



What is the Relay For Life movement?

Each American Cancer Society Relay For Life event gives everyone an opportunity to fight cancer and help save more lives. Teams made up of family members, friends, and/or coworkers camp out at a local school, park, or fairground and take turns walking around a track or path. Because cancer never sleeps, each team is asked to have a representative on the track at all times during the overnight event.

Relay For Life is the signature fundraising event for the American Cancer Society. At the event, you will have the opportunity to celebrate cancer survivors, remember loved ones lost to the disease, and learn more about how to fight back against cancer. While you're raising much-needed funds, you'll also be raising awareness of the importance of cancer prevention, early detection, treatment, and patient support.

Celebrate Survivors and Caregivers

At Relay For Life events, cancer survivors and caregivers can come together and be recognized for their personal fight against a disease that has taken too much. In addition to a special ceremony, Survivors and Caregivers laps open the event and serve as a testament to the fight against cancer and the hope for a cure. All survivors and caregivers are invited to join their local Relay For Life event, no matter where their personal journey with cancer has taken them.

Remember during the Luminaria Ceremony

When the sun goes down, luminaria line the track, each one lit in honor or memory of those who have faced cancer – those who lost their battle, those who won, and those whose fight continues. For many, a Relay For Life event is where they can join together and find healing from their experience with cancer. The luminaria, each representing someone special, serve as a tribute to a community's fight against cancer.

Fight Back Ceremony

The Fight Back Ceremony inspires Relay participants to make a personal commitment to help the fight against cancer. That personal commitment may be as simple as visiting the doctor, getting a screening test, quitting smoking, or talking to elected officials about cancer.

Find your event and register your team today at
[RelayForLife.org/JoinTheRelayMovement!](https://RelayForLife.org/JoinTheRelayMovement)



Join the worldwide movement to end cancer.
American Cancer Society Relay For Life | RelayForLife.org | 1.800.227.2345

How the Relay For Life movement can benefit you

Every Relay For Life event offers the power of a nationwide movement with the local touch of a community event. Whether it's a group of your friends and family, your company, school, or faith-based organization that would like to get involved, the benefits of joining the fight against cancer through a Relay event are numerous.

Why are businesses collaborating with Relay For Life events?

- Positions your business as a leader in the community and provides positive public relations
- Builds and enhances the leadership skills of employees
- Creates fun and creative team-building opportunities
- Demonstrates your commitment to providing opportunities for employee wellness
- Actively supports colleagues and their families who may be facing cancer

Supporting the American Cancer Society, the nation's largest and most respected voluntary health organization, will bolster your company's reputation and clarify your commitment to serving your community.

Why are schools teaming up with Relay For Life events?

- Encourages good citizenship and demonstrates the importance of community involvement
- Provides an outlet for both students and faculty to support their loved ones facing cancer
- Generates fun and creative team-building opportunities
- Teaches leadership principles as well as healthy lifestyle and behavioral choices
- Positions a school as a leader in the community and offers positive public relations

Why are faith-based organizations embracing Relay For Life events?

- Enhances exposure of your organization and its mission to serve others in the community
- Demonstrates support for cancer survivors and caregivers in the congregation
- Engages youth in meaningful service to their community
- Offers the congregation information about American Cancer Society programs and services – all offered free of charge to cancer patients and their families
- Provides a fun-filled, family-friendly event

Becoming actively involved with the American Cancer Society and Relay For Life is a great way to promote fellowship throughout your community.

Why are families and friends joining Relay For Life events?

- Offers family and friends a healing place to celebrate and remember loved ones who have battled cancer
- Provides a fun and festive venue for annual reunions
- Provides a service-oriented activity that teaches family members of all generations about giving back
- Offers friends a way to socialize and make a difference at the same time
- Gives families a way to connect to their community



Find your event and register your team today at RelayForLife.org/JoinTheRelayMovement/

Ways to get involved

Be part of a Relay For Life team.

Participating in your local event is easy. Gather up a group of your family members, friends, and/or coworkers and register a team through RelayForLife.org. Each team has a Team Captain and is generally made up of 10 - 15 participants. Teams plan fundraising activities, and team members are encouraged to raise a minimum of \$100 each.

Volunteer.

