BOUTIQUE

● **FOR THE CAUSE:** 100% of your donation benefits Back in the Swing. ■ **FOR CUSTOMERS:** Donate \$10 and get 10% off same-day purchases. Offer excludes sale items.

### SALON ONE19 & SPA

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Enter our Donation Drawing for \$1 per ticket for an opportunity to win a basket full of product, hair and facial services. Enter as many times as you would like.

### Z GALLERIE

● **FOR THE CAUSE:** Z Gallerie will donate 5% of their sales for the week to Back in the Swing. ■ **FOR CUSTOMERS:** Enter to win! Visit our store and just by supplying your name and email address, you get a chance to win one of ten, \$100 gift cards.

### NATURAL BODY SPA

● **FOR THE CAUSE:** Proceeds from our \$5 pink shopping bags will benefit Back in the Swing. Also, we will donate 10% of any gift card purchase over \$125 to the cause! ■ **FOR CUSTOMERS:** Come play in our pink sea salts to create custom scented bath salts with your own creative design during the week of Back in the Swing!

### STANDARD STYLE BOUTIQUE

● **FOR THE CAUSE:** 100% of your donation benefits Back in the Swing. ■ **FOR CUSTOMERS:** Donate \$10 and get 10% off same-day purchases. Offer excludes sale items.

### BALDWIN MEN'S SHOP

● **FOR THE CAUSE:** 100% of your donation benefits Back in the Swing. ■ **FOR CUSTOMERS:** Donate \$10 and get 10% off same-day purchases. Offer excludes sale items.

**CRATE&BARREL:** See Oct. 11

### PARK PLACE SHOPPING CENTER

#### Back in the Swing Pink Party

● **FOR THE CAUSE:** 100% of the \$25 Park Place Shopping Card is donated to Back in the Swing. ■ **FOR CUSTOMERS:** Your Park Place Shopping Card is your exclusive pass to savings at participating merchants, including these and many more (Check ParkPlaceLeawood.com for details!): **ANNABELLE'S, J. HATHAWAY, FLOWERS BY EMILY, ALOFT, BELLA BABINO, THE LEARNING TREE, E J'S BOUTIQUE, BELLA B'S** and **PACIUGO**.

### TOWN CENTER PLAZA SHOPPING CENTER

### TOWN CENTER GNC

● **FOR THE CAUSE:** 100% of your donation to the fishbowl benefits Back in the Swing. ■ **FOR CUSTOMERS:** Receive 30% off your entire purchase of regular priced items only, when you make a donation to our Back in the Swing Fishbowl. This offer is not valid with your gold card or other offers.

### LUCY ACTIVEWEAR

● **FOR THE CAUSE:** All \$1 Back in the Swing Donation Drawing tickets benefit local breast cancer survivors. ■ **FOR CUSTOMERS:** Enter our Back in the Swing donation drawings for four \$25 Lucy gift cards, two woman's watches donated by **STEPHEN BURSTEIN FINE JEWELRY**, and a gift basket from **HARRY & DAVID**. Our grand prize: a girls' night out shopping party! The winner invites 20 friends to shop on a night specified by us, receive 20% off of their entire purchase of full-priced merchandise. Join our free yoga classes Thursday through Sunday, 9-10 am. Classes will be limited to 20 people, so sign up in advance.

**BRIGHTON COLLECTIBLES:** See Sept. 30 and Oct. 1-31

**DEAN & DELUCA:** Back in the Swing Cookbook Party: See Oct. 1

**POTTERY BARN TOWN CENTER:** See Oct.1-31; Oct. 1

### ZONA ROSA SHOPPING CENTER

#### Back in the Swing Party Week

When you use metered parking at Zona Rosa during September and October, your coins will benefit Back in the Swing.

