

Naples Relay for Life Event Details

Event Date: Friday, April 16th - Saturday, April 17th

Event Location: Gulfview Middle School

Event Schedule: Walk begins at 4 PM on Friday - Ends at 10 AM on Saturday



The American Cancer Society Relay For Life is a life-changing event that gives everyone in communities across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease. At Relay, teams of people camp out at a local high school, park, or fairground and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times during the event. Because cancer never sleeps, Relays are overnight events and 18 hours in length.

Although every Relay For Life is different, there are certain traditions at all Relays, no matter where they are held. These traditions help participants celebrate, remember, and fight back.

Celebrate - The Survivors Lap

Relay starts with a Survivors Lap an inspirational time when survivors are invited to circle the track together and help everyone celebrate the victories we've achieved over cancer. The Survivors Lap is an emotional example of how Relay participants are creating a world with more birthdays like those of each individual on the track.

Remember - The Luminaria Ceremony

After dark, we honor people who have been touched by cancer and remember loved ones lost to the disease during the Luminaria Ceremony. Candles are lit inside bags filled with sand, each one bearing the name of a person touched by cancer, and participants often walk a lap in silence.

Fight Back - Fight Back Through Fundraising

Last, there is a chance to fight back against cancer through fundraising. In addition to what the fundraising teams do before the Relay, there are endless fundraising opportunities available onsite. From food, face painters, crafts and more, Relay teams will have plenty of ways for participants and visitors to support the fight against cancer.

No matter where you are, there's a place for you at Relay and you can make a difference today by signing up online to start your own team or by simply making a donation.

Thanks to Relay participants, we are creating a world with more birthdays a world where cancer can't claim another year of anyone's life.

Website

www.relayforlife.org/naplesfl



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.



Get ready to Rock & Roll and Remember:

"There is no finish line until we find a cure!"

- Kathleen Coppola
Event Chair



A Letter from the Event Chair—Kathleen Coppola

Welcome and thank you for your commitment to being a part of Relay 2010 and pursuing the mission of the American Cancer Society in the fight to eliminate cancer.

It is with honor and respect that I have accepted the role and responsibility to be Relay For Life 2010 Event Chair for Naples.

At an American Cancer Society Roundtable I was presented with the following statement – *to find a cure and hope...* it had a profound effect on me and sums up why I relay as a two-time cancer survivor

Relay For Life begins during the day, when the sun is shining bright and the excitement and energy is flowing through the community.

The sun is setting. This symbolizes the time that the per-

son has been diagnosed as having cancer. The day is getting darker and this represents the cancer patient's state of mind as they feel that their life is coming to an end.

As the evening goes on it gets colder and darker, just as the emotions of the cancer patient does. Around 1:00 AM to 2:00 AM represents the time when the cancer patient starts treatment. They become exhausted, some sick, not wanting to go on, possibly wanting to give up. As a participant, you may have been walking and feel much the same way. You are tired, want to sleep, maybe even want to go home, but you cannot stop or give up.

Around 4:00 AM to 5:00 AM symbolizes the coming of the end of treatment for the cancer patient. Once again they are tired, but they know they will make it.

The sun rising represents the

end of treatment for the cancer patient. They see the light at the end of the tunnel and know that life will go on. The morning light brings on a new day full of life and excitement for new beginnings for the cancer patient. As a participant, you will feel the brightness of the morning and know that the end of Relay is close at hand.

When you leave the Relay, think of the cancer patient leaving their last treatment. Just as you are exhausted and weak, so is that person after treatment.

This year's Executive committee will include: Rosalie Seigel (Event Vice Chair), Jim Warnken (Event Co-Chair), Kate Kerwin (Honorary Chair), Amber Grider (Team Development), Bruce Seigel (Sponsorship Chair) and Ann Gardner (ACS Staff Partner).

GULFSHORE INSURANCE & THE MINNESOTA TWINS HOSTING 2ND ANNUAL CHARITY SOFTBALL TOURNAMENT

NAPLES, Fla. – SEPT. 14, 2009 – Gulfshore Insurance Inc., one of Southwest Florida's leading insurance agencies, is once again teaming up with the Minnesota Twins for the 2nd Annual Corporate Co-Ed Charity Softball Tournament on November 7th at the Lee County Sports Complex in Fort Myers. Sixteen teams will compete for 1st place. Last Years tournament raised

\$13,000 for the American Cancer Society.

The entry fee for teams is \$300. Sponsorships are available. The event is free to the public.

In addition to the softball games, the event will have children's activities including

a bounce house. Concessions will be served throughout the day. Raffle prizes to include autographed memorabilia from the Minnesota Twins. There will also be a home run derby and a cancer survivor's ceremony with Jaime Yuccas from NBC 2 as the emcee.



