

Relay For Life 2011

Celebrate, Remember, Fight Back



THE FACTS

- 1 in 3 New Zealanders will be affected by cancer
- Each year approximately 20,000 people are diagnosed with cancer and around 8,000 die as a result of cancer
- The Cancer Society is a non-government organisation dedicated to reducing the incidence and impact of cancer in the community through support, information, research and health promotion
- The Cancer Society is reliant on donations and bequests to provide its services
- Relay For Life is one of the Cancer Society's key annual fundraising events
- Relay For Life was started by an oncologist in 1985 to raise funds for the American Cancer Society. It has now become the world's largest fundraising event for cancer and is held in 23 countries
- Relay For Life first began in New Zealand in 2001 and will be held in 16 locations throughout the country this year
- The new theme for Relay For Life is 'Celebrate, Remember, Fight Back':
 - **Celebrate** and acknowledge cancer survivors and the hope they bring to others
 - **Remember** loved ones lost to cancer
 - **Fight Back** against the disease that takes so much

WHAT IS RELAY FOR LIFE?

- Relay For Life is a remarkable and moving 24 hour team event to raise money for the Cancer Society
- Teams of ten or more participate in a walk / run relay, keeping a team member on the track at all times. Teams can be made up of friends, family, business and community groups
- Teams fundraise in a variety of ways and most money is collected prior to the event
- Teams stay on site in tents but people are also welcome to come and go
- Relay For Life is a great team building opportunity and a special time for families and communities to come together to celebrate, remember and fight back
- Relay For Life celebrates and honours cancer survivors by inviting them to open the Relay with a survivors' and carers' victory lap
- Those lost to cancer are remembered during a moving dusk ceremony where candles are lit and messages left in memory of loved ones
- A festive and energetic atmosphere is created with decorated tents, themed teams, free live entertainment, spot prizes, breakfast and games

KEY MESSAGES:

- Register now! Relay For Life is a community event and welcomes families, friends and business and community groups to enter teams
- Relay For Life is a chance to celebrate and acknowledge cancer survivors, remember those lost to cancer and fight back against the disease that takes so much
- By getting involved in Relay For Life you are helping the Cancer Society provide a wide range of free support services and information for people affected by cancer and are supporting vital scientific research into the causes and treatment of cancer
- If you are a cancer survivor or currently have cancer, the Cancer Society would like to invite you to get in touch and be part of the survivors opening lap followed by afternoon tea
- To find out more or to register a team visit www.relayforlife.org.nz

WHERE DOES THE MONEY RAISED GO?

The valuable funds raised by Relay For Life will help the Cancer Society to continue to provide core services including:

- Contributing \$2.5 million a year towards research into cancer causes and treatment. The Cancer Society is proud to support the work of the Auckland Cancer Society Research Centre, a world leading anti-cancer drug development laboratory which has brought eight new drugs to clinical trial to date
- Providing free support services for people affected by cancer including home visits from liaison nurses, counselling, support groups, transport to treatment, a Cancer Information Helpline, meals, accommodation for patients having to travel for treatment and information about cancer
- Health promotion initiatives to reduce the risk of certain cancers by leading policy and environmental change through partnerships and advocacy to make the places where you work, live and play healthier

WHEN & WHERE

Auckland North Shore - March 5-6

The Millennium Institute, Mairangi Bay, 4pm - 10am

Franklin - March 12-13

Pukekohe Showgrounds, 4pm - 10am

Whangarei - March 19-20

Otaika Sports Park, 12pm - 12pm

For more information please contact:
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www.relayforlife.org.nz