

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



April 2012

RELAY★REVIEW

A NEWSLETTER FOR OUR RELAY FOR LIFE SUPPORTERS

2012 RELAY FOR LIFE OF POTTSTOWN

June 2–3, 2012

10:00 AM – 10:00 AM

Pottsgrove High School Track

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.

Relay For Life Mission Statement

The hope that those lost to cancer will never be forgotten,
that those who face cancer will be supported,
and that one day cancer will be eliminated

RELAY REUNION: 15 YEARS OF FIGHTING BACK!

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

~Ralph Waldo Emerson

Corporate Sponsors are Making a Difference!!

Many sponsors are stepping up this year to support our Relay Reunion. Our proud new top sponsor is de lage landen Financial Services. They have donated \$20,000 in support of the Bark ForLife, Lose For Life and the main Relay event. Thank you DLL for your commitment and dedication to our Relay. Please check our website to view all our generous sponsors who are making our Relay a true success this year.

Don't forget the deadline to get your company name on the back of this year's event t-shirt is April 16, 2012. A minimum donation of \$1000 is needed to be featured on the 15th Anniversary t-shirt. If you have any questions concerning your sponsorship, please contact Wendy Zimmerman at sponsor@pottstownrelayforlife.com or 484-366-1RFL (1735).

Let's work together to make our 15th Relay year a record breaking one for Corporate Sponsorship donations!!

CALENDAR OF EVENTS

TEAM MEETING	4/3/12
SPIRITWEAR ORDERS DUE	4/3/12
BARK FOR LIFE	4/14/12
TEAM MEETING	5/2/12
PAINT THE TOWN PURPLE	5/5/12
UPDATE NIGHT	5/9/12
UPDATE NIGHT	5/16/12
UPDATE NIGHT	5/23/12
UPDATE NIGHT	5/30/12
TEAM MEETING	6/20/12
UPDATE NIGHT	7/18/12

Relay Recess:

By now most of our schools have arranged an activity to promote wellness and/or fundraise for Relay For Life. There is a new *Relay Recess* tab on the Pottstown Relay for Life web site. Here you will see some wonderful downloadable material to support the other school related activities that were initiated and embraced by Kids for a Cure. These activities will continue with Relay Recess and include:

- *Student Luminaria
- *Links against cancer
- *Coloring page
- *Dimes Make A Difference

The Student Luminaria will be ready for pick up at the May Team Meeting, Wednesday, May 2 @ 6:45-8:00pm. Return completed Luminaria at any one of the remaining update nights at the church (May 16, 23, 30 from 6-7:30pm).

In your school's luminaria box will be instructions for the Links Against Cancer and a copy of coloring page. Our goal is to empower the children by teaching them to be **SUPERHEROS** in the fight against cancer. The Links and Luminaria give them opportunity to express their feelings – to honor cancer survivors and remember those lost to cancer. Please do your best to share this information with the ones who give us **HOPE** for a world with More Birthdays and less cancer.

Thank you!
Annette Lemma
relayrecess@pottstownrelayforlife.com

Wanted: Several more teams to assist with Luminaria.

Your team can earn spirit point and be a part of lighting up the night. Teams may adopt a portion of the track to set-up and clean up. We are also seeking teams to sign up with CLEAN UP. That would require helping with clean up in the early am hours on Sunday. Many hands make for a much more manageable task. Please speak with Arlene Poole or Rosalie Lisa at a team meeting to sign up or contact them via email at info@pottstownrelayforlife.com. We need **THREE** more teams!!!

Basket Raffle

We will be holding a Relay Wide Basket Raffle again this year. All teams that would like to participate need to sign up on the list provided at team meetings or send an e-mail to teams@pottstownrelayforlife.com by May 16th .

- * All teams that are participating need to have at least one team member help sell tickets for an hour.
- * Only one basket per team can be submitted.
- * Teams are permitted to put a sign with their basket to go visit their sites if they have more baskets.
- * Participating teams need to bring their basket to the main tent by 12pm.
- * Every basket needs to have a list of the contents attached to the basket.
- * Baskets should have a minimal value of \$25 and there will be no upper limit.
- * A separate sign with team name needs to be provided when the basket is handed in so it can be attached to the bucket that will hold the raffle tickets.
- * Tickets will be sold for \$2 each. Teams will be credited based on the number of tickets in their buckets.
- * Tickets will only be for sale under the tent and will be provided.
- * The relay wide basket raffle will run from 12pm to 6pm.
- * Winners of all baskets will be announced and posted under the main tent by 7pm.