● **FOR THE CAUSE:** Purchase a special Zona Rosa

Back in the Swing Shopping Card for \$10 and 100% will help local breast cancer survivors get back in the swing. Cards on sale at Zona Rosa Guest Services. ■ **FOR CUSTOMERS:** When you purchase your Card, you get a pink and white "fashion forward" reusable tote! While supplies last. Present your Zona Rosa Shopping Card to participating merchants to receive discounts and special offers. See stores for exclusions and details. Participating stores and restaurants, including:

**54TH STREET GRILL:** 20% off food only, Oct. 10-17; not valid with other advertised or unadvertised specials or discounts. Dine-in only. Discount code: cmnty/finder. **ABUELO'S:** 10% off purchases. Does not include alcohol or gratuity. Not valid with other offers. **BITTERSWEET HOLLOW:** 25% off one regular priced item. Cannot be combined with a sale item or already discounted item. **BUILD-A-BEAR WORKSHOP:** \$5 off a \$25 transaction. **CHARMING CHARLIE:** 20% off your purchase. Only for full-price items. Doesn't include sale. **CHICOS:** Take 10% off your purchase. **CHOCOLATERIE STAM:** 20% off any Gelato purchase. **CLAIRE'S:** 20% off one item at regular price. Excludes prior purchase, gift cards, and ear piercing. **COLDWATER CREEK:** 20% off. See associate for exclusions. **HEAVENLY OLIVE OILS AND VINEGARS:** 20% off a full size bottle of Cranberry Pear balsamic, and our Sierra Nevada extra virgin olive oil. **HEREFORD HOUSE ZONA ROSA:** 20% off food. Not valid with "Happy Hour"; may not be combined with other discounts or promotions. **I.O. METRO:** 20% off one regular priced item. Does not include sale of clearance merchandise. Cannot be combined with other offers or promotions. **LATTE LAND:** 20% off. **REGUS BUSINESS CENTER:** 25% discount on private office or boardroom. **WATER COLORS HIGH FASHION:** 20% off all jewelry and shoes.

**LA~DE~DA:** See Oct. 19.

### FEATHERSTONE HOME ACCENTS

(6527 West 119th Street, Overland Park, KS)  
● **FOR THE CAUSE:** 100% of the proceeds from the sale of donation drawing tickets benefits Back in the Swing. ■ **FOR CUSTOMERS:** Enter the drawing for a \$250 Gift Basket. Donation drawing tickets are \$5 each.

### HEARTLAND ANIMAL CLINIC

(Downtown Overland Park)  
● **FOR THE CAUSE:** 100% of a donation of your choosing benefits Back in the Swing. ■ **FOR CUSTOMERS:** Give a donation and pop a balloon for a discounted service or product.

### SHOP GIRLS

(Brookside Shopping Center)  
● **FOR THE CAUSE:** 15% of all sales from the week benefit Back in the Swing. ■ **FOR CUSTOMERS:** 15% off throughout the store.

## OCT. 11

### CRATE&BARREL

(One Nineteen Shopping Center)  
**Crate Big Pink Party!**  
● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Product demonstrations and sampling stations throughout the store. Donation drawings at each station. Treats provided by La Bodega and Small Cakes. Customers purchase 10 donation drawing tickets for \$10 and enter their tickets in the drawings of their choice; 6-8 pm

### THE WALKING COMPANY

(Country Club Plaza)  
**Back in the Swing Giving Night**  
● **FOR THE CAUSE:** The Walking Company is providing a cash donation to Back in the Swing. ■ **FOR CUSTOMERS:** Enjoy refreshments, give-

aways and a chance to win a pair of exclusive pink ribbon shoes. The Walking Company's goal is to raise more than \$200,000 in support of our local and national charity partners in the fight against women's cancers. See store for complete details on Walking for Hope; 6-9 pm

## OCT. 11-16

### SUCCOTASH

(2601 Holmes Road, KCMO)  
● **FOR THE CAUSE:** \$2 of every cupcake sold benefits Back in the Swing. ■ **FOR CUSTOMERS:** Enjoy our one-of-a-kind strawberry and cream cupcakes at only \$3 each.

