



COME
TOGETHER

IN THE FIGHT AGAINST CANCER!

WEST FIGHT  ON

BENEFITING WEST CANCER FOUNDATION

SATURDAY, SEPTEMBER 10, 2022

SHELBY FARMS PARK

SPONSORED BY:



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Highland Capital
MANAGEMENT, LLC

WELCOME

What started out as a small bike ride, West Fight On has now grown into a multi-sport celebration of the cancer-fighting spirit of our community. As the signature fundraiser for West Cancer Foundation, West Fight On has raised over **\$3.5 million dollars** for cancer research and patient services over the past **nine** years.

The success of this event would not be possible without YOU! Whether you are cycling, running, walking, sponsoring, volunteering, or simply donating, YOU are showing your commitment to our community.

**THANK YOU FOR COMING TOGETHER IN
THE FIGHT AGAINST CANCER!**



At West Cancer Foundation, we keep cancer patients at the center of everything we do. Whether it is providing supportive care to patients, funding the most promising research to find the treatments of tomorrow, or advocating for the health of our community, -- we are committed to helping those who need us most.

**SUPPORTING UNDERSERVED PATIENTS
IN THE COMMUNITY & FUNDING THE
TREATMENTS OF TOMORROW**

Your support provides compassionate patient care in our underserved community every day by offering safe and reliable transportation for cancer patients. Through our breast screening program, women who qualify receive a mammogram at no cost to the patient. We also provide vouchers for lymphedema garments, post-mastectomy supplies and wigs for ladies undergoing treatment. Looking to the future, we provide grants to fund the brightest and most promising oncology physicians and researchers at University of Memphis and University of Tennessee Health Science Center.



TRANSPORTATION
SERVICES



MAMMOGRAM
APPOINTMENTS



MEDICAL
GARMENTS



WIG
BOUTIQUE




COMMUNITY
OUTREACH



RESEARCH

WEST FIGHT ON

SCHEDULE OF EVENTS

- 5:30 a.m. Packet Pick Up
- 6:45 a.m. Cycle Opening Ceremony
- 6:55 a.m. 20 Mile / 5K Combo Starts
- 7:00 a.m. 60 Mile Ride
- 7:05 a.m. 40 Mile Ride
- 7:10 a.m. 20 Mile Ride
- 7:45 a.m. Warm Up with Orange Theory Lakeland 
- 8:15 a.m. Run & Walk Opening Ceremony
- 8:30 a.m. 5K Run/Walk
- 8:45 a.m. One Mile Walk
- 9:30 a.m. 5K Awards & Top Fundraisers Awards Ceremony
- 10:00 a.m. Survivor-Fighter Ceremony

All cancer survivors to main stage for group photo and ceremony

Music, food, vendors, kids' activities, and more will be available throughout the day!

All participants will receive a race bib. The bib contains your entries to the food and beverage trucks. Food provided by Good Groceries, Yippie Trippie, Raw Girls, and Prairie Farms. Tippy Tumbler will serve mimosas and beer.

You must be 21 or older and show a valid driver's license to be served.

THANK YOU

PRESENTING SPONSOR



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CANCER CENTER
& RESEARCH INSTITUTE

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BRONZE SPONSORS



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insight beyond the numbers®



THANK YOU

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SUPPORTING SPONSORS



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THANK YOU

FRIEND SPONSORS



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MFR YOGA
Pain Solutions & Wellness



IN KIND SPONSORS



ARMSTRONG RELOCATION
& COMPANIES



BE  THE MATCH



FLEET FEET.
MEMPHIS



MIRIMICHI




MyCityRides.org
Get somewhere.

