

RELAY FOR LIFE OF WESTERN BERKS
June 11-12, 2010
Wilson Senior High Stadium
12pm – 12pm
www.relayforlife.org/pawesternberks
Event Chair: Denise Pasko - lauschgirl@aol.com
Co-Chair: Beth Woytko - kiddo64@verizon.net

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



FEBRUARY 2010

Relay Review

A newsletter for our Relay For Life supporters



WE ARE HALF-WAY TO RELAY!

From kick-off until Relay we have our "Relay Season" and we have officially hit our half-way mark. We are off to a tremendous start to the year but we have a long way to hit our goals. We are all taking time out of our busy lives to fight against a disease that has simply taken too much. Our job is to not only raise money, but to raise awareness in our community about cancer. Wear the title "Relayer" with a badge of honor because **you are making a difference** in the fight against cancer! Every dollar we raise is changing the scope and dynamic of the battle field. Thank you so much for taking up the fight! We need each and every one of you to win this war! We will not give up, for there is no finish line until we find a cure!



THANK YOU TO ALL OF OUR SPONSORS!

Since we are officially half-way through the season, we thought it would be nice to recognize the sponsors that jumped on-board early! Remember, to reach our goal of \$150,000 we need MANY more sponsors so please continue to reach out to our local businesses for support!

GOLD LEVEL - \$5000

Walmart

SILVER LEVEL - \$3000

Lausch's Moving & Storage, Inc.

BRONZE LEVEL - \$2000

Savage "61" Dodge

COUNTY LEVEL - \$1000

Keller Williams Elite Realty

LOCAL LEVEL - \$500

Diamond Credit Union (\$625)

Diamond CU is Gold Level Sponsor County-Wide although \$625 is what is donated to Western Berks

Login Logistics LLC

RELAY LEVEL - \$250

Edwards Business Machines

Parente Beard LLC

Reading Hospital

Reading Hospital is Bronze Level Sponsor County-Wide although \$250 is what is donated to Western Berks

Reinsel Kuntz Leshner

Stephen Carr Consulting, LLC

The Selzer Company (\$300)

Tristar Products Inc.

WE STILL NEED MORE SPONSORS TO MEET OUR GOAL!

Please visit

**WWW.RELAYFORLIFE.ORG/PAWESTERNBERKS
FOR A SPONSORSHIP PROPOSAL!**

RELAY SCORECARD

DOLLARS RAISED TO DATE (Banked money) \$13,560.09 – GOAL \$150,000

NUMBER OF TEAMS 43 – GOAL 62

PAID SPONSORSHIPS \$5,800.00

PLEGGED SPONSORSHIP (Not yet paid) \$9,875.00

SURVIVORS REGISTERED 81 – GOAL 165

LUMINARIA 18

ACS CAN REGISTRATIONS 28 – GOAL 50

We have 18 weeks until Relay! Let's PUMP these numbers UP!

WELCOME NEW TEAMS!

FRIENDS DON'T LET FRIENDS WALK ALONE

Team Captain – Kara Rhoads

OUTBACK STEAKHOUSE

Team Captain – Jennifer Eyrich

MARY'S DREAM TEAM

Team Captain – Mary Pahl

READING HOSPITAL

Team Captains – Julie Cope & Kayla Riegel

RUN WILSON

Team Captain – Amanda Horvat

SUPERIOR HEALTH, INC.

Team Captain – Lynne Reddington

LUMINARIA MADNESS TOURNAMENT

Is your team truly "Mad" about Relay?

Then Show your Relay Madness by Winning the 1st Annual Luminaria Madness Tournament

RULES

1. Each Luminaria sold equals 1 point.
2. Luminaria must be handed to Tara Long or Fran Perez. (Date of Relay, they can be submitted at Luminaria Tent)
3. Monthly Reports will be posted to show which teams are truly "Mad" about Relay
4. Top 8 teams as of Team Walkthrough (June 3) advance to the Elite 8
5. On Date of Relay, the Final 4 will be announced at 3:00
6. The Final 2 Teams will be announced at 5:00
7. All sales are final at 6:00.
8. Winner will be announced at beginning of Luminaria Ceremony.

WINNING TEAM WILL RECEIVE SPECIAL RECOGNITION DURING CEREMONY AND SPECIAL PRIVILEGES.

MISSION MOMENT

Can you believe we are already in February and our Relay for Life is just months away? With that being said, take a moment to think how much you have shared Relay For Life with people you meet.

Remember the Mission Statement and share it with others:

Mission Statement of the American Cancer Society: The American Cancer Society is the nationwide community-based volunteer 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.

Mission Statement of Relay For Life: The American Cancer Society Relay For Life represents 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.

Remember "Alone we can do so little, together we can do so much" This is so true, what started 25 years ago, by one person, has grown into a worldwide community of people working towards one dream. The dream to give loved ones, One More Birthday, and more HOPE that we will find a CURE, and no one will ever have to hear the words "You Have Cancer"

FIVE THINGS YOU NEED TO KNOW ABOUT THE WEBSITE!

