



American Cancer Society Relay For Life What Does Your Dollar Do?

The American Cancer Society Relay For Life movement is the world's largest fundraising event to end cancer, uniting communities across the globe to finish the fight. Dollars raised by more than four million Relay participants in 24 countries help the American Cancer Society save lives by supporting education and prevention efforts, funding groundbreaking cancer research, and providing free information and services for people with cancer who need them. **Here are just some of the ways you're helping the Society finish the fight.**

IN 2013, WE GAVE CANCER PATIENTS MORE THAN



380,000

RIDES TO & FROM TREATMENT OR MEDICAL APPOINTMENTS.

IN 2013, WE FULFILLED NEARLY



1 MILLION REQUESTS FOR CANCER INFORMATION

VIA THE PHONE, EMAIL, AND ONLINE CHATS.

IN 2013, WE SAVED PATIENTS MORE THAN




\$38 MILLION IN LODGING COSTS BY PROVIDING A FREE PLACE TO STAY when they had to travel for treatment.


IN 2013, WE GRANTED **\$31.8 MILLION** TO THE AMERICAN CANCER SOCIETY CANCER ACTION NETWORK

TO ENSURE LAWMAKERS MAKE CANCER A TOP NATIONAL PRIORITY.




WE'VE MARKED A **20% DECLINE** IN CANCER DEATH RATES SINCE 1991.

THAT MEANS MORE THAN



1.3 MILLION LIVES SAVED.



SINCE 1946, WE'VE INVESTED MORE THAN

\$4 BILLION IN CANCER RESEARCH

that has helped confirm the link between cigarette smoking and lung cancer, establish the link between obesity and multiple cancers, and develop drugs to treat leukemia and advanced breast cancer, among many other breakthroughs.

OUR WORK HAS CONTRIBUTED TO A **50% DROP** IN SMOKING



SINCE 1965, WHICH IN TURN HAS LED TO AN AN OVERALL DROP IN LUNG CANCER DEATH RATES.

EVERY YEAR, MORE THAN **4 MILLION PEOPLE** COME TOGETHER AT RELAY FOR LIFE EVENTS AROUND THE WORLD TO SUPPORT THE



AMERICAN CANCER SOCIETY AND HELP FINISH THE FIGHT AGAINST CANCER!

IN 2013, WE HELPED MORE THAN **45 MILLION VISITORS** TO OUR WEB SITE, **CANCER.ORG**,



GET THE CANCER INFORMATION AND SUPPORT THEY NEEDED.

What is Relay For Life?

Celebrate life
Honor survivors
Inspire
community
help
remember

Relay For Life is an exciting local activity driven by teams from all walks of life who raise funds, both individually and as a group, in many unique and fun activities both prior to and during Relay. The culmination of Relay is an overnight event where teams come together, decorate their campsites with a theme and celebrate. **We celebrate life, survivors and hope.** At the event there are activities that energize the night as scores of people walk the track continuously during the night because "cancer never sleeps."

Relay is a time of celebration where the entire community joins together to show their support for survivors and the fight against cancer while enjoying activities, entertainment, camaraderie, and food. At every Relay, new friends are made, old friends are hugged, and hearts are touched by the magic that is Relay. It is an event like no other.



How did Relay For Life start?

Our Signature Activity began in 1985 by Dr. Gordy Klatt in Tacoma, Washington who walked around a track for 24 hours and raised \$27,000. Since then Relay For Life has grown into a spectacular annual event held in 19 countries, on 6 continents, and over 4,700 communities. Today Relay For Life is the largest nonprofit fundraising activity in the world with over 2.25 million participants. While each community's Relay For Life is unique, its greater power lies in the synergy created by all the Relays taking place worldwide.

How does Relay For Life recognize Survivors?

The most inspiring moments of a Relay For Life evening center around the survivors who are our honored guests. Relay begins with the Survivor's Victory Lap where they are cheered as they walk around the track. They are recognized in their own community and honored for their strength and perseverance. Their courage helps the community see that cancer survivorship is real – that we *are* making progress in the fight against cancer.

What is the Luminaria Ceremony?

When the sun goes down, hundreds of luminaria – candle lit paper bags - light the way under the stars to remember those lost to cancer, those who are currently battling it, and those who have fought cancer and won. As everyone walks the track in silence there is the time to reflect on dedicating ourselves to finding a cure. The luminaria that light up the night symbolize the hope with which we all continue to fight.



Is Relay For Life *only* about fundraising?

No. Relay connects you to the support your American Cancer Society provides both nationally and locally. Through Relay, you will become more knowledgeable about cancer prevention and early detection. You will also learn more about the services available for cancer patients and their families as well as opportunities to become more involved.

By 2015, the American Cancer Society aims to prevent close to five million deaths from cancer, avoid six million new cancer diagnoses and measurably improve the quality of life for those with the disease. Your support is bringing us closer to realizing these challenging goals.