## OCT. 12

### CORINTH SQUARE SHOPPING CENTER

#### Get Back in the Swing at In Clover!

● **FOR THE CAUSE:** In Clover will donate 20% of our proceeds on Oct. 12th to Back in the Swing. We will also have a Corinth Square Donation Drawing going all week and during the party, with 100% of the money raised donated to Back in the Swing. ■ **FOR CUSTOMERS:** In honor of our friend Kristen Christian, our goal is to educate about Back in the Swing programs and breast self-examinations with the help of Charlene Wallace, director of the Breast Center at Shawnee Mission and Bridget Webb ARNP of For Women Only. Join us at **IN CLOVER! SOPRA SALON** will provide a makeup artist, **GREAT HARVEST BREAD COMPANY** and **URBAN TABLE** will provide food and drinks, and **IN CLOVER** presents stylist Katie Brown. Donation drawing will include items and services from many Corinth Square merchants, including: **SOPRA SALON, URBAN TABLE, GREAT HARVEST BREAD COMPANY, IN CLOVER, MELY'S YOGURT AND ICE CREAM, BRGR KITCHEN + BAR, WILD BIRD CENTER, HATTIE'S COFFEE, SOCIAL SUPPERS, SOUL PATCH BARBERSHOP, SMART FEET, DANCERS UNLIMITED, CORINTH DENTISTRY, JOHNNY'S TAVERN, FRY ORTHODONTISTS** and **THE LEARNING TREE**. When you shop at The Learning Tree Oct. 12, 10% of your purchase will be donated to Back in the Swing; 10:30 am to 4 pm

### HALLS

(Country Club Plaza)  
**Redefine the Impossible Friends of Fabian Celebration**  
● **FOR THE CAUSE:** Buy your Redefine The Impossible Bracelet at Halls (at the event for \$25) and 100% of that purchase goes to the Carol J. Fabian M.D. Leadership and Legacy Fund. Plus, Halls will donate 10% of all sales to the Fund. In addition, shop Oct. 13 at Halls Plaza or Halls Crown Center and 10% of your purchases will go to the Fund. Simply ask at Customer Service for your donation signifier. ■ **FOR CUSTOMERS:** During the event: Save 20% on all regularly priced purchases (when you wear your bracelet). Catering is provided courtesy of Lon Lane's Inspired Occasions; 6-9 pm.

### N. VALENTINO

(Country Club Plaza)  
**"20 for 20"**  
● **FOR THE CAUSE:** 100% of every \$20 donation benefits Back in the Swing. ■ **FOR CUSTOMERS:** Come explore the new "must-haves" for fall. Enjoy wine and hors d'oeuvres. Make a \$20 donation and receive 20% off the entire week; 5-8 pm

## OCT. 13

### ALASKAN FUR

● **FOR THE CAUSE:** All proceeds from keychain sales, and 10% of total sales for the day benefit Back in the Swing. ■ **FOR CUSTOMERS:** Join us

**1934607**  
**LAND OF PAWS**  
**SP2-BACK IN THE SWIN**  
**2 x 5.25**  
**Full Color**

**1934608**  
**FEENEY'S HALLMARK**  
**SP2-BACK IN THE SWIN**  
**2 x 5.25**  
**Full Color**

for a day of fun! Buy a hot pink fox keychain for \$15 and receive an additional 20% off everything in the store; 9 am to 8 pm. Appetizers and cocktails 5-8 pm.

**HALLMARK GOLD CROWN STORES**  
**Participating independently-owned stores**  
**present "Party Therapy!"**

● **FOR THE CAUSE:** 10% of sales will be donated to the Back in the Swing Carol Fabian, MD, Leadership and Legacy Fund. ■ **FOR CUSTOMERS:** Receive a 20% discount store-wide, plus register to win gifts. Sweet treats and more! 6-8 pm. Party Locations:

**BETTE'S HALLMARK**

- 8500 N. Church Rd, Kansas City
- 9480 E. Hwy 350, Raytown

**COUNTRY MOUSE**

- 11924 College Blvd, Overland Park,
- 9528 Antioch, Overland Park
- 11878 W. 135th, Overland Park
- 155 N. Parker, Olathe

**FEENEY'S HALLMARK**

- 16150 W. 135th Street, Olathe

**SANDY'S HALLMARK**

- 16619 E. 23rd, Independence

**HALLS CROWN CENTER**

Shop at Halls at Crown Center October 13, and 10% of all purchases will be donated to the Back in the Swing Carol Fabian, MD, Leadership and Legacy Fund. Simply ask at Customer Service for your donation signifier.

**MADDEN MCFARLAND**

**a furniture and design boutique**

(State Line at 135th Street, Leawood, KS)

● **FOR THE CAUSE:** 10% of sales for the day benefits Back in the Swing. ■ **FOR CUSTOMERS:** 10% discount on all purchases; 10 am to 8 pm, shopping all day; cocktails and desserts at 5 pm.

