

frontlines

Top Producer

AAA Life is cancer fundraiser's largest contributor

Pick any weekend during the year and there's a good chance at least one community in America is hosting an American Cancer Society Relay for Life event. Livonia, Mich., held one in June, and its largest fundraiser was AAA Life Insurance Co., which calls the city home.

Of the \$122,200 raised, the AAA Life team was responsible for nearly one-sixth—\$18,365, surpassing the second-place team by more than \$4,000, according to Senior Executive Assistant Sandra White.

For White, this year's event was far more meaningful than others AAA Life has participated in since 2004.

"In past years, I didn't pay a lot of attention to the relay. I made a donation and called it

a day," she said. "Unfortunately, this year it became very personal for me. On April 4, my mom lost her battle to lung cancer at age 74, only 10 months after her diagnosis. She hadn't smoked since her early 20s, but cancer plays no favorites."

AAA Life had 24 volunteers, including 16 team members, one of whom was a man who traveled from Florida to participate. He was one of only 10 people at the first Livonia Relay for Life, in 1971, and his original team was honored at the 2016 event. He chose AAA Life because it's part of AAA, said White, who was among leading individual fundraisers.

"Many of us have relatives, friends and loved ones who are battling cancer or have lost their lives to it. AAA Life has lost co-workers to cancer—people we called our friends," she added.

@ [Sandra White](#)

A Livonia, Mich., Relay for Life fundraising event included the sale of luminary bags and teams displaying myriad fashions.

