



American Cancer Society
Fact Sheet

Relay For Life of Middleton-Cross Plains-Wisconsin Heights

What: The American Cancer Society's Relay For Life is a unique celebration of life in honor and in memory of those whose lives have been touched by cancer. Relay For Life involves teams of 8-15 people who take turns walking or running around a track all night long. A party-like atmosphere prevails as team members camp out on the surrounding grounds for the duration of the event to enjoy music, food, fun, entertainment and activities while building camaraderie with fellow teammates and participants. Money is raised through team commitment fees and an individual goal of \$100 in donations secured from family, friends, companies or corporations.

When: **June 27th-28th , 2008 Friday 6:00pm - Saturday, 9:00 am**
Visit your event website:
www.events.cancer.org/rflmiddletonwi

Teams are encouraged to have a team member walking throughout the entire event. The tradition of beginning in daylight, continuing through the darkness, and celebrating the morning light is symbolic of the struggle that every cancer survivor must go through - going about our daily lives, then hearing the words "you have cancer", struggling through everything that diagnosis entails, and finally celebrating having fought this disease and won.

Where: **Wisconsin Heights High School**

Who: Everyone is welcome! Athletes and non-athletes join teams of individuals representing clubs, corporations, organizations, neighborhoods and families at this fun, community-oriented event.

History: Relay For Life was the idea of Gordon Klatt, M.D. In 1985, Dr. Klatt ran and walked for 24 hours on a track in Tacoma, Washington, traveling about 81 miles and raising \$27,000 for the American Cancer Society. From there, Relay For Life was born and is now held nationwide. Twenty-one million was raised at 389 American Cancer Society Relay For Life events held in the Midwest Division in 2001-2002.

Why: The money raised helps support American Cancer Society research, education, advocacy and patient service efforts - locally, statewide and nationally.

Benefits: Great community exposure. The opportunity to be a community leader. A terrific group outing. Raise money for a good cause.

Highlights

Survivor Lap: Cancer survivors from around the community are invited to take a victory lap and be cheered on by fellow participants. This is a true celebration of their courageous battle.

Luminaria

Ceremony: This candlelight ceremony pays tribute to those who have been affected by cancer. Luminarias burn in honor those who have survived their battle with cancer, those still fighting, and in memory of those who have courageously battled this disease, but lost. The luminarias are kept burning throughout the night representing the healing power of community and the importance of funding to find a cure.