Orangetheory
FITNESS

PICKLE JUICE

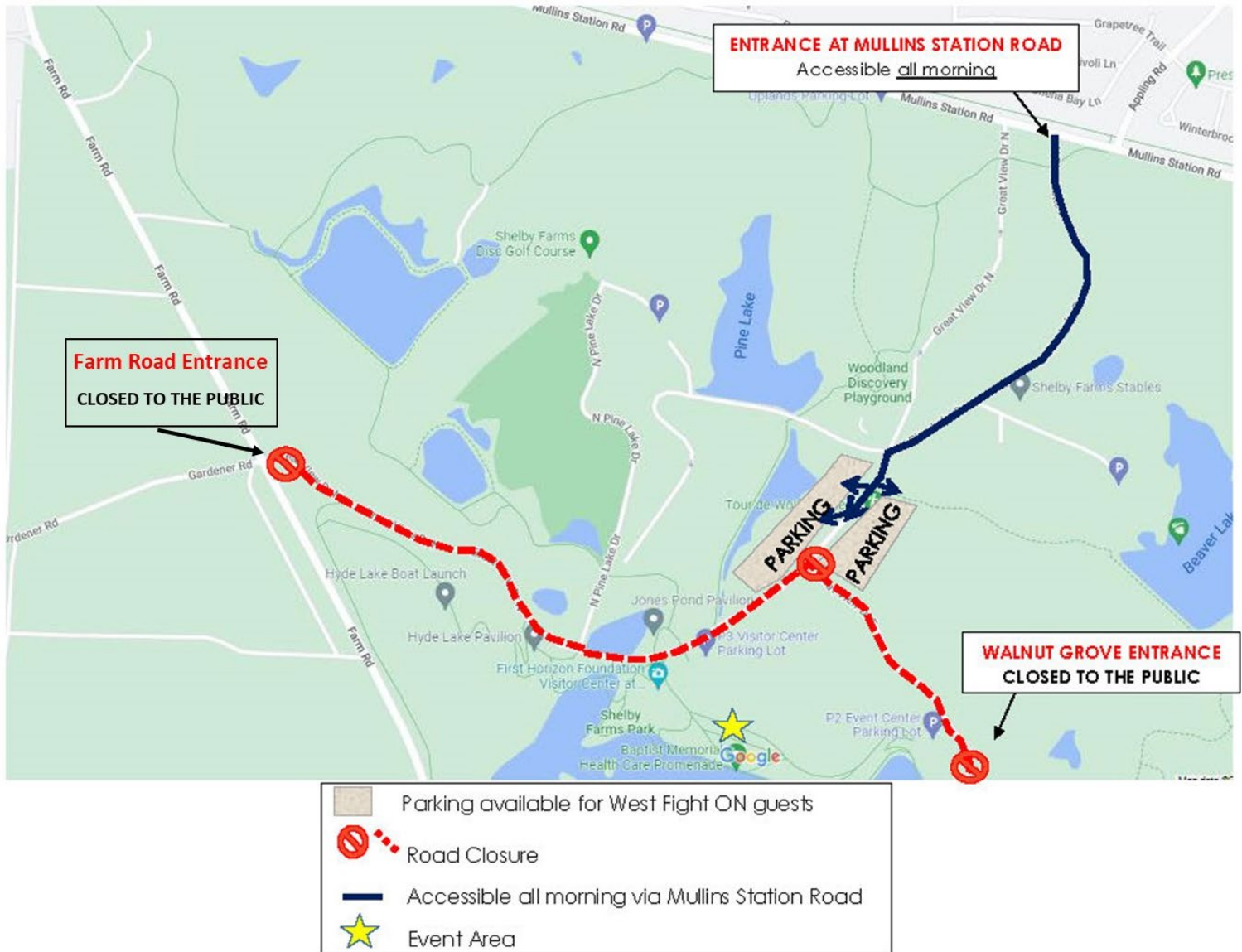
FARMER OWNED
Prairie Farms



SHELBY FARMS PARK ACCESS & PARKING

WEST FIGHT ON – PARTICIPANT ENTRANCE & PARKING

Saturday, September 10, 2022



All entrances to the park will be closed to the public EXCEPT for the **MULLINS STATION ENTRANCE**. Farm Road and Walnut Grove entrances will be CLOSED. Please allow extra time to enter, park, and walk to the event site. Event Center/Coastal Fish entrance also closed.