Some of the top baskets from last year's basket raffle included Basket of gift cards from multiple places; kindle with books; multiple amusement park tickets.

Relay for Life Cake Decorating Contest

The year we are going to have two (2) categories for the theme portion of the contest.

First – Best Interpretation of the Relay Theme for the year

Second – Best Decorated Cake – any theme

Best Tasting – Healthiest Cake

- * This contest will be judged on the taste and texture of the cake as well as the ingredients.
- * All participants need to pre-register to participate. Location of judging and time will be sent to you as soon as it is confirmed.
- * Cakes should not be larger than 40 servings.
- * Each participant will need to provide an ingredient list prior to the competition and will need to supply one the day of the event on a 3x5 card. This is to prevent any allergy complications; we want everyone to have a wonderful day at Relay.
- * Refrigeration will NOT be available so plan accordingly.
- * Cake boards will be returned if requested. If you do NOT want to share your cake with the public please indicate your wishes on the entry form. At the completion of the judging and awarding of prizes you may remove your cake. Any cakes not removed immediately will be cut and shared for donations.

Please do not hesitate to contact me with any questions you may have.

Penny Pierson

610-888-9122 or pennypier@comcast.net

Relay Cake Contest Entry Form

Decorating:

Relay Theme

General Theme

Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Team Name: _____

Do **NOT** cut my cake:

Best Tasting - Healthiest:

Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Team Name: _____

Do **NOT** cut my cake:

Relay Review

2012 TENT SITE SELECTION

Teams who qualify and did not select a tent site at the April meeting will have an opportunity to select a tent site at the May meeting.

Spirit Points & 2013 Tent Selection

The 2013 tent selection will be decided once again by Spirit Points. Teams start earning Spirit Points when they register for Relay. We have created more opportunities for you to earn spirit points in 2012. To learn how your team can earn Spirit Points you can either go online at www.relayforlife.org/papottstown or you can pick up handouts at the team meetings.

All questions concerning Spirit Points should be directed to Debbie Oister at teams@pottstownrelayforlife.com or call the hotline 484-366-1RFL (1735)

Event T-Shirt Deadline is on the Horizon!

The T-shirt deadline is May 2, 2011. Participants must raise \$100 in order to qualify for t-shirts or the team can collectively raise an average of \$100 per team member by the t-shirt deadline. If your team funds are all allocated to team money and the total does not collectively average \$100 per team member, the team captain must identify which team members should receive t-shirts by ensuring they have \$100 credited to the individual. If no t-shirts are allocated by the team captain, only the participants who have raised \$100 will receive shirts. ACS and Relay leadership cannot make assumptions on t-shirt allocation. If you have any questions around the t-shirt deadline please contact Debbie Oister at the team meetings, send an email to teams@pottstownrelayforlife.com or call the hotline 484-366-1RFL (1735).

Relay Store

The Relay Store at Relay For Life of Pottstown will have branded items that have been obtained from Relay vendors and team fundraising items that have the Relay logo on them. The following are examples of the type of items that may be available in the Relay Store:

- * Lanyards with the Relay logo
- * Carry bags with the Relay logo
- * Relay pins

The Relay Store accepts cash, checks and credit cards as donations for items. The official Relay For Life logo can be downloaded from http://relay.acsevents.org/site/DocServer/RFL_logo.jpg?docID=160524

**** We do request that all teams offering items in the Relay Store sign up for a 2-hour shift working in the store****

Teams Interested in placing ACS Relay For Life logo items in the Relay Store can obtain more information by contacting us at online@pottstownrelayforlife.com

2012 Individual Pacesetter Program

Relay Pacesetters are individuals committed to achieving extraordinary fundraising results for the ACS Relay For Life events. Once you reach, or surpass, \$2,000 in donations you'll be a Relay Pacesetter! Pacesetters are determined based on the total amount of donations you collect for Relay—including cash, checks, and credit card donations. Donations received through the May 30th Update Night qualify toward your Pacesetter total. As our way of saying "Thank you", all Pacesetters will receive acknowledgement at Relay For Life closing event and a special Pacesetter gift.

