

NEWS

from the American Cancer Society

FOR IMMEDIATE RELEASE

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MEDIA ALERT

RELAY FOR LIFE UNITES COMMUNITY TO FINISH THE FIGHT AGAINST CANCER

Hundreds of participants will come together on Saturday, August 1 at Waneka Lake in **Lafayette** to honor cancer survivors, their caregivers, and to pay tribute to those for whom the cure did not come soon enough. The American Cancer Society **Relay For Life** event ignites team spirit among participants and works to raise funds used to save lives and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

WHO: The American Cancer Society, hundreds of volunteers, walkers, families, caregivers, cancer survivors, schools, companies, individuals, and teams.

WHAT: The American Cancer Society **Relay For Life of East Boulder County** is a celebration where people take turns walking, running or otherwise circling around a track “relay” style to raise funds to fight cancer. You don’t need to be a track star to be a winner in this race for life. The idea is to enjoy your time, dance, play games, and enjoy the presence of others all while raising money to finish the fight, and provide services to cancer patients and their families. One of the many highlights of the event is the luminaria ceremony, or candlelight vigil, held at nightfall to honor cancer survivors, caregivers, and to remember those lost to cancer.

The American Cancer Society **Relay For Life** reminds us that those lost to cancer will never be forgotten and that those who face cancer will always be supported. More than anything it makes us hopeful that one day, cancer will be eliminated for good. This event is therapy for the mind, spirit, and the heart. Since 1985, **Relay For Life** has spread to more than 6,100 communities in the U.S. and has become a worldwide movement, taking place in more than 20 countries.

WHERE: **Waneka Lake, Lafayette**

WHEN: **5K begins at 9AM**

Bark For Life begins at 10:30AM

Relay Opening Ceremony begins at 12noon

Survivor Reception begins approximately 1PM

About the American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 100th birthday in 2013, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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American Cancer Society to "Paint the Town Purple" in Celebration of Relay For Life of East Boulder County

Lafayette, CO – July, 2015 – Mayor Christine Berg will proclaim Relay For Life Week on July 21, 2015 in the City of Lafayette.

The American Cancer Society will "Paint the Town Purple" in celebration of its annual Relay For Life event on July 29th.

Businesses and residents can show their support in the fight against cancer by purchasing a purple bow to place on their doors. The bows are available for a suggested donation of \$10 and all proceeds will benefit the American Cancer Society's research, education, advocacy and patient service programs.

This year's Relay For Life of East Boulder County will be held at Waneka Lake in Lafayette

on Saturday, August,1, from 9AM to 12Midnight. The festivities will include the 2nd Annual Finish the Fight 5k fun run/walk at 9AM; A Bark For Life event with our dogs will begin at 10:30AM; Opening Ceremony starts at 12noon with the Survivor Reception immediately after the Survivor Lap to kickoff the Relay for Life event.

The American Cancer Society Relay For Life is the Society's signature fundraising event. Teams of people camp out for 12 hours, walking laps on a track, socializing, and participating in planned activities. Teams can be made up of family, friends, co-workers or community groups.

For more information on Relay For Life or to order your purple bow, please contact Lynn Wooton at lynn.wooton@cancer.org or go to **www.eastboulderrelay.com**.

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.