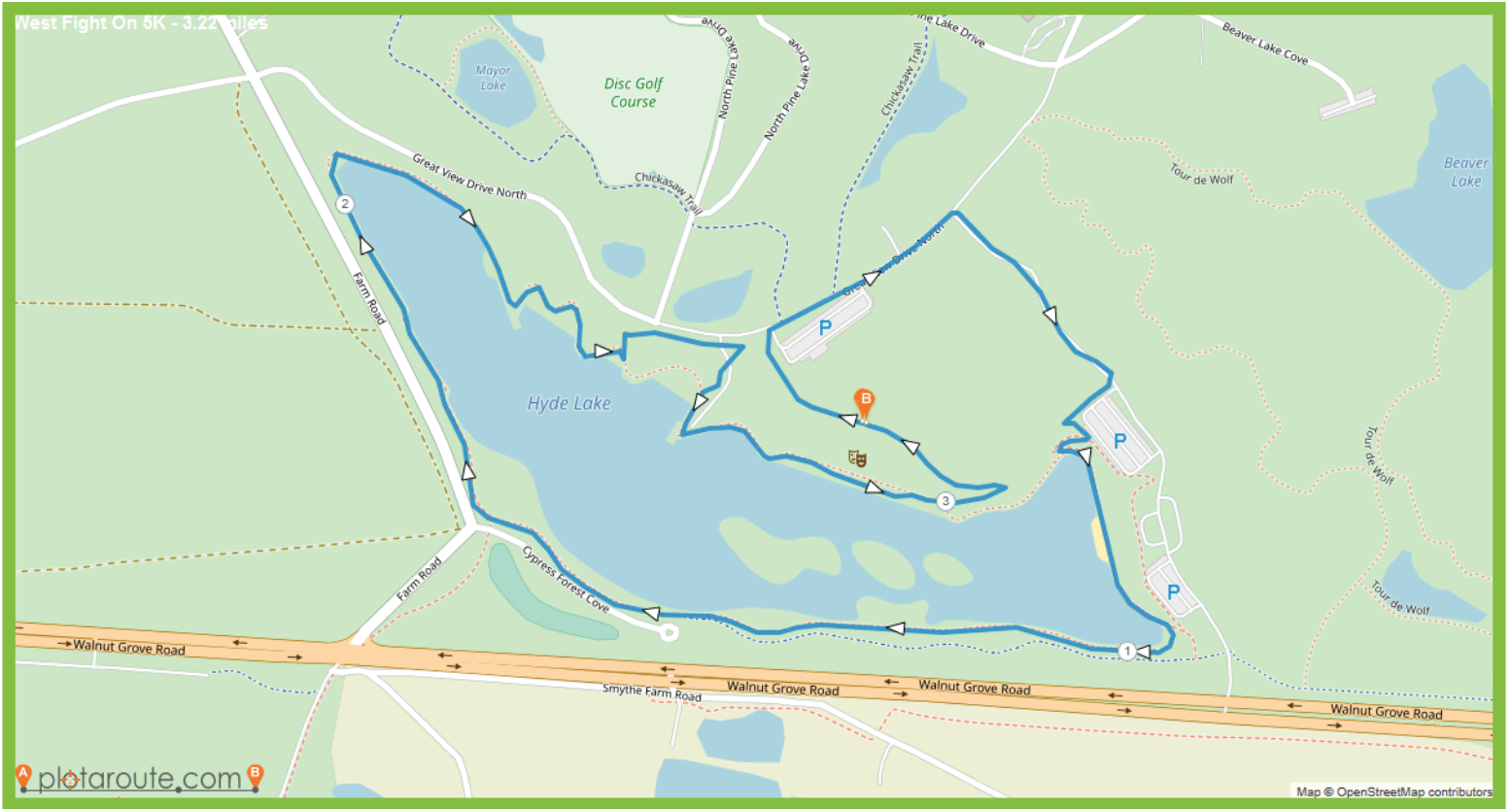
Some of the park roads will be closed for the event, and a route you may be familiar with may not be accessible that morning, so please ensure that you allow at least 45 minutes before the start of your race in order to navigate through the park to the parking areas. Staff and volunteers will be on hand to direct you, along with signage. We are thankful to have the assistance of Shelby Farms Park staff and Southern Valet to assist us with parking and traffic for the day, and your patience and cooperation is appreciated.