Give HOPE a Home Again!

The AstraZeneca Hope Lodge of The American Cancer Society offers Hope Lodge as a free service to cancer patients and their families who must travel to receive treatment. Hope Lodge can always use help. Following is a partial wish list of the items most often needed: bleach, laundry dryer sheets, trash bags (all sizes), Lysol spray, dishwasher detergent, hand sanitizer, glass cleaner, tissues, paper towels, HE laundry detergent. Donated items can be brought on June 2nd to Relay.

Over the past 3 years we've filled a Rav5, a Highlander and now we're going for a Sienna! Are you up for the challenge? Many thanks to Tri-County Toyota for their continued support in this mission!

Team Project

For this year's team project we would like a scrapbook to be put together from our teams to signify what these past 15 years have meant to you. **We are asking teams to make a 12x12 scrap book page.** These scrap book pages will be framed and displayed in the main tent. We would like each team that would like to have their scrap book page displayed to pay a nominal fee of \$6.00 to offset the cost of the frames. Please have your scrap book page and \$6.00 submitted to Janice Fisher no later than May 16th.

If you have any questions concerning the scrap book page please send an e-mail to teams@pottstownrelayforlife.com or call the hotline 484-366-1RFL (1735).

Tent Decorating Categories

The categories for the 2012 tent contest are:

- *Best represents ACS Mission, Prevention & Detection
- *Best represents your favorite Relay Theme
- *Best represents the team's name (ex: Jane's Angels decorated with angels)

The third category is the result of your suggestions and your voting! Thanks to all who participated ~ now it's time to have fun and get creative!

** The top 2 teams with the most votes in each category will get to pick 2013 tent sites first.

CALLING ALL TEAM FLAGS

Remember the great team banners have been displayed at our event? For the past 4 years our track has been outlined by flags made by our teams. We would like to once again have these colorful team banners line the Pottsgrove track at this year's Relay. We would like each team to pick their favorite flag and turn in no later than May 16th to Janice Fisher at the team project table.

If you are a new team and would like to make a flag the material for the banner can be obtained in one of two ways:
Option 1: Purchase a piece of white nylon fabric from a fabric store. The unfinished size of material should be 18x48". A 3" pocket will need to be sewn at the top and bottom to slide onto the pole. The finished size of the banner must be 18x42".
Option 2: Purchase a pre-made 18x42" white nylon banner for \$6.00 - all you need to do is decorate it!! Banners can be ordered at Team Captain Meetings by completing and submitting the form below, or by contacting Janice Fisher at teams@pottstownrelayforlife.com. Please note that pre-made banner material must be ordered by May 2, 2012.

For further information, please contact Janice Fisher at teams@pottstownrelayforlife.com

- - - - -CUT HERE- - - - -Banner Material **ORDER FORM**- - - - -CUT HERE- - - - -

To order a pre-made 18x42" white nylon banner, please bring this form to a Team meeting along with \$6.00 cash or your check made payable to Wendy Zimmerman or email the information below to

teams@pottstownrelayforlife.com .

Team Name _____

Team Captain Name _____

Phone Number _____

Email Address _____

BARK FOR LIFE UPDATE:

The 2012 Bark For Life is bigger and more exciting than ever before...for your tail wagging "Best Friend" and you!
Have a fun day with the entire family! Your dog is the hero for the day...

It's Almost Here!!! SUPER BARK WEEKEND!

Come to Limerick Community Park on **Saturday, April 14th** for Pottstown's 6th annual American Cancer Society BARK FOR LIFE. Registration for this event begins at 8:30am. Opening Ceremonies will be at 10:00am, followed by a 1 mile walk. Plan to stay after the walk for lots of fun and activities-games and contests for dogs, games for children, food, family pictures, caricatures, canine massages and so much more!

See the event schedule and highlights of April 14th below:

Event Schedule Bark 2012

8:30-10AM

Community Registration & Pre-Registration Check In

10:00 AM

Opening Ceremony

Welcome

Acknowledge Over \$500 Club

Animal Blessing by Pastor Hutchinson,

St. James Evangelical Lutheran Church

Grand Marshal- Janice Fisher

Joshua Panfile- RFL Jr. Grand Marshal – call for all survivors to walk

10:15AM:

Bark For Life walk Begins – choice of ½ mile or 1 mile

10:30-1 PM

Food, Music, Family Photos, Canine Massages, Dog Caricatures, Kid's Korner, Rescues, Shelters, Vendors, Team Fundraising & More!