Volunteers play a crucial role in the success of the Relay For Life event in your community. Whether you have a few extra hours a week or a month, the American Cancer Society needs your talents and appreciates your time. For information on specific planning committee roles or to find out how you can assist with the Relay For Life experience, contact your local American Cancer Society office.

Become a corporate sponsor.

Corporations within the community play a large part in supporting the American Cancer Society's patient programs and services. Businesses that choose to sponsor their local Relay For Life event are making the decision to partner with the American Cancer Society in the fight against cancer.

Sponsorship opportunities are offered at varying levels. Benefits may include your company's logo printed on event T-shirts, banners, etc. Think you might be interested in your business becoming a corporate sponsor? Contact your local American Cancer Society office for more information.

Make a donation.

There are several ways you can contribute! If you register as a participant, make a donation to yourself to set an example for the friends and family you ask to support you. If you are asked to make a donation to a friend's fundraising efforts – please do! Our online fundraising tool is safe and secure and your donations are tax-deductible. Lastly, we always appreciate in-kind donations for the event – bottled water and drinks, snacks for our survivors, tables and tents, etc.

Why should you get involved?

While the American Cancer Society is creating a world with less cancer and more birthdays, if we want to continue saving lives, we need everyone's support. You can make a huge difference.

"I should live in a world with no more cancer ... Won't you help me, please?"
— Allie Grace, 4-year-old Relay For Life participant
who raised more than \$3,000 to benefit her local event



Cancer Facts

- Approximately 1 in 3 women in the US will develop cancer in her lifetime, while almost 1 in 2 men will be diagnosed with the disease.
- Cancer is the number two cause of death in the US, behind only heart disease.
- About half of all cancer deaths could be prevented in the US if people avoided tobacco products, maintained a healthy weight through diet and regular exercise, and got recommended cancer screenings.



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How your donations make a difference

While we are making progress toward a world where cancer never steals a year from anyone's life, we cannot continue the fight without your support. Thanks to the dedication of people like you, the American Cancer Society is...

Helping you stay well

The American Cancer Society is here to help you take steps to prevent cancer or find it at its earliest, most treatable stage. Today we know that about half of all cancer deaths can be prevented through healthier lifestyle choices. We have the resources, information, and support you need to stay motivated to eat right and get active, quit smoking or help a loved one kick the habit, and understand what cancer screenings you need.

- We provide tips, tools, and online resources to help people set goals and stay motivated to eat healthy and maintain an active lifestyle.
- We develop guidelines for recommended cancer screenings and nutrition and physical activity, so people know what tests they need to find cancer early and how to help prevent the disease.

Helping you get well

Having cancer is hard. Finding help shouldn't be. The Society is in your corner around the clock to guide you through every step of your cancer experience. The donations you raise help fund Society-related programs that provide free resources and support for people facing the disease. In fact, information about treatment options is the most requested need the Society receives through our toll-free phone number (1-800-227-2345) and online at cancer.org.

- We offer an online support community for cancer survivors and caregivers to share stories and find support.



We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

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- We assist cancer patients with getting transportation to and from their treatments and offer help with free lodging for cancer patients and their caregivers.

Finding cures

The American Cancer Society supports the best ideas of the brightest cancer researchers, who with each discovery are getting us closer to a world with less cancer and more birthdays.

- The Society awards approximately \$100 million in new research grants annually through its disciplined peer review process – a process so successful that 46 American Cancer Society grantees have gone on to receive the Nobel Prize.
- In total, more than \$3.8 billion has been invested in cancer research since 1946.
- The American Cancer Society has played an important role in nearly every major cancer research breakthrough of the past century, including mammography screening, bone marrow transplants, combination chemotherapy for childhood cancers, and the development of drugs to treat leukemia and breast cancer.

Fighting back

Cancer is not just a health issue, but a political issue. As a grassroots force, the Society works with lawmakers to pass laws to defeat cancer and rally communities worldwide to join the fight. Funds raised through Relay For Life events help the Society advocate for all people to have access to critical cancer screening and follow-up treatment, regardless of income.

- We have helped uninsured, underinsured, and low-income women get breast and cervical cancer screening tests and follow-up treatment since 1991, and, along with the American Cancer Society Cancer Action NetworkSM, we have successfully fought for legislation protecting this care.



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