PACKET PICKUP IS SCHEDULED FOR:

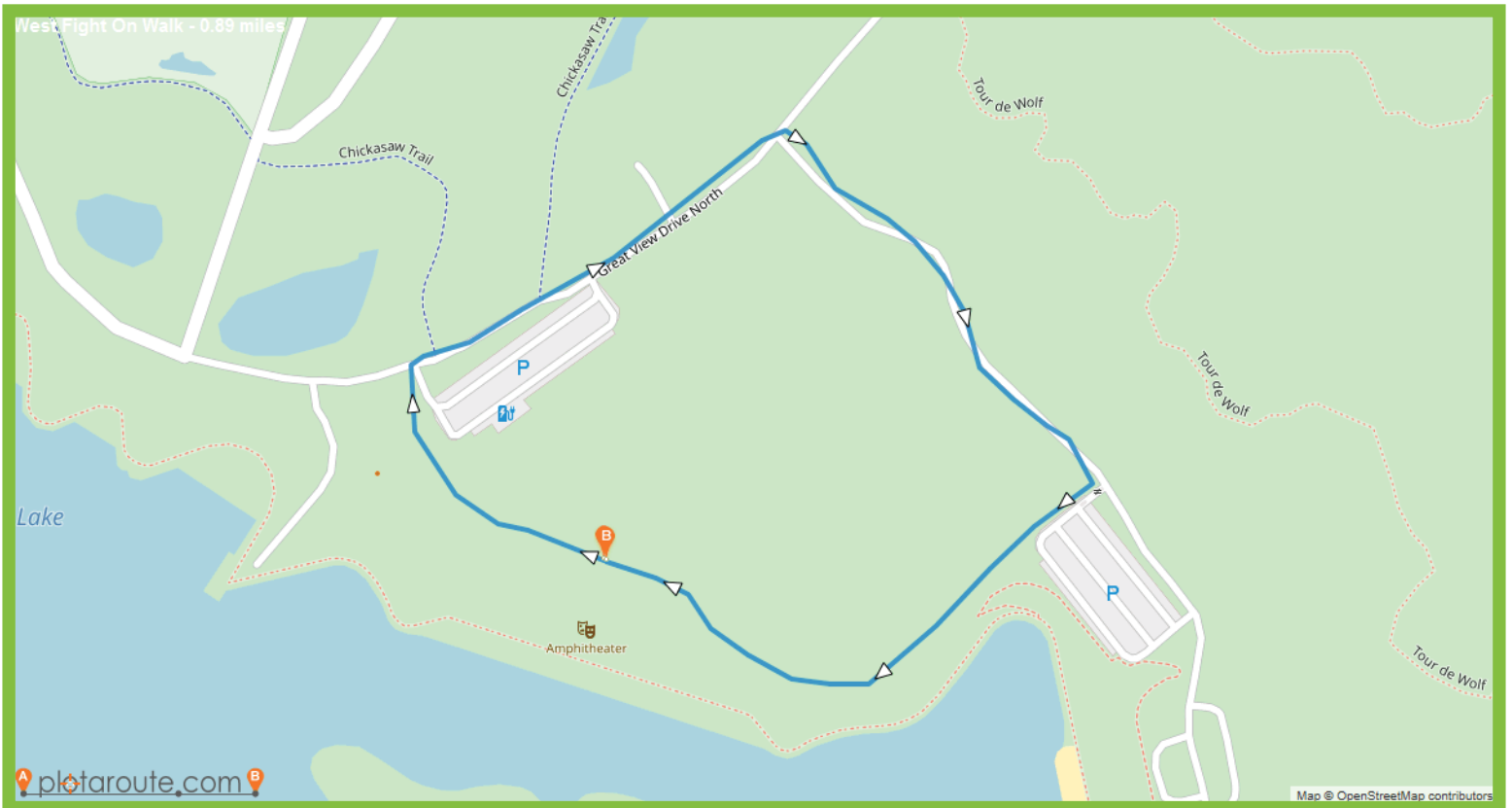


Friday, Sept 9th, 12 p.m. – 6 p.m.
Laurelwood Shopping Center
4530 Poplar Avenue, Suite 102