After the Walk-12:45 PM

Dog Games

Rocket Recall

Highest Number of Retrieves

12 Noon Group Musical Sits

12:15 Barks Back Contest

12:30 Contest

12:45 Contest & Announcement of Contest & Game Winners

1:00 PM

Closing

Bark Raffle Basket winners announced!

Thank you!

* Bark For Life will be honoring our registered canine cancer survivors with a ribbon for their bandana. The ribbon can be worn by the doggie owner at the Relay For Life to honor their "Best Friend" cancer survivor

* Honor or Remember the person or dog you love the most with a Luminaria to Light Up Their Life or Memory. Decorate your Luminaria bag at the Luminaria tent!

* Grand Marshal & cancer survivor Janice Fisher & her dog Dinah will lead the 1 mile walk following the Opening Ceremony. Relay For Life Jr. Grand Marshal, 5th grader, Josh Panfile will officially start the walk.

* Shirley Fisher, former Miss PA International Miss, a dog lover and advocate for skin cancer awareness, will be emcee for Bark celebrations and activities. Music by D.J. Lew Seeders!

* Your dog can be a part of fun, ongoing games after the walk- Rocket Recall (fastest dog) & Highest # of Retrieves. Participate in the biggest Musical Sits at noon. Contests for dogs after the Musical Sits- include timed barks! Check out games for children at Kid's Korner!

* Have your family photo done by our fabulous Bark photographer, Michael Basile! A commemorative photo card is included!

* Canine massages done by Jessica Hurt & grooming by Old English Grooming!

* Vote for your favorite Calendar Dog!

* Vote for your favorite for The Mercury Top Dog contest!

* Bark Big Basket of Cheer raffle!

* Visit Bark Raffle Basket & More area!

* Caricatures by Alan MacBain!

* Buy a Bone Drop # and a chance to win \$5000!

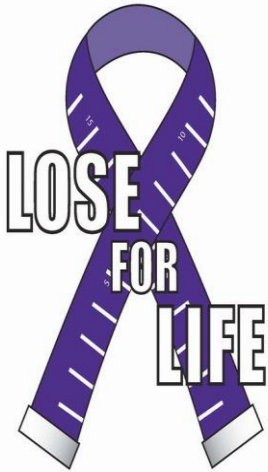
* Food, Food, Food- including Dallas Fries and Starbucks Coffee! Buy your dog or yourself a treat at the many vendor booths!

***** We are collecting items again for shelters & rescues! Please bring a donation! *****

BARK FOR LIFE UPDATE (continued):

Canines Care ~ Give Hope ~ Save Lives & Bring the Promise of More Birthdays!
For more information, e-mail bark@pottstownrelayforlife.com or call 484-366-1735

Super Bark Weekend continues on Sunday, April 15th. Schutzhund Olympics will be held at Pet Food Direct in Harleysville from 10:00 am to 4:00 p.m. Please come to the Upper Bucks Schutzhund Club's 3rd Annual Schutzhund Olympics. Your dog does not have to be an experienced Schutzhund dog to attend this fun event, so come on out to compete or come watch some high level dogs compete. Contact Cheryl J. Moriarity-Cherylshepherds@comcast.net for more information or to request an entry form.



Obesity-Linked Cancers Increase

<http://online.wsj.com/article/SB10001424052702304177104577309921472809552.html>

The report, published online Wednesday (3/28) in the journal *Cancer*, is by researchers from the CDC, the North American Association of Central Cancer Registries, the National Cancer Institute, and the American Cancer Society.

Several cancers linked to obesity and a sedentary lifestyle rose every year from 1999 through 2008, even as improved screening and a sharp decline in the number of smokers have helped push down the rate of new cancer diagnoses overall across the U.S., according to a report released Wednesday. Rates of cancers of the kidney, pancreas, lower esophagus and uterus increased annually through 2008, the latest data available, according to the Annual Report to the Nation on the Status of Cancer. Rates of breast cancer in women at least 50 years old declined 1.3% annually from 1999 to 2005 but rose slightly between 2005 and 2008.

