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Re: Kin Club of Russell's Catch the Ace Lottery Down to Lucky 7 Envelopes Remaining!

After 45 weeks of play, the Kin Club of Russell's massive Catch the Ace jackpot is still hiding the ace of spades. Tracey & Don Blais of Russell won this week's weekly win of \$21,763.00 and they picked envelope # 35 which revealed the jack of spades.

This enormous lottery has already earned over **\$500,000.00** for local charities and the jackpot, with only **7 lucky** envelopes remaining, is estimated over **\$400,000.00** and the weekly win well over \$20,000.00! With tremendous odds of the ace finally being caught, purchases are coming in droves as everyone is anticipating the jackpot to go!

The real winner though are the local charities, who are unable to fundraise in their traditional methods due to COVID but will be soon receiving large cheques of support to help them through these difficult times.

This is one of their stories: [Meet Breast Cancer Action!](#)

We can talk about who we are and where we've been and who we help, simply by sending you to our website: <https://bcaott.ca/about-us/who-we-are/>

But at this point, having been with the organization for three years as its Executive Director I think it's really more important that you know the heart of who we are: our raison d'être.

We primarily work with the newly diagnosed with breast cancer. We are often and most times the 1st place they call when they've just been told that they have breast cancer. They've gone through the steps, they've been told when their surgery date is, and they've been given their binder to read in preparation for what's to come.

When the phone rings, I prepare myself mentally because it's bad enough being told that you have any form of cancer but being told that you have to deal with this diagnosis during a pandemic is completely different and leaves you on a completely different playing field.

They call Breast Cancer Action from their cars, from their basements, from the hallway of their doctor's office. They call to find out about the Kelly Project, and how they can receive their post-surgical camisoles and their support pillow. They call about our Prosthetics Bank, a brand-new program and about our Heart and Soul Wellness and Fitness Program. But most of all they call, because they're scared, and they don't know what's coming and they're hoping that we can guide them and tell them what to expect. After asking them some questions and calming them down and setting them up with our Peer Support Program volunteers, we wish them the best and tell them that we will be in touch throughout their diagnosis year to help get them through this.

Before the pandemic, about a third of our newly diagnosed members either asked for or were referred to our Peer Support Program. Since the beginning of this pandemic, when mastectomies were being cancelled for up to six months, they were and are still asking for or being referred to our Peer Support Program almost every single time I receive the call.

Prior to the pandemic, we had secured twelve (12) 3rd party fund raising events, as well as 2 golf tournaments and were planning our gala. You see, we raise most of our funds through these events as we don't seem to fit the model for major funders and granting organizations.

Before I started working here, I didn't know about Breast Cancer Action. My best friend of 45 years had started her battle with breast cancer, losing her battle with metastatic breast cancer in September of 2019. I wanted to give back to a community, that I felt deserved my time and help in making it grow.

But the pandemic had very different plans for this charity. We were left with no way to fundraise, the Board of Directors and I couldn't believe that we had come so far, only to be stopped dead in our tracks.

If it were not for the Kin Club of Russell and their Catch the Ace lottery, Breast Cancer Action would have simply disappeared as another victim of the pandemic.

Because of the Kin Club of Russell, we at least have some breathing room to get us through the rest of 2021, with the hopes that we can return to third party fundraising in 2022 and continue to provide support to those being diagnosed with breast cancer.

This is a story of perseverance, dedication and community support at its best. A story that should be shouted from the mountaintops, to ensure that no other charity is left behind.

Thank you to the Kin Club of Russell, the Catch the Ace lottery and all of you who bought tickets and identified our charity as their charity of choice.

Please feel free to contact me should you have any questions or if you'd like to discuss the incredible impact this lottery has had on Breast Cancer Action in helping us achieve our goal, to support the newly diagnosed and to continue supporting those who live on.

So why do we do this? Because everyone deserves their aunt, their cousin, their BFF, their sister, their Nana, their Mom, the matriarchs of their family.

Best regards

Marie Louise Doyle

Executive Director

FACT SHEET

Did you know the Kin Club of Russell has?

- ✓ The 2nd largest Catch the Ace in the province.
- ✓ Been going since September 8th, 2019 (644 days, 1 year 9 months, 92 weeks) but COVID hasn't stopped us, just slowed us down.
- ✓ A jackpot over \$400,000.00.
- ✓ ONLY 7 envelopes left.
- ✓ Raised over 1/2 million dollars for local charities unable to do so during COVID.
- ✓ Supported 6 different local charities in this round of Catch the Ace.
- ✓ Made it possible for online buyers to direct their ticket proceeds (\$2.00 per ticket) towards the charity of their choice.
- ✓ Managed to sell both online and paper tickets.
- ✓ Continued with its live draw every Sunday where they phone the winner before announcing who it is!

Tickets are on sale locally in stores and online tickets sales remain open until Saturday 11:59 PM, June 19th for the June 20th draw! Buy them here now – www.kinclubofrussell.ca/catch-the-ace-tickets/