



The American Cancer Society's Relay For Life

It is About a Community That Takes Up The Fight

Happy New Year 2009!

Relay For Life Of Naples

April 17-18th,
2009

Relay For Life supports
cancer research,
education, advocacy
efforts and patient services.

Cancer Information
24 hours a day
7 days a week
365 days a year

1.800.ACS.2345
www.cancer.org



Welcome letter from Relay Event Chair

Dear Relayers,

I'm honored to once again serve as Event Chair for The Relay For Life of Naples. Last year was a great experience -- we raised almost \$700,000, were the #1 event in Florida and #12 in the nation, and the dedicated team members of Audubon Cares did us proud as the #4 team in the country. But despite those accomplishments, we can't just rest on our laurels, and the committee and I are enthusiastic about doing even better this year.

Our 2009 fundraising goal is \$700,000, and we're already on our way to reaching it. We currently have \$55,000 in committed sponsorship dollars to help us with initial expenses, but we're always looking for more -- if you are aware of any leads, please contact Ann Gardner at ACS. Ann and Kathleen are doing an outstanding job finding sponsorship in these tough economic times, and it's heartening to watch our community dig deeper to support this worthy cause.

A lot of work goes into making the Relay a success; our operating committee has been meeting since July to make sure that everything is in order for the big day in April 2009. There are still open slots, and we're always looking for committed people who want to help make a difference.

I look forward to seeing our Team Captains at the upcoming meetings, our Survivors at the Luncheon that will be hosted by Moorings Park in March, and to the Naples Community at the Gulfview Middle School on April 17th and 18th 2009.

-Kate Kerwin¹, Event Chair 2009

2009 Relay Leadership Committee

Event Chair

Kate Kerwin

Event Vice-Chair

Scott Nickerson

Team Development Chair

Amber Grider

Team Recruitment Chair

Rachel Parks

Team Retention Chair

Lee Pepin

Team Development Mentor

Paula Lytle

Survivor Chair

Sharon Arnold

Survivor Committee

Denise Collins

Gail O'Leary

Sponsorship Chair

Kathleen Coppola

Logistics Chair

John Morrison,

Logistics Committee

Debbie Blackwell

John Blackwell

Luminaria Chair

Patty Atashian

Luminaria Committee

Linda Jay, Carrie Price

Mission Education Chair

Carol Hartman

Activities Chair

Phil Peoples

Entertainment Chair

Marcia Yonaley

Accounting Chair

Jim Murphy

Hospitality Chair

Jill Ebel

Command Central

Cynthia Palmero

Publicity Committee

Rob Esmond, Oliver Glass

DJ

Bob DiPesa

Emcee

Ted Monty

Team Development

We are so excited about our teams for this coming relay. We have 64 teams already paid for the 2009 relay with another 12 committed - if we have all of those, we will have a total of 76 teams. We have \$404,700 in "pledged" goals for our fundraising! That is incredible! Getting your team registered online would be a great help to you and to us, plus getting individual team members to sign up online will help us get you your T-shirts and other materials as relay approaches. It is easy...go to www.relayforlife.org/naplesfl and find the documents there to help you with getting your team registered. Once you are registered you can then get individual team members signed up.

There have been lots of fundraisers already happening. I know we have had a very successful softball tournament, courtesy of Gulfshore Insurance, where they raised about \$16,000. Here are some ideas to get you thinking: A dog and car wash, letters to Santa, a putting contest, dinner galas, and lots more.

Please remember that we are still looking for new teams to help us reach our goal of 100 teams for 2009. Also, if you find a team and mentor them, you may qualify for a Team Challenger jacket. Please contact Amber Grider at: amberfl@comcast.net or 269-1238.

Amber Grider, Team Development Chair

Choosing Your Campsite

Returning teams will be giving their current site as long as their registration is paid. Tent sites for new teams are issued at the March kick-off by their date of registrations. Any questions, please email Amber at: amberfl@comcast.net.

A Mission Moment... Colon cancer testing saves lives

Colorectal cancer is the second leading cause of cancer death in the United States. This year in Florida, an estimated 9,970 people will be diagnosed with colon cancer and 3,700 people will die from the disease.

About half of those lives could be saved if everyone over 50 were tested. If you know people who are over 50, encourage them to ask their doctor about getting tested.

Fundraising Tips

Dress Down Day—Ask every employee to contribute to your Relay team, and in return

they will they will be allowed to “dress down” on a specified day at work.

Garage Sales—Ask your team members to clean out their attics and garages and bring items for a team wide sale.

Ice Cream Social—Teams can raise funds by collecting donations for delicious ice cream delights. *Get creative and decorate your location as an old fashioned ice cream parlor and soda fountain. Set up tables with a variety of board games for patrons. Play oldies on a jukebox and charge for song requests.*



Sports Tournaments -

Great to do at the workplace or with friends/family. Set up challenge matches between individuals or departments.

Teams... Mark Your Calendars!



Team Captain Meeting	Tuesday, January 20 th	5:45 – 6:45 pm	Neighborhood America
Team Captain Meeting	Tuesday, February 17 th	5:45 – 6:45 pm	Neighborhood America
Team Captain University	Saturday, January 24 th	9:00am – 12:00pm	Embassy Suites Fort Myers
Relay Kickoff Party	Thursday, March 12 th	5:45	St. John the Evangelist Church
RELAY!!	April 17 th – April 18 th	4:00pm – 10:00am	Gulfview Middle School
Wrap Up Party	Tuesday, May 12 th	5:45	St. John the Evangelist Church



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 through research, education, advocacy, and service.

Why I Walk...



We all have our own personal reasons for relaying. Many of us have had friends and family members who have been touched by this disease. I am no different. I recently attended a family wedding where my younger brother Ben was with us. When he was diagnosed with Multiple

Myeloma almost six years ago, I wasn't sure he would see our nephew get married. But he was with us, doing well, because of the advances in the care of his disease. There are so many different cancers in this world, and we need to continue our fight against them all. I want him to see my children get married, and to celebrate many more birthdays while he and I grow old together. That is my challenge to all of you. Let's not lose another loved one to this disease. -Kate Kerwin



Celebrate the lives of those who have battled cancer. The strength of survivors and caregivers inspires other to continue to fight.

Remember loved ones lost to the disease. At Relay, people who have lost family and friends to cancer can grieve and find healing support.

Fight back against a disease that takes too much. We Relay because we have been touched by cancer and are committed to putting an end to the disease.

Local ACS
239-261-0337

2345

relayforlife.org/naplesfl



National ACS
1-800-ACS-

www.cancer.org