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A Letter from the Team Development Chair—Amber Grider

The new year has begun at the American Cancer Society. Many of you have been waiting for the 2009 year to end and the new year to begin so we can register our teams online. As of September 1st, the new year has started! So, in a way, Happy New Year! Our website is up and running and available to register your team, participants, and survivors for our 2010 Naples Relay for Life. In the meantime, look around the site and get your team registered – if you have not paid your registration fee (\$150 now and beginning December 1st, \$175), you can now do that online, as well. If you wait until the party, your fee will be only \$115 IF you register at the party! Our goal is to get 100% of the teams registered online. If your team paid their fee already you still need to register online. There are instructions on the website for you to follow. All people who are registered online by noon on 10/29/09 will have a chance to win a Relay For Life prize! Feel free to contact us with any questions. The website is a perfect place to get information about our Relay For Life of Naples, send fundraising emails and get details on upcoming fund-

raisers. The website is as follows: www.relayforlife.org/naplesfl

Our Rock & Roll for a Cure Kick Off Party will be held on Thursday October 29th. This year it will be held at the Telford Auditorium, part of the NCH Downtown Campus. The address is 350 7th Street North. You should be receiving your invitation to our kickoff party in the mail soon. Please remember to RSVP to amberrfl@comcast.net. We have a full evening planned and need to be able to plan our food, generously provided by Buca di Beppo, and setup according to the appropriate number of people attending. At this party we are not only inviting our team captains, but any team members, survivors, caregivers, or anyone else who is interested in Relay For Life. It is vital for all to attend – there will be lots of new information about 2010 RFL and we want to include you in our party! We will distribute Captain's packets, recognize those teams who registered early, help register teams who haven't done so, reward anyone who brings on a new team that

commits, introduce all the committee members, answer questions, give ideas for fundraisers, help set your team's fundraising goal, and honor our survivors. If you won't be there, please send a representative from your team.

We want to help you fundraise. We will have the opportunity to set up some tables at this party to get your information out there. Please email me back and let me know if you want to bring your fundraising items to sell or flyers for upcoming fundraisers/events that others may attend. If you have upcoming events and would like for us to help advertise, please email a copy of a flyer or other information so we can post these items on our website.

The American Cancer Society wants to celebrate more birthdays with you by eliminating cancer – we want to help you stay well, get well, find cures, and fight back. Look forward to seeing all of you at the Rock & Roll for a Cure Kick Off and registered online!!! If you have any questions, please let me know – I am here to help you be successful in 2010!



American Cancer Society Mission Statement

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.



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2010 RELAY FOR LIFE OF NAPLES

DATES FOR OPERATING COMMITTEE

All Committee meetings will be held at Naples Community Hospital North Campus on Immokalee Road.

DATE	TIME	MEETING & LOCATION
<i>Tues., Oct. 13th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Thurs., Oct. 29th</i>	<i>5:45 - 7:00</i>	<i>Team Kickoff Party #1 - NCH DNH Telford Auditorium</i>
<i>Tues., Nov. 10th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Tues., Dec. 8th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Thurs., Jan. 7th</i>	<i>5:45 - 6:45</i>	<i>Team Captain Meeting #2 - NCH DNH Telford Auditorium</i>
<i>Tues., Jan. 12th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting - Full Com- mittee</i>
<i>Thurs., Feb. 4th</i>	<i>5:45 - 7:00</i>	<i>Team Captain Meeting #3 - NCH DNH Telford Auditorium</i>
<i>Tues., Feb. 9th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Tues., Mar. 9th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Thurs., Mar. 11th</i>	<i>5:45 - 7:00</i>	<i>Team Captain Meeting #4 - NCH DNH Telford Auditorium - Party</i>
<i>Tues., Apr. 6th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Tues., Apr 13th</i>	<i>5:45 - 6:45</i>	<i>Committee Meeting</i>
<i>Fri., Apr 16th - Sat., Apr. 17th</i>		<i>RELAY FOR LIFE</i>
<i>Tues., May 4th</i>	<i>5:45 - 7:00</i>	<i>Committee Wrap Up Party - Full Committee - Location TBD</i>
<i>Thurs., May 13th</i>	<i>5:45 - 7:00</i>	<i>Event Wrap Up Party - Telford Auditorium</i>



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**2010 RELAY FOR LIFE OF NAPLES
DATES FOR TEAM CAPTAINS**



<i>DATE</i>	<i>TIME</i>	<i>MEETING & LOCATION</i>
<i>Thurs., Oct. 29th</i>	<i>5:45 - 7:00</i>	<i>Team Kickoff Party #1 - NCH DNH Telford Auditorium</i>
<i>Thurs., Jan. 7th</i>	<i>5:45 - 6:45</i>	<i>Team Captain Meeting #2 - NCH DNH Telford Auditorium</i>
<i>Thurs., Feb. 4th</i>	<i>5:45 - 7:00</i>	<i>Team Captain Meeting #3 - NCH DNH Telford Auditorium</i>
<i>Thurs., March 11th</i>	<i>5:45—7:00</i>	<i>Team Captain Meeting #4 - NCH DNH Telford Auditorium - Party</i>
<i>Thurs, Apr 8th</i>	<i>5:00—6:30</i>	<i>Bank Night & T-Shirts—ACS Office</i>
<i>Fri., Apr 16th - Sat., Apr. 17th</i>		<i>RELAY FOR LIFE</i>
<i>Thurs., May 13th</i>	<i>5:45 - 7:00</i>	<i>Event Wrap Up Party - Telford Auditorium</i>

