



AMERICAN CANCER SOCIETY RELAY FOR LIFE

**Celebrate.**

**Remember.**

**Fight Back.**

## Relay For Life 2008

### The Time and Place:

Relay For Life takes place on Friday, May 9, and Saturday, May 10, 2008

Gwinnett County Fairgrounds, 2405 Sugarloaf Parkway, Lawrenceville, GA 30045

Teams begin campsite set up and tent decorating at 9:00 a.m.

The Survivor Reception: 4:30 p.m., Survivor/Caregiver Celebration Lap: at 7:00 p.m.,

Luminary Ceremony: 10:00 p.m., Car Raffle drawing 12:00 a.m., Closing Ceremonies at 9:00 a.m.

### The Purpose:

Relay For Life is a unique, fun way to raise money for the American Cancer Society while celebrating cancer survivors, and increasing cancer awareness in the Gwinnett community.

### The Event:

Relay For Life is an overnight team event that provides a way for communities to take up the fight against cancer. Teams are formed through businesses, schools, churches, neighborhoods and civic organizations. Members of teams take turns walking the track throughout the night and into the morning to symbolize that cancer does not sleep and that our community will not rest until a cure is discovered. Teams are often formed to rally around a family member, friend, or co-worker who is fighting or has lost their battle with cancer.

### The Fundraising:

Each team member pays a registration fee of \$10 and is asked to raise a minimum of \$100 in donations to support the American Cancer Society's programs of research, cancer control, advocacy, and patient services. The website, [www.gwinnettrelayforlife.org](http://www.gwinnettrelayforlife.org) provides great fundraising ideas. In addition, the website makes it easy to raise funds online by sending emails to your friends and families. A Fundraising Fair and Relay For Life Expo will be held in February, 2008 to assist team captains with fundraising ideas. Corporate sponsorships are available for businesses to show their community support by helping to underwrite costs and to lead the way in encouraging community participation.

### The Impact:

Relay For Life is the signature activity of the American Cancer Society, and is held in every state in the nation, as well as worldwide. In 2007, Relay For Life raised approximately \$405 million nationwide, with more than 4,800 events. In 1999, Relay For Life of Gwinnett was the first Relay in the world to raise more than \$1 million and in 2001 was the first to raise over \$2 million. In 2007, Gwinnett's Relay For Life raised over \$2.5 million. The Gwinnett community is serious about taking up the fight against cancer!

### The Fun:

Each team is assigned a campsite. Teams actually campout overnight and participate in a variety of activities while waiting their turn to walk the track. From line dancing and live bands to scavenger hunts, we have something for everyone. With awards given for the Best Decorated Campsite, the Best Team Spirit, Crazy Hat contest and more—there is fun competition for all!

### The Healing:

It has been said that Relay For Life is one huge support group for cancer survivors and caregivers. The opening Relay lap is led by cancer survivors and their caregivers. These individuals are cheered on by hundreds of Relay teams who line the track to applaud the survivors and caregivers in celebration of their lives. Later, at 10:00 p.m., a Luminary Ceremony is held. The bagged votives, which are sold prior to the event in honor and in memory of those touched by cancer, burn throughout the night and serve as a reminder to all participants of the reason for the event. The American Cancer Society's 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.