Ready –Set—Go!

It is time to start working on the 2010 Relay For Life!

Relay Kickoff at
Madison High School
January 21st at 6:00 pm

How Does Relay For Life Work?

Relay For Life is a family friendly and fun-filled overnight event designed to celebrate survivorship and raise money for research and programs of your American Cancer Society.

During the event, teams of up to 15 people gather at Blossom Athletic Center and campout from 7:00 pm Friday evening to 7:00 am Saturday morning. Each team keeps at least one team member on the track at all times.

Teams decorate their campsites, dress up in costumes, and show their creativity in many ways!

Kickoff begins with a Survivor Ceremony where survivors are recognized individually and we are all reminded of how many people have had to fight against cancer. A free dinner is provided to all survivors as well.

Every Relay For Life holds a Luminaria Ceremony at nightfall. Each bag bears the name of someone who is either surviving cancer or has lost the fight.

Various activities are held throughout the night to keep everyone awake and energized! We have themed laps, various types of contests and games, dancing, etc!

Please join us in this event to fight cancer and find a cure!

We hope to see you then!
**History of Relay for Life**

One person can make a difference. Nowhere is that more evident than with the story of the American Cancer Society Relay For Life, which began in Tacoma, Washington, as the City of Destiny Classic 24-Hour Run Against Cancer.

In the mid-1980s, Dr. Gordy Klatt, a Tacoma colorectal surgeon, wanted to enhance the income of his local American Cancer Society office. He decided to personally raise money for the fight by doing something he enjoyed—running marathons.

In May 1985, Dr. Klatt spent a grueling 24 hours circling the track at Baker Stadium at the University of Puget Sound in Tacoma for more than 83 miles. Throughout the night, friends paid $25 to run or walk 30 minutes with him. He raised $27,000 to fight cancer. That first year, nearly 300 of Dr. Klatt’s friends, family, and patients watched as he ran and walked the course.

While he circled the track those 24 hours, he thought about how others could take part. He envisioned a 24-hour team relay event that could raise more money to fight cancer. Months later he pulled together a small committee to plan the first team relay event known as the City of Destiny Classic 24-Hour Run Against Cancer.

In 1986, 19 teams took part in the first team relay event on the track at the colorful, historic Stadium Bowl and raised $33,000. An indescribable spirit prevailed at the track and in the tents that dotted the infield.

---

**Your 2010 Relay Committee Chairs**

- Event Co-Chair—Rose Hilario
- Event Co-Chair—Patty Hughart
- Logistics Co-Chair—Rachel Hurt
- Logistics Co-Chair—Candace Nugent
- Fundraising Chair—Anne Gonzales
- On-Line Chair—Annette Jones
- Volunteer Co-Chair—Donna Richmond
- Volunteer Co-Chair—Jesus Sanchez
- Luminaria Chair—Missy Purcell
- Luminaria Chair—Kathy Whaley
- Team Co-Chair—Michelle Hahn
- Team Co-Chair—Valerie Reyna
- Survivor Co-Chair—Jeanette Ritter
- Survivor Co-Chair—Brittany Galan
- Survivor Co-Chair—Dolores Brown
- Fight Back Chair—Jennifer Rodriguez
- Concessions Chair—Glenda Cuellar
- Activities Co-Chair—Melinda Dedoes
- Activities Co-Chair—Jessica Weed
- Entertainment Co-Chair—Lori Leal
- Entertainment Co-Chair—Ashley Leal
- Accounting Chair—Debbie Sanchez
- Ceremonies Co-Chair—MaryAnn Aranda
- Ceremonies Co-Chair—Jesse Aranda

If you are interested in joining the Relay Committee please email northeastrelay@gmail.com! We’d love to have you!
Focus on Fundraising

Our 2010 fundraising goal is $100,000!

Last year we raised over $70,000 so we are confident that in 2010 we will exceed our goal of $100,000!

We have a great committee this year with lots of dedication and energy! **Now all we need is YOU!**

Since we like the number 100 so well we also decided to add some other goals for this year!

- 100+ Survivors at our event!
- 100+ teams at our event!
- 100+ new ACS CAN members
- Cancer Action Network registration!

Help us to reach these goals in 2010!

