

FIGHT CANCER FEST

PRESENTED BY RELAY FOR LIFE OF CHARLOTTESVILLE

The American Cancer Society is excited to announce a brand new approach to Relay For Life in Charlottesville! Fight Cancer Fest is our opportunity to fight back against cancer and engage the greater Charlottesville/Albemarle community in a fun festival atmosphere.

What to expect the day of Fight Cancer Fest (Sunday, May 7, 2017, 12PM-8PM at IX Art Park):

- A true festival with live entertainment, family-friendly activities, local vendors with food, beer, cider and more!
- A flexible and relaxed atmosphere for teams and participants. While we encourage everyone to stay for the duration of the festival, we want you to be able to celebrate your efforts in the fight against cancer your way! That means any festival-goers should feel free to come and go as they please and move around the festival in a way that works best for their team.
- Fight Cancer Fest is an additional fundraising opportunity for your team, but traditional campsites are not a necessity. We would love for your team to be an active part of the festival by setting up or running an activity that will appeal to festival-goers and using the event as a way to surpass your team's fundraising goals. If having an on-site fundraiser is not something that your team is able to do, we encourage you to just bring some chairs and sit back and enjoy the day! We can also use your help in other ways throughout the festival; if you'd like to volunteer your time during the event, please email Susanna at susanna.blauch@cancer.org.

How are Fight Cancer Fest and Relay For Life of Charlottesville connected?

Fight Cancer Fest is our new and exciting take on Relay For Life in Charlottesville and will replace the traditional Relay For Life event, while maintaining a lot of the components our Relayers know and love. We want to get more of the community involved and we know that festivals are well-received, well-attended, and lots of fun! All funds raised through Fight Cancer Fest will go directly to our American Cancer Society Relay For Life of Charlottesville. We want to encourage as many teams as possible to become a bigger part of Fight Cancer Fest by signing up for the Relay For Life of Charlottesville. By committing to fundraise through Relay For Life of Charlottesville, teams are able to support the life-saving mission of the American Cancer Society. Relay For Life resources are still available to teams and participants; we want to make sure team members have all the tools they need to reach their goals!

Do we need to register our team?

Yes! Teams should register at www.relayforlife.org/cvilleva in order to gain access to our online fundraising tools and begin supporting the mission of the American Cancer Society. By signing up your team, you are showing your commitment to the fight against cancer and helping Fight Cancer Fest reach our goals.

Can we still earn Hope Club shirts and Fundraising Club prizes?

Yes! We want to recognize you for your fundraising efforts. Any participants who raise \$100 or more through their Relay For Life team (or whose team averages at least \$100 raised per person) will receive a [Hope Club shirt](#). In addition, our Grand Club, All Star, and Nationwide Fundraising Club programs provide prize options for those participants that go the extra mile ([click here to view the 2017 Fundraising Club](#)).

Where will the festival take place?

Fight Cancer Fest will be at IX Art Park (522 2nd St SE, Charlottesville). The festival will be set up in the concrete patio area, with several large tents available for seating and shade. IX Art Park has plenty of free parking and free street parking is available nearby as well. We are excited to be in a more central location that is home to many festivals and events throughout the year! The full event layout and map is posted on www.relayforlife.org/cvilleva. Please come prepared for the weather – we will be celebrating outdoors if it is sunny (bring sunscreen and a hat!) or if it is lightly raining/misting (bring a rain jacket and umbrella!). In the event of heavy rain, we will move indoors to the warehouse space at IX Art Park.

Why is the event scheduled from 12:00 PM to 8:00 PM?

We know that it's hard for most teams to stay overnight. We want Fight Cancer Fest to be an opportunity for teams to celebrate their efforts and for community members to participate in a way that works best with their schedule.

Will there be a luminaria ceremony?

Yes! We know that the luminaria ceremony is a very important and meaningful moment for our Relayers and want to take the time to honor and remember loved ones affected by cancer. We will have a luminaria ceremony at 7:00 PM, towards the end of the festival once the sun begins to set. While we will not have a defined track, the luminaria will be placed so that the name on each bag is clearly visible along a walkable path.

How will survivors be recognized?

Our traditional survivor reception will look a bit different this year; we want our survivors to feel like a part of the festival, but know that they deserve special recognition! Registered survivors will receive a purple survivor shirt as they have in past years and we will provide VIP seating for survivors under a tent. Survivors will receive a \$10 voucher for a meal from Blue Mountain Grill food truck. The Miss Relay For Life Pageant winners will also be “crowning” survivors at 2:00 PM and the Virginia School of Massage will provide free massages for survivors at 4:00 PM.

Will there be a track?

While there will not be a marked track, you are still more than welcome to take laps around the festival. We are hoping to set up vendors in a way that creates a natural path for the crowd that can be used by team members that want to walk.

Will there be an entrance fee?

No. We are hoping to attract lots of new participants and are seeking vendors to donate their profits so that festival-goers can donate by getting food and drinks and participating in activities. Admission is free, but there are advance ticket sales available on fightcancerfest.org for a VIP special with t-shirt and discounted drink tickets.

How will set up work?

We are asking any vendors and teams who will be setting up activities to have their sites unloaded and set up by 11:30 AM. The festival area is accessible to vehicles for unloading and this will allow us to clear vehicles from the area before festival-goers arrive. If your team is not planning on setting up a fundraiser/activity site, then no set up is required!

What kind of entertainment and activities are you planning?

This event will be fun for all ages! We have scheduled local bands, a dog costume contest, and will have kids' activities as well (including a bounce house and face painting). The full schedule is available on fightcancerfest.org.

Don't see your questions answered here?

Please contact your American Cancer Society staff partner, Susanna Blauch, at susanna.blauch@cancer.org or 434-978-7423 (option 3). Visit fightcancerfest.org for more details!