WWW.RELAYFORLIFE.ORG/PAWESTERNBERKS

1. Check out our new Facebook page! Search for it by "Relay for Life Western Berks" where you can stay updated on the latest Relay news, join the group, and invite others to join.
2. Your team can create their own personal webpage where you can include pictures and tell your story of why you Relay.
3. You can send recruitment and reminder emails to your friends and family to encourage them to join your team or to remind them to keep raising money!
4. You can keep track of all of the fundraisers, meetings, and all things Relay on the Calendar of Events.
5. You can print registration, luminaria, team spirit, collection, sponsorship, advocacy forms, and more flyers with Relay tips directly from the website by clicking on "Forms and Flyers"



THE OFFICIAL SPONSOR OF BIRTHDAYS.™

The American Cancer Society helps people get well.

The challenge of fighting cancer is hard enough. The last thing a cancer patient should need to worry about is how to get to their treatments. Thankfully the American Cancer Society provides free transportation to cancer patients so they can focus on getting well. Volunteer drivers are needed in almost every community and there's never been a better time to get involved.

If you'd like to volunteer, or if you or a loved one is in need of transportation assistance, call the American Cancer Society 24 hours a day, seven days a week, at 1.800.227.2345.

Fundraising Tip:

If you or your friends and family have an iPhone, encourage them to install the new American Cancer Society Birthdays Application from the iTunes store. The app is free and helps you keep track of the birthdays of everyone you know. There's even a cake with virtual candles you can blow out! And the best part is you can donate to the American Cancer Society, right from the convenience of your phone!

NEED HELP? GOT QUESTIONS?

We are here to help!

Please email our Team Mentorship Chairperson, Beth Evans with your questions!
mrs_peecie@verizon.net

BRING ON THOSE QUESTIONS!

Anything from fundraising questions, to 'day-of-event' questions, to "when am I supposed to turn in the money"-type questions...

YOU HAVE QUESTIONS? WE HAVE ANSWERS!

cancer.org | 1.800.227.2345

UPCOMING FUNDRAISERS

Please visit the fundraising page of our website for more information about these great fundraisers: www.relayforlife.org/pawesternberks.

Skateaway Party 2/18
Book Sale 2/20
Wolfgang Candy – Orders Due 2/26
Happy Gardener – Orders Due 3/11
Bosco's Relay For Life Carnival 3/13
Reading Royals 3/20
Wine Tastings 4/24

Year-Round Fundraisers

Relay Baskets
Awareness Pins
Mays Sandwiches

Please also visit the special "Preferred Home-Based Consultants" portion of our fundraisers page for great fundraisers that you can do at any time!

Please also let us know if you have an upcoming team fundraiser you would like to share! Email our online chair Joanna Timtishin at joannatim@yahoo.com to get your fundraiser posted on the website!

ADVOCACY UPDATE

Please help in reaching our ACS CAN Registration Goal for 2010. Western Berks has 28 people registered and we need 50. We only need 22 more people to reach our ACS Can Goal!! Anyone can register online by visiting the website at www.acscan.org or to download a copy of the registration form on our event at www.relayforlife.org/pawesternberks (or you can always sign up at any of our monthly meetings!). If you register online, please make a copy of your confirmation for me.

Yes We Can Club ~ Last year we only had one team register at a minimum of 10 ACS CAN members per team. The Yes we Can Club Goal for 2010 is all the teams!!! *Yes We Can* get all of the teams and a minimum of 10 ACS CAN Member per team.

Please let me know if I can help you understand any advocacy matter!
Debbie Jasinski (Advocacy Chair) – vacationtime01@aol.com



CANCER PREVENTION STUDY-3 CPS-3

The American Cancer Society's Department of Epidemiology and Surveillance Research is inviting men and women between the ages of 30 and 65 years who have no personal history of cancer to join a historic research study. The ultimate goal is to enroll 500,000 adults from various racial/ethnic backgrounds from across the U.S. The purpose of CPS-3 is to better understand the lifestyle, behavioral, environmental and genetic factors that cause or prevent cancer and to ultimately eliminate cancer as a major health problem for this and future generations.

This Study that will provide the next wave of answers in the battle against cancer will be enrolling eligible participants at the Relay For Life of Western Berks on June 11 2010 between the hours of 5:00 PM and 9:00PM only. This will be a one-time event for our Relay. To be eligible to enroll in CPS-3, men and women should

- be between 30 and 65 years old
- have no personal history of cancer (this does not include basal or squamous cell skin cancer)
- be willing to make a long-term commitment to the study which simply involves completing periodic follow-up questionnaires.

The goal of CPS-3 is to better understand ways to prevent cancer. Once a person has cancer, the body has been affected by the disease, treatment, and/or lifestyle changes as a result of the diagnosis. For this reason, we strongly encourage individuals without a history of cancer to enroll. Enrollment is three easy steps:

Step 1

CPS-3 enrollment will begin once you come to our Relay on June 11 2010 between 5:00pm and 9:00 pm The enrollment process will take about 30 minutes. The CPS-3 enrollment area at our Relay will be clearly marked and at Relay, enrollment will involve:

- Completing a brief survey
- Signing an informed consent
- Providing a waist measurement
- Providing a small blood sample (similar to a doctor's visit).

Step 2

Complete and return a baseline study that will be mailed to your home just days after our Relay

Step 3

Complete and return periodic follow-up questionnaires sent your home every one to two years for the next 20 years, If you're serious about finding a cure for cancer, then you will be serious about enrolling in CPS-3

Survivors:

Your roll is important in the CPS -3 study. Please have your family and friends who have been already supporting your battle against cancer by raising funds, to now take it to the next level by having them enroll in this very historic study.

Please e-mail your questions or interest to Jay Musser at Debjaymus@comcast.net.