**MINT**

(Hawthorne Plaza Shopping Center)

● **FOR THE CAUSE:** A percentage of sales benefiting Back in the Swing. 100% of \$25 purchase price of "Redefine the Impossible" bracelet benefits Back in the Swing. ■ **FOR CUSTOMERS:** Fabulous "shop and save evening" with special discounts. Buy an inspirational Back in the Swing "Redefine the Impossible" bracelet; 6-9 pm

**MONARCH PLASTIC SURGERY**

(4801 W. 135th St., Leawood, KS)

● **FOR THE CAUSE:** 100% of all Donation Drawing proceeds support Back in the Swing. ■ **FOR CUSTOMERS:** Food, drink and conversation, plus an opportunity to take home gifts! 5-8 pm.

**SANTE' IMAGE RENEWAL BOUTIQUE & SALON**

(9301 West 74th Street, Santa Fe Building, Suite 200, Shawnee Mission Medical Center Campus)

● **FOR THE CAUSE:** Donating 10% of our total sales for the day to benefit Back in the Swing. 100% of the cost of your donation drawing ticket will benefit the organization, too. ■ **FOR CUSTOMERS:** Save 20% off your entire purchase (normal exclusions apply). Purchase your donation drawing ticket for a chance to win apparel, glö professional skin care and makeup, handbag, jewelry and more. 11 am- 2 pm

**THE VILLAGE SHOPPING CENTER**

**Back in the Swing Think Pink Party**

● **FOR THE CAUSE:** Donate \$10 to receive your The Village Think Pink Card. 100% of the proceeds to benefit Back in the Swing and Gilda's Club. Purchase your card at The Village Merchant's Association Office or at the Think Pink Table the night of the event. ■ **FOR CUSTOMERS:** Join our center-wide party with music, food and special offers. Use your The Village Think Pink Card when

you shop The Village from October 13th through the 15th and receive discounts and special offers from participating merchants and restaurants; 6pm to 8pm. Participating stores include (check listing updates at prairievillageshops.com): **RSVP IN THE VILLAGE, MADY & ME, TULIP, RIMANN LIQUORS, CLIQUE, VILLAGE ACTIVE and BAG AND BAGGAGE.**

**TRENZ**

(5405 West 151st Street, Overland Park, KS)

● **FOR THE CAUSE:** Tickets to the event will be a \$10 donation. 100% of all donations benefits Back in the Swing. ■ **FOR CUSTOMERS:** Tickets to the event will be a \$10 donation. Tickets go on sale Oct. 6th. Anyone who donates \$50 or more will receive \$5 Trendz Bux. Tickets will be entered into a drawing. Special deals from our vendors throughout the evening; 5-8 pm.

**OCT. 15**

**COMFORT PLUS**

(11715 Roe Avenue, Leawood, KS)

**October Pink Fest**

● **FOR THE CAUSE:** 100% of your Donation Drawing tickets benefit Back in the Swing. ■ **FOR CUSTOMERS:** A trunk show premiering the Fall line of Finn Comfort and Earthies, plus a sneak peak at Spring 2012. Enjoy German music, dancers, wine and beer, CakeBites and other German delights. You could go home with a pair of Finn Comfort shoes or sandals if your name is drawn!

**INDIGO WILD**

(3125 Wyandotte Street, Kansas City, MO)

● **FOR THE CAUSE:** We're donating 15% of sales to Back in the Swing! (Betsy Products, 25%!).

■ **FOR CUSTOMERS:** Cruise around our retail store to find special gifts of fun and frolic for you and those you love! 10 am- 4 pm

**OCT. 16**

**BRIARCLIFF VILLAGE SHOPPING CENTER**

**Back in the Swing Wrap-Up Party**

● **FOR THE CAUSE:** 100% of each \$25 ticket sold benefits Back in the Swing. Tickets for the Back in the Swing Wrap-Up Party will be sold at select stores, including all Amelia's, Finishings for Her, and Land of Paws locations (cash or check only).