5K RUN ROUTE

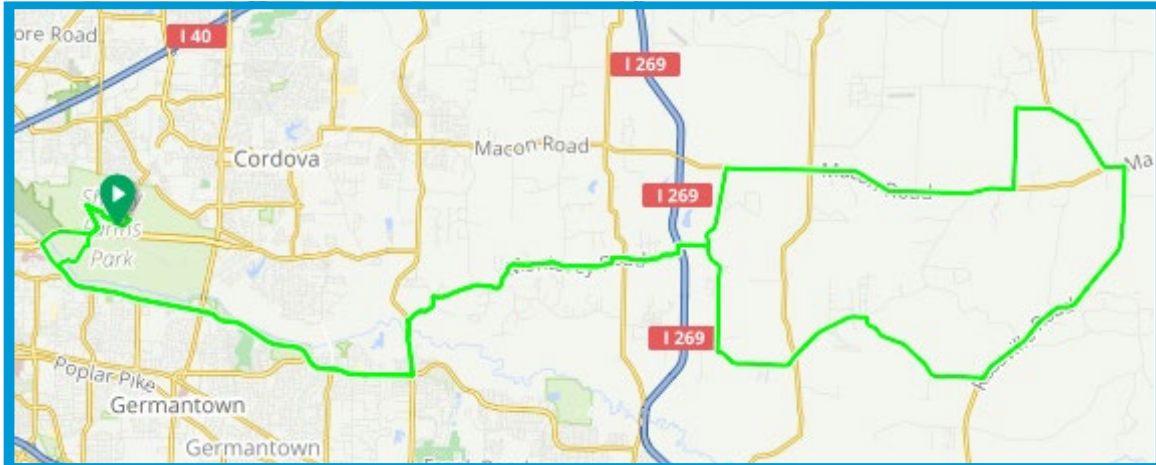


1 MILE WALK ROUTE



60 MILE CYCLE MAP

More details: <https://ridewithgps.com/routes/40611241>

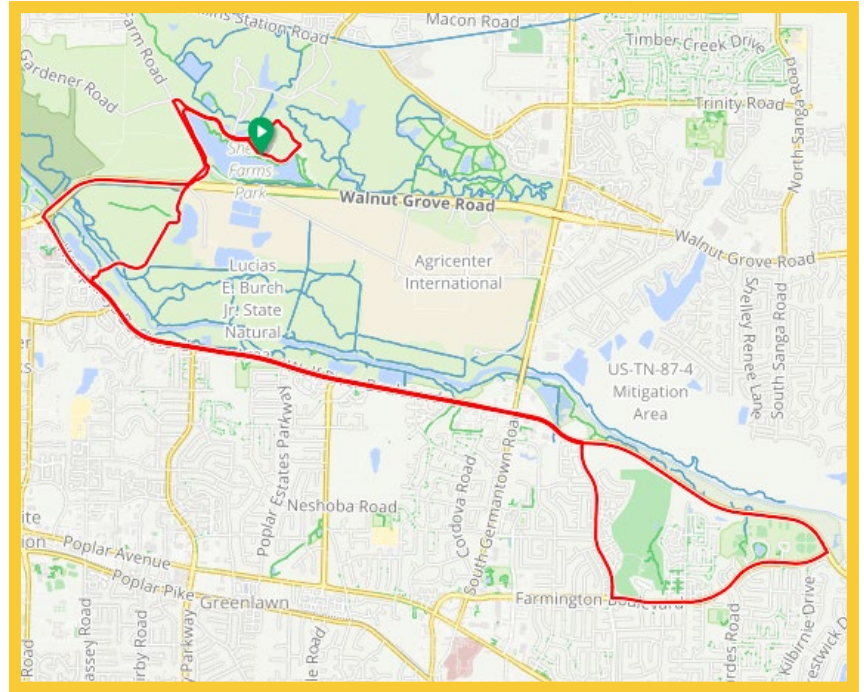


- Left onto Great View Dr E
- Left onto Great View Dr N
- Left onto Farm Rd
- Right onto Walnut Grove Rd
- Slight Right to Exit Ramp
- Left onto Humphreys Blvd
- Straight Wolf River Blvd changes names to Humphreys Blvd
- Left onto Houston Levee Rd
- Right onto Houston Hill Rd
- Right onto Raleigh Lagrange Rd E
- Slight Left onto Monterey Rd
- **ALL CYCLISTS MUST MAKE THE LEFT HAND TURN AT FISHERVILLE RD BEFORE 8:30AM TO REMAIN ON PACE. IF YOU ARRIVE AFTER 8:30AM YOU WILL BE DIRECTED TO TURN RIGHT AND JOIN THE 40 MILE ROUTE.**
- Left onto Fisherville Rd
- **SAG Stop on Left across from Herb Parsons Entrance**
- Right onto Macon Rd
- Left onto Payne Rd
- Right onto Clay Pond Dr
- Right onto Oakland Rd
- Left onto Macon Dr
- Right onto TN-194 S / Rossville Rd.
- Straight to stay on Rossville Rd
- Slight left to stay on Rossville Rd
- Right onto Raleigh Lagrange Dr
- Slight Left to stay on Raleigh Lagrange Dr
- Right onto Fisherville Rd
- SAG Stop enter Kirks Christian Church from Fisherville Rd
- Left onto Monterey Rd
- Straight Monterey Rd changes to Raleigh Lagrange Rd E
- Left onto Houston Hill Rd
- Left onto S Houston Levee Rd
- Right onto Wolf River Blvd
- **SAG Stop at Houston Middle School**
- Straight Wolf River Blvd changes names to Humphreys Blvd
- Right into Wolf River Greenway Humphrey Center Trailhead
- Right onto Wolf River Greenway
- Right towards Million Dollar Bridge and Shelby Farms Park
- Straight to cross Walnut Grove Rd into Shelby Farms Park. **MUST FOLLOW TRAFFIC SIGNAL!**
- Continue onto Greenline Bike Path