THE OFFICIAL SPONSOR OF BIRTHDAYS

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



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Winning Recipe—New Red Velvet Cake

By Alexandra Mudry



Cake: (Recipe will make 1-9x14" cake, two 8" round cakes or 24 cupcakes)

3 Large or 5 Small Beets (to make 2 c. puree)*	1/2 c. Applesauce, Unsweetened/Natural	3/4 c. All-purpose Flour
1 c. Granulated sugar	1/2 c. Canola oil	3/4 c. Whole Wheat Flour
2 Lg Eggs	2 Lg Egg Whites	1/4 c. Quinoa Flour**
3 oz. Unsweetened Chocolate, melted	1 tsp. Instant Espresso Powder or Instant Coffee	1 1/2 tsp. Baking Soda
1/2 c. Unsweetened Cocoa Powder	1/2 tsp. Salt	1 c. Dried Cherries

*You may use canned beets, but make sure they are stored in their own juices and not seasoned. If using canned beets, add a tablespoon (or more) of water and puree until smooth. **Quinoa flour is found in most health food stores. If you are unable to find it you may use 1c. All Purpose flour to 3/4 c. Whole Wheat Flour. For the roasted beets: Preheat oven to 375. Trim ends of beets and place on a parchment paper or foil lined baking pan. Drizzle with 1 tbsp. canola oil. Roast until fork tender (about 2 hours). Once cooled peel then place in blender or food processor with 1-2 tbsp. water. Puree beets until they reach a smooth and even consistency. Set aside. (Can be made several days ahead and stored in an airtight container in the refrigerator.) Preheat oven to 375. Spray baking pan(s) with canola oil spray and dust with flour. Discard the excess flour (or if making cupcakes, line tins with paper wrappers). Combine oil, eggs, egg whites and sugar in a mixing bowl. Beat on medium speed with a paddle attachment until smooth and light colored. Add the tsp. of espresso powder to the melted chocolate and stir until combined. Turning the speed down to low, slowly drizzle the melted chocolate into the mixture. Once the chocolate has been added, turn off the machine and scrape the sides of the bowl. In a separate bowl, combine the cocoa powder, applesauce and beet puree. Add this mixture to the egg mixture. Place the machine on medium speed to incorporate, scrape down the sides of the bowl and then add the cherries and mix again. Remove the bowl from the mixer. Sift the remaining dry ingredients together and then gently fold into the mixture (do not over mix or the cake will become tough and dense). Pour batter into pan(s) and bake for 40-45 minutes (or 20-25 for cupcakes), until a toothpick inserted in center comes out clean. Cool and remove from pan(s). If not using immediately, wrap in saran wrap and refrigerate. Cake can be made a day in advance. (The cake is rather delicate and crumbly so it is significantly easier to work with once chilled.)

Chocolate Raspberry Ganache

2 oz. heavy cream	1.5 oz. Raspberry Puree
4 oz. Good Quality Bittersweet Chocolate, broken into small pieces	

(If you cannot find raspberry puree, you may make your own by pureeing fresh or frozen raspberries and then pressing through a sieve to remove seeds. Also, other berry mixtures can be used – but especially look for dark berry mixtures such as raspberries, blackberries and blueberries, which are high in antioxidants). Boil cream in a small pot. At the same time, warm raspberry puree in microwave (the puree should not be hot—just warm). Once cream has boiled, add raspberry puree and stir to combine. Pour over chocolate and stir until the chocolate is completely melted and the mixture is homogenous. If the chocolate does not melt all the way, place over a double boiler and finish melting. Set ganache aside and allow to cool so it becomes slightly thick. This will allow for easier spreading.

Cream Cheese Frosting

24 oz. (3 pkgs) Reduced Fat Cream Cheese, room temperature	1 1/4 c. Confectioners' Sugar, sifted
2 tsp. Vanilla Extract	

Lightly beat cream cheese and vanilla extract until smooth, about 1-2 minutes. Stop machine, scrape down sides of bowl then add confectioners' sugar. Cream together until smooth. Do not overmix or the frosting will become too soft and difficult to spread.

Assembly:

If using 9" x 14" pan, pour ganache over top of cake and spread evenly. (It does not have to be perfect). Cut the cake lengthwise down the middle, and then invert so both layers of ganache are sandwiched together. (If using an 8" pan, pour ganache on one layer and top with other cake.) Once cake is stacked, smooth sides and fill in any gaps between the layers with ganache. Place cake in refrigerator and chill until ganache is firm. Once the cake and ganache are firm, remove from refrigerator. Frost with cream cheese frosting or any other desired frosting. Finished cake serves 10-12 generously.

For more information and fun go to: www.morebirthdays.com