For credit card purchases, find our payment link online at: [www.facebook.com/briarcliffvillage](http://www.facebook.com/briarcliffvillage);

● Ticket sales begin Oct. 1. ■ **FOR CUSTOMERS:** Attendees will check-in at registration the day of the event and receive a re-usable shopping bag

and pink bracelet. The pink bracelet will allow them entrance into store parties around the center where they will enjoy discounts, drinks, and food from 3-5 pm. Fashion Show at 5:30 pm, including prize drawings. Party Stores include:

● **AMELIA'S:** Special discounts and refreshments. Selling tickets at all 3 locations. Prize Drawing Item: \$50 gift card. **DESIGN IN THE CITY:** \$25 off your purchase of \$100 or more. and refreshments.

● **ECKLETTICA SALON:** Special discounts and refreshments. Prize Drawing Item: A 'Total Transformation' Makeover. Hair and makeup

makeover and studio photo shoot. **FINISHINGS FOR HER:** 20% Off (some exclusions apply) and refreshments. Selling tickets at all retail locations.

● **GREEN ACRES:** "Stock up Sunday Discount" - \$5 off purchase of \$50 or more and \$10 off purchase of \$100 or more. Food demonstrations. Prize Drawing for \$30 gift card. **LAND OF PAWS:**

Showcasing Molly's Paws product line. Selling tickets at all locations. Prize Drawing: Pet Gift Basket (\$50 value.) **LARISSA'S ALTERATIONS & DRY CLEANING:** Prize drawing: \$50 gift certificate for alterations. **NELL HILL'S:** 20% off

all Pickwick Candles. **SALUTATIONS:** 40% off all Pink Merchandise (some exclusions apply); Prize drawing: Gift basket (\$50 value.) **SHANA VAUGHN DESIGNS:** 50% off all fall merchandise and refreshments. Prize Drawing: \$50 gift certificate for fresh flower arrangement. **THE CAFÉ:** Providing hors d'ourves to the participating stores, featuring Back in the Swing cookbook recipes. Prize drawing: Gift Card. **THE SPA TUSCANO:** 15% off all products.

### **GASLIGHT GRILL**

(5020 W 137th St, Leawood, KS)

#### **Point Pink Party Brunch**

● **FOR THE CAUSE:** 10% of all proceeds during party will be donated to Back in the Swing. ■ **FOR CUSTOMERS:** 99.7 The Point listeners can book a \$29.97 brunch-for-two special for this day or join Tanna Guthrie in the Lounge area for appetizers and half-price champagne drinks; 10 am to 2 pm.

## OCT. 17 – NOV. 12

### **SHOP BEAUTIFUL**

(Brookside Shopping Center)

● **FOR THE CAUSE:** 100% of all \$5 Donation Drawing tickets benefit Back in the Swing. ■ **FOR CUSTOMERS:** Trunk show representing Israeli designer Mariana. Buy a \$5 donation drawing ticket for an opportunity to win a set of pink earrings and bracelet by designer Mariana.

### **SHOP BEAUTIFUL**

(Hawthorne Plaza Shopping Center)

● **FOR THE CAUSE:** 100% of all \$5 Donation Drawing tickets benefit Back in the Swing. ■ **FOR CUSTOMERS:** Trunk show representing Israeli designer Mariana. Buy a \$5 donation drawing ticket for an opportunity to win a necklace by Mariana.

## OCT. 19

### **LA~DE~DA**

(Zona Rosa Shopping Center) 8720 W. Stoddard Ave.

● **FOR THE CAUSE:** 15% of all sales on October 19th, from 6 to 9 pm, will be donated to Back in the Swing. ■ **FOR CUSTOMERS:** La~De~Da is going pink Wednesday, Oct. 19th! Stop by between 6-9 p.m. to enjoy a Pink Candy Bar and Pink-tinis as well as get 15% off all items (some exclusions apply). Plus, we'll be featuring Vera Bradley's new Winter breast cancer pattern at 25% off! 6-9 pm.

## OCT. 20

### **MISSION FARMS SHOPPING CENTER**

#### **Back in the Swing Shop Hop**

● **FOR THE CAUSE:** Purchase our Shop Hop Card at any participating store for only \$10. 100% of the proceeds donated to Back in the Swing. ■ **FOR CUSTOMERS:** Show your Shop Hop card to participating merchants and get up to 25% in discounts. Plus, a 5% gift card "kickback" on total receipts that night (minimum total \$100). Party Stores include:

**ARTICHOKES:** 10% off purchase (excluding classes). **BLANC BURGERS + BOTTLES:** complimentary truffle fries with purchase of a la carte burger. **BOUTIQUE CHIC:** 20% off one item.

