



Cancer Society of New Zealand
National Office

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MEDIA RELEASE

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Record-Breaking Year for the Cancer Society Relay For Life

This year's *Relay For Life* event was a record-breaker, making it the most successful year ever for the Cancer Society of New Zealand.

An unprecedented 22,000 participants took to the track for the overnight awareness, support and fundraising event, up from last year's 16,000. With teams from afar as North Cape to the Bluff participating, fifteen events were organised around the country for Relay '07.

The result of all this is the most successful year ever for the Cancer Society, with the current funds raised already breaking the \$3m barrier, up a third from last year's final total.

This year's overnight camp-out events featured entertainment, games, food and music, as people took turns walking or running laps. Relay For Life's growing popularity is thought to be down to its supportive and inclusive atmosphere. Dalton Kelly, Chief Executive for the Cancer Society of New Zealand, says:

"Relay For Life is much more than a fundraising event, it's about celebrating cancer survivors, giving hope to those facing cancer, and paying our respect to lost loved ones."

The Cancer Society would like to thank everyone who participated and helped to raise funds during Relay'07. The money will help to fund vital research into cancer, enable the organisation to continue to offer its free support services to people affected by cancer and their families, and to promote healthier lifestyles.

The Cancer Society would also like to thank local businesses for going the extra mile to ensure Relay'07 was a success. Mr Kelly adds:

"Without our participants, volunteers and sponsors, an event on such a scale would not be possible. Thank you to everyone for getting involved, and we hope to see even more faces next year!"

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The donations from the event are essential, as the Cancer Society relies on public donations for its work.

The Cancer Society of New Zealand is the leading organisation dedicated to reducing the incidence of cancer and ensuring the best cancer care for everyone in New Zealand.

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Media Enquiries:

For more information, please contact Dalton Kelly, Chief Executive for the Cancer Society of New Zealand, on DDI: 04 494 7273, or email dalton.kelly@cancer.org.nz.