The data add to a growing body of evidence that obesity raises the risk of these and some other cancers. As many as one-third of common cancers in industrialized nations are linked to excess weight and lack of physical activity, according to the International Agency for Research on Cancer. Obesity rates leveled off in the U.S. a decade ago, but an estimated 68.8% of adults remain overweight or obese, according to the CDC, and cancers can take years to develop. **Obesity-related cancers include common ones, such as breast and colorectal cancer, as well as less common ones, such as pancreatic cancer.** Excess weight can also decrease the chance of survival once a patient is diagnosed. The burden "is pretty substantial," said Marcus Plescia, director of the division of cancer prevention and control at the Centers for Disease Control and Prevention and an author of the study. **The report, published online Wednesday in the journal *Cancer*, is by researchers from the CDC, the North American Association of Central Cancer Registries, the National Cancer Institute, and the American Cancer Society.** The evidence of a causal link with cancer, while not yet definitive, is far clearer with excess weight and lack of physical activity than with specific foods or nutrients. **"People might think they can do themselves the most good by taking a vitamin or mineral supplement, when actually what they need to do, to do the most good, is to be physically active and control their weight,"** said June Stevens, head of the department of nutrition at the University of North Carolina's Gillings School of Global Public Health. The rising rates contrast with the progress made in recent years against major killers such as lung cancer, scientists say. While tobacco use has plummeted since the 1960s, obesity rates have soared. "The gains made by reducing tobacco use over the past few decades are at least partially being offset now by obesity," said Susan Mayne, professor of epidemiology at the Yale School of Public Health and associate director of the Yale Cancer Center. Overall, rates of new cancer diagnosis have been declining slightly since the mid-1990s. They fell 0.6% annually among men between 1998 and 2008. But the declines aren't uniform. Among women, rates fell 0.5% annually between 1998 and 2006 and then leveled off between 2006 and 2008. **A review of more than 7,000 studies found evidence of a link between excess weight and several cancers, according to the report. While the precise link isn't understood, fat cells can encourage the body to produce more substances such as insulin or hormones that can stimulate tumor growth,** scientists say. Obese postmenopausal women may have higher levels of free estrogens and androgens, a risk factor for breast, ovarian and uterine cancers. Adenocarcinoma, in the lower esophagus, develops mostly in people who suffer from chronic stomach-acid reflux, often triggered by excess weight. Not all of the obesity-related cancers are on the rise. Rates of colorectal cancer declined 2.6% yearly between 1999 and 2008, thanks in large part to widespread screening, said Dr. Plescia. Whether the rise in obesity-related cancers will continue is unknown. "Are we just beginning to see these changes, or is what we're seeing what we're going to see, and it's not going to get any worse?" said Dr. Plescia. "My suspicion is it's going to get worse, but we just don't know."

“Paint the Town Purple” with us!



Relay will be having a Paint the Town Purple celebration on
May 5th from 10am – 1pm

Smith Family Plaza, 130 E. High Street, Pottstown, PA (next to Borough Hall)

This is an event to kick off Relay for teams and the community! Come show your support and have some fun. Mayor Bonnie Heath will be proclaiming the opening of Relay For Life Days which commences on May 5th and continues until Relay!

Team Fundraising Opportunity

Teams are welcome to set up a fundraising table in Smith Family Plaza. Tables are not provided so be sure your team brings a table and chairs as needed. RSVP to Jennifer Drago (610-505-7087 or jenniferdrago@hotmail.com) by April 21st if you would like to reserve space.

Individual Participation Ideas

Homes

- Ask us for a Relay yard sign for your front yard
- Decorate your front entrance, fence or door with purple balloons
- Tie purple ribbons around your tree(s)
- Use a purple light bulb in your porch light
- Put a purple bow on your mailbox
- Wear purple clothing
- Approach your workplace, friends, family and ask them to go purple!

Community Involvement Ideas

We would love to have some volunteers to help us get Pottstown involved in Painting our Town and have flyers available that you can present to businesses, restaurants, schools or anyone who may wish to join the fun.

Reach out to us if you'd like to help or have some other ideas so we can get everyone involved!

610-505-7087 or jenniferdrago@hotmail.com

We'd love to bring awareness to Pottstown by
Painting the Town Purple with your help!