Spotlight on: Cancer Action Network

ACS CAN is the nation’s leading cancer advocacy organization that is working every day to make cancer issues a national priority. Many of the most important decisions about cancer are made outside of your doctor’s office. Instead, they are made by your state legislature, in Congress and in the White House. ACS CAN empowers regular people to be part of the growing national movement that is fighting back against cancer.

ACS CAN, the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, is holding lawmakers accountable for their words and their actions. We demand that our leaders not only talk about fighting cancer but take real steps toward decreasing the number of people suffering and dying from cancer.

ACS CAN allows for increased lobbying of local, state and federal officials.

ACS CAN allows cancer advocates to hold lawmakers accountable for their votes and actions through voter guides and town hall meetings.

ACS CAN provides legal protection to the Society. By forming ACS CAN, the Society is able to encourage additional advocacy efforts without jeopardizing its tax-deductible status.

Register now at http://www.acscan.org/

Monthly Cancer Observances Calendar

<table>
<thead>
<tr>
<th>January</th>
<th>June</th>
<th>October</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Cervical Health Awareness</td>
<td>- National Cancer Survivors Day</td>
<td>- Health Lung Month</td>
</tr>
<tr>
<td>Month</td>
<td></td>
<td>National Breast Cancer</td>
</tr>
<tr>
<td>February</td>
<td>July</td>
<td>Awareness Month</td>
</tr>
<tr>
<td>March</td>
<td>August</td>
<td>National Mammography Day</td>
</tr>
<tr>
<td>- Colorectal Cancer Awareness Month</td>
<td>September</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>- Childhood Cancer Month</td>
<td>- Great American Smoke out</td>
</tr>
<tr>
<td>- Cancer Control Month</td>
<td>- Leukemia and Lymphoma</td>
<td>Day</td>
</tr>
<tr>
<td>May</td>
<td>- Ovarian Cancer Awareness Month</td>
<td>- Lung Cancer Awareness Month</td>
</tr>
<tr>
<td>- Melanoma / Skin Cancer Detection and Prevention Month</td>
<td>- Prostate Cancer Awareness Month</td>
<td>- Pancreatic Cancer Awareness Month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

December
Help Needed!

Items we need to make this event a success! Donations and discounts appreciated:

- Printing services—banners & yard signs
- Paper goods—copy paper & envelopes
- Video projector & screen
- Nurses for Aid Station
- Police/Sheriff services for Security
- Videographer
- Photographer
- Plaques & Awards
- Concession stand goodies
- Entertainment
- Raffle prize donations
- Golf carts
- Event Sponsors
- Floral Arrangements
- Balloon arches
- Western décor
- Children’s attractions

Sponsor’s Corner

Alexander Tent Rentals, Inc.

Comfort Suites

Valero

United Water

TIME WARNER CABLE
Photos and Ideas from other Relay Events!

Upcoming Events / Dates to Remember

Relay Kickoff—January 21st at Madison High School—6:00 pm
Teams Meeting—February 9th at Comfort Suites Northwood—6:30 pm
Teams Meeting—March 2nd at Comfort Suites Northwood—6:30 pm

www.relayforlife.org/northeastsanantoniotx
2010 Sponsorship Levels

Platinum Sponsor $10,000 +
Gold $5,000 +
Silver $3,000 +
Bronze $1,000 +
Relay Supporters - $500 +

Various levels of sponsorship may include such things as:

- Company logo printed on the back of all participant T-shirts
- Recognition on printed materials, advertisements and press releases
- Signage throughout the event grounds
- Recognition at the Opening and Closing Ceremonies
- Company Logo on the Relay website
- Free Registration for your company’s Relay Teams
- "Relay Sponsor" Yard Signs
- Company’s exhibit booth or table on “Sponsor Alley”
- Commemorative Certificate or Plaque
- Event T-shirts

Contact an Event Chair for more information and details on the various levels!

Committee Contact Information

Our Event Committee Chairs can be reached through email
or our new Google group!

Email: northeastrelay@gmail.com
Google Group: “Relay For Life NE San Antonio”
Website: www.relayforlife.org/northeastsanantoniotx

Relay For Life of Northeast San Antonio

« ROUND UP CANCER »

May 14th, 2010
Blossom Athletic Center