- Left onto Greenline Bike Path
- Stay on Bike Path
- Right on path in front of Visitor Center
- **LEFT TO FINISH LINE**

20 MILE CYCLE MAP

More details: <https://ridewithgps.com/routes/40618313>

- Left onto Great View Dr E
- Left onto Great View Dr N
- Left onto Farm Rd
- Right onto Walnut Grove Rd
- Slight Right to Exit Ramp
- Left onto Humphreys Blvd
- Straight Wolf Rive Blvd changes names to Humphreys Blvd
- Right onto Farmington Blvd
- Right onto Kimbrough Rd
- Left onto Wolf River Blvd
- Continue onto Humphreys Blvd
- Right onto Wolf River Greenway Humphrey Center Trailhead
- Right onto Wolf River Greenway
- Right towards Million Dollar bridge and Shelby Farms Park
- Straight to cross Walnut Grove Rd into Shelby Farms Park.
MUST FOLLOW TRAFFIC SIGNAL!
- Continue onto Greenline Bike Path
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- Right on path in front of Visitor Center
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SAG STOPS

SAG 1

HOUSTON MIDDLE SCHOOL

9400 Wolf River Blvd, Germantown, TN 38139

Opens 7 a.m. Closes 12:30 p.m.

40 AND 62 MILE ROUTES

SAG 2

LOT ACROSS FROM HERB PARSONS LAKE

1150 Fisherville Road, Collierville, TN 38017

Opens 7:30 a.m. Closes 12 p.m.

60 MILE ROUTE

SAG 3

KIRKS CHRISTIAN CHURCH

6050 Raleigh LaGrange Dr. Collierville, TN 38017

Opens 7:30 a.m. Closes 12 p.m.

40 AND 62 MILE ROUTE



— Taking care of people is at the *heart* of everything we do.

Sedgwick is a leading provider of technology-enabled risk, benefits and integrated business solutions. Each year, millions of people and organizations count on us when something unexpected happens. We are proud to extend this legacy of caring through our support of the West Cancer Foundation.