**ELITE CYCLING:** 15% off any apparel and running shoes (in-stock only). **EXCLUSIVE MD:** 20% off all Aesthetic/Laser Treatments or Products- Buy one get one free for Latisse (eyelash lengthening).

**NOEL'S FINE GIFTS:** 25% off entire purchase.

**SASSY CHIC:** \$35 off purchase of \$300 or more.

**VICO'S:** 20% off entire purchase. **XIPHUM AVEDA**

**SALON:** 20% off retail purchase (excluding breast cancer hand relief)

### **DESIGN BOUTIQUE**

(Twigs; Downtown Overland Park)

#### **Back in the Swing Party**

● **FOR THE CAUSE:** 20% of all proceeds will be donated to Back in the Swing. ■ **FOR CUSTOMERS:** Enjoy a 10% discount off all items, as well as great music, food and drink; Thursday, Oct. 20 and Friday, Oct. 21; 6-9 pm.

## OCT. 21

### **HISTORIC DOWNTOWN OVERLAND PARK**

#### **Back in the Swing**

#### **Third Friday Art Walk Party**

● **FOR THE CAUSE:** 10% of all sales from participating merchants will be donated to Back in the Swing. ■ **FOR CUSTOMERS:** Downtown merchants are opening their doors for fun and celebration! From art, olive oils, culinary treats, galleries, antiques and quilts, downtown is a Friday night must. Participating stores include: **OLIVE BRANCH ART GALLERY AND STUDIOS, THE TASTEFUL OLIVE, QUILTED MEMORIES, THE OTHER PLACE, SUGAR POP KIDS, TLC THRIFTY BOUTIQUE, THE YARN SHOP, ALIVE NUTRITION, GREAT DAY CAFÉ, MR. AND MRS., THE CULINARY CENTER OF KANSAS CITY, HARPER'S FABRIC & QUILT COMPANY, THE MONOGRAM SHOP, WILD BIRD HOUSE, TEN THOUSAND VILLAGES, DESIGN STUDIO, INK PAPER RUBBER, ELSA'S ETHIOPIAN RESTAURANT, INTENTIONS CABARET, ALICE CARMAN STUDIO, NOW AND THEN, and GREEN LIGHT;** 6-9 pm.

#### **Check out these stores with other events:**

**DESIGN BOUTIQUE (TWIGS):** See Oct. 20

**HEARTLAND ANIMAL CLINIC:** See Oct. 10-16

## OCT. 22

### **BIOFEET LLC**

(7365 West 97th Street, Overland Park, KS)

● **FOR THE CAUSE:** Donations will be accepted to benefit Back in the Swing. ■ **FOR CUSTOMERS:** Free gifts and refreshments, 25% off on all purchases. Vendors will preview their new product lines; 10 am-3 pm.

## OCT. 23

### **OVERLAND PARK PRAIRIE LIFE**

(10351 Barkley Rd. Overland Park, KS)

Back in the Swim for Back in the Swing

● **FOR THE CAUSE:** Buy a 30-minute swim slot for \$10. 100% of your swim slot purchase will benefit Back in the Swing. ■ **FOR CUSTOMERS:** Swim for Breast Cancer Survivors! Simply purchase one or more 30-minute slots; Call 913-648-4517 and ask for A. J. Hanson to register or email ahanson@op.prairielifelife.com; 6:30 am-10:30 pm

## OCT. 28

### **INFINITE FITNESS**

(3617 West 133rd Street, Leawood, KS)

● **FOR THE CAUSE:** 100% of all donations benefit Back in the Swing. ■ **FOR CUSTOMERS:** Join our party to kick off our Holiday Hold Out! 7 pm.

## NOV. 5

### **OVERLAND PARK JAZZERCISE**

(10530 Metcalf Lane, Overland Park; next door to Chuck E Cheese)

#### **Jazzercise Dancin' Abs Girls' Night Out!**

● **FOR THE CAUSE:** 100% of \$15 minimum donation for Back in the Swing. ■ **FOR CUSTOMERS:** Dancin' Abs with Overland Park instructor team and an opportunity to win prizes. Call 913-649-4845 or email: aford@jazzercise.com; 4:30 pm.

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