



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

What is Relay For Life?

Relay For Life is the American Cancer Society's signature event, taking place across the nation and in countries around the globe. In fact, it's the largest annual not-for-profit fundraising event in the world! It brings together 3.5 million people to:

Celebrate the lives of those who have battled cancer. It is the strength of cancer survivors that inspires us to continue the fight.

Remember loved ones lost to the disease. At Relay, those who have walked alongside those battling cancer can grieve and find healing.

Fight back against a disease that takes too much. We make a commitment to save a life by taking up the fight

The event began in 1985 in Tacoma, Washington when Dr. Gordon Klatt walked for 24 hours to raise money for the American Cancer Society. Since then, Relay For Life events have raised \$2.5 billion to support programs aimed at eliminating cancer and supporting those affected by the disease. California Division's Relay For Life has made significant contributions to the fight against cancer since its inception. In 2007, the California Division had 303 Relays and raised \$33.3 million for the fight against cancer. In 2008, Relay For Life will take place in 313 communities and will raise an estimated \$36.5 million in California.

How Relay Works:

Friends, family, coworkers and neighbors come together to form a Relay team, which collects donations leading up to the event. On Relay Day, team members take turns walking around the track during the 24 hours of Relay, making sure that someone is on the track at all times. Why 24 hours? We are asking you to give a day out of your life for those who may not have another. There are similarities between the Relay For Life and a cancer patient's experience: It may get really hot during the day, and you may feel like quitting, but you keep on walking. It may get windy and cold at night – it might even rain. But you press on through the darkest hours knowing that the sun will come up and it will be a new day.

Each Relay For Life starts with the Survivors' Lap, during which cancer survivors from the community walk the first lap around the track to celebrate their victories and thank their caregivers while others cheer them on. At dusk, luminaria bags are lit, and remain lit throughout the night to create a path of hope. They are decorated to remember those lost to cancer and again honor caretakers and those that have survived the disease. The luminaria ceremony is a time for reflection, grieving and hope. These two inspiring and reflective ceremonies are followed by the Fight Back Ceremony, in which attendees literally and figuratively take up a flag against cancer and pledge to fight back against the disease.

Relay For Life is also an opportunity to deliver life-saving prevention and detection messages to participants.

Visit www.RelayForLife.org



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

The Mission of the American Cancer Society:

Founded in 1913, 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.

Vision 2015 – A Sense of Urgency:

The American Cancer Society is making tremendous progress in the fight against cancer, but there is still a long road ahead. Your involvement with the American Cancer Society is helping save lives and improve the quality of life for cancer patients and their families. The Society has ambitious goals for the next ten years and we need your help. By the year 2015, the Society aims to: double the number of lives saved from cancer; reduce the incidence of cancer by 25 percent and improve the quality of life of cancer patients and their families. Relay is a powerful vehicle communities can use to support the Society's mission to fight back against cancer!

The Mission of the American Cancer Society 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.

The Lifesaving Impact of Relay For Life:

Relay For Life is making a significant impact on the American Cancer Society's ability to meet our goal of eliminating cancer. Last year in California:

- Thousands of volunteers took part in 303 Relay For Life events across the state.
- Those volunteers recruited the more than 180,000 participants who heard the life saving messages of the American Cancer Society.
- 33,385 survivors were honored at Relay For Life activities.
- Relay For Life raised more than \$33.3 million dollars for the fight against cancer.

Cancer In Our Community:

Cancer can affect anyone, regardless of age, gender, ethnicity or economic background:

- One out of two men and one out of three women will be diagnosed with cancer.
- In 2007, more than 1.4 million people nationwide will be newly diagnosed with cancer.
- In 2007, more than 133 thousand people in California will be newly diagnosed with cancer.
- There are approximately 10.5 million cancer survivors living in the United States.
- Practicing good nutrition habits, not using tobacco products and being physically active can prevent two thirds of cancer deaths.

Visit www.RelayForLife.org



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Where the Money Goes:

Funds raised by the American Cancer Society Relay For Life support the organization's programs, which focus on four distinct areas: research, education, advocacy and service.

Research

The American Cancer Society was involved in many of the major cancer research breakthroughs of the last 90 years, including identifying smoking as cause of lung cancer, mammography screening for breast cancer and the PSA test for prostate cancer screening. Currently, the Society is recruiting a diverse group of approximately 500,000 adults from across the nation for its third Cancer Prevention Study (CPS-3). CPS-3 works to better understand the lifestyle, environmental and genetic factors that cause or prevent cancer and ultimately help eliminate the disease as a major health concern for future generations. Enrollment is only available at select Relay For Life events across the nation. In 2008, enrollment will be held at 19 Relay For Life sites in California.

The California Division of the American Cancer Society has invested \$55 million in research in California. Nationwide, since 1946, the Society has funded nearly \$3 billion in research. By investing about \$130 million in research each year, the American Cancer Society dedicates more money to cancer research than any other private, not-for-profit, non-government organization in the United States. We have funded 42 researchers who later went on to be awarded the Nobel Prize.

Education

Following American Cancer Society's wellness and cancer-detection guidelines can save your life or the lives of people you love. The American Cancer Society provides materials and educational programs on early detection and prevention of cancer to a variety of high-impact constituents in the community, including employers, schools, churches, local government, hospitals and community service groups.

Advocacy

We fight for life-saving policy to increase federal research funding, reduce tobacco use, promote early detection of cancers, improve access to care and support cancer patients. The American Cancer Society has advocated the passage of legislation that has had a positive impact on controlling cancer. For example, lung cancer rates in the California have declined over the past several years thanks to several tobacco control initiatives.

Service

Patient and family support services such as Look Good... Feel Better, Reach to Recovery and Road to Recovery help people with cancer during and after treatment. Anyone, anywhere can access cancer information and support 24 hours a day, seven days a week at 1.800.ACS.2345 or at www.cancer.org.

Visit www.RelayForLife.org



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Getting Results:

American Cancer Society funded research, prevention and early detection programs are helping more people survive cancer than ever before in history:

- In 1946, one out of four cancer patients survived more than five years; today, two out of three patients are alive five years after diagnosis.
- More than 75,000 patients and survivors in California received American Cancer Society information and services or attended survivor events.
- Society Cancer Information specialists staffing the 24/7 toll free number answered more than 101,000 calls from across California seeking free support and information.
- Almost 8,500 people in California received transportation assistance for treatment appointments, for a total of almost 290,000 rides.

Visit www.RelayForLife.org