We honor the many brave survivors among our colleagues, clients and partners, we stand with those still challenging cancer and we pay tribute to those who are no longer able to fight on.

At Sedgwick, caring counts.

LEARN MORE

www.sedgwick.com



Highland Capital

MANAGEMENT, LLC

Highland takes pride that our clients have the confidence and trust in our investment process and services which has enabled us to serve them for over thirty years. At Highland Capital, client relationships are highly personal, valued, and service oriented.

Highland Capital has always been and will always be a proud supporter of the
WEST CANCER CENTER

WEST
CANCER

Highland Capital
MANAGEMENT, LLC

Highland Capital Management, LLC
850 Ridge Lake Blvd
Suite 205
Memphis, TN 38120

www.highlandcap.com



(901).761.9500

CANCER SAYS
YOU CAN'T.

WEST

CANCER

SAYS **YOU CAN.**

You can live your life on your terms, be there for your family, and even finish that marathon. You can work with the region's best oncology specialists and access the latest, most cutting-edge treatments. You can get all the care you need, right here in one place.

When cancer says you can't, West Cancer says we can!



WEST
CANCER CENTER
& RESEARCH INSTITUTE

Lipscomb  Pitts
INSURANCE
— A Higginbotham Partner —



Photos courtesy of West Cancer Foundation

We fight on together.

Lipscomb & Pitts Insurance is proud to sponsor the West Cancer Foundation where they are helping cancer patients today and funding the treatments of tomorrow.



Fighting On

Saint Francis Healthcare is proud to support West Cancer Foundation in its mission to fight cancer through research, education and treatment.

Congratulations to all of this year's Fight On participants.

To learn more about oncology services at Saint Francis, visit SaintFrancisHosp.com and SaintFrancisBartlett.com.



A COMMUNITY BUILT ON CARE



THIS IS LIVING WITH CANCER™

This Is Living With Cancer™ is a program for people living with cancer and those who love them. We provide support and resources for all, with a growing focus on underserved communities who may experience challenges in access to care.

GET IT DONE

Cancer screenings and follow-ups can't wait

Find tools to help guide conversations with your doctor.

LIVE WELL

Nutrition and wellness tips

Learn about healthy living and find resources to help you manage your mental health.

AS WE AGE

Resources for adults 65+ and their loved ones

Discover how to become your best advocate.

THIS IS FOR YOU

Support designed with you in mind

Develop skills to help you cope with challenges.

Find tools to help live life beyond your diagnosis at

ThisIsLivingWithCancer.com



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PP-ONC-USA-2315-02

Your trusted partner in strengthening cancer care

i joined the **fight**



To every heroic warrior in the battle to defeat cancer, we individually and collectively commit our support. Fight on!



Proudly supporting
West Fight On



The power of science to
personalize your fight.

Because every person is unique and every cancer is unique

Understanding the biology causing cancer to grow is essential to selecting a successful treatment.

At Caris, we are harnessing the power of molecular science and AI to revolutionize cancer care, with a simple but powerful purpose – to help cancer patients live longer.

To learn more about your cancer and how Caris Molecular Profiling can help you, visit CarisCares.com



Using the camera on your smartphone, center the QR code in the frame, then tap the popup window or follow the instructions on screen to visit the Caris website.



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TN0648 v4 August 2022



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BE CONFIDENT IN YOUR IT.

We **FIGHT ON** to make sure **IT** is never a barrier to treatment.

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HOMES, LLC

Pleased to support West Cancer Foundation



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Madeline Farms in Piperton &
Wilson Lake in Arlington

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YOU COULD BE
THE CURE
FOR A PATIENT
IN NEED

**EVERY 3 MINUTES SOMEONE IS
DIAGNOSED WITH BLOOD CANCER.
YOU COULD BE THEIR
ONLY CURE.**

Join the Be The Match Registry® today

Please visit our tent in
CELEBRATION VILLAGE
for more information.

COME
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WEST FIGHT ON

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SATURDAY, SEPTEMBER 10, 2022

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