

## February News

2012 Theme: "B" The Change  
Goal: \$30,000  
[RelayForLife.org/Bluffton](http://RelayForLife.org/Bluffton)

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

## Relay For Life of Bluffton

June 22-23, 2012

at Bluffton University's  
Dwight Salzman Stadium  
Opening Ceremony at 6pm  
Closing Ceremony at Noon



# RELAY★REVIEW

A NEWSLETTER FOR OUR RELAY FOR LIFE SUPPORTERS

## Why we Relay for 18 hours...

Because families and friends, not individuals, fight cancer together, Relay is a team event. During our 18 hours of Relay, one member of the team must be circling the track at all times. The format of the event, therefore, is unique in that it parallels the successful fight of a cancer survivor and his/her family and friends.

The Relay begins with an exciting ceremonial lap. The anticipation of the weekend and the completion of a successful day at home or work set a comforting tone, similar to the stable, happy life of a pre-cancer patient. As the sun sets, the diagnosis of cancer is made. The darkness brings about the emotions of fear and uncertainty about the future. Walking the track becomes more difficult without the aid of light. At 9:00 P.M., a candle lighting ceremony is held to honor and remember past, current, and future "warriors" against cancer.

The word may be "HOPE" spelled out in candlelight in the bleachers.

This is symbolic of the cancer patient's everlasting hope for recovery and the human race's hope for a cure for this devastating illness. Throughout the night, the ups and downs of the battle with cancer are experienced. A snack run at midnight brings excitement and full tummies, but the chill of the 3:00 AM hour reminds us of the physical ailments and emotional deterioration of those battling cancer. As the Saturday sun begins to rise and people awake, just as a cancer patient sees the light at the end of the tunnel and knows that his perseverance through the night has not been vain.

As the day moves forward, the fun is aplenty, but the exhaustive fatigue of exercise, anxiety, and lack of sleep begins to take its toll. It is at this time that the cancer patient relies on emotional "inner strength" rather than physical strength to continue circling the track on the road to recovery. The support of team members becomes critical as the day wanes.

The team presses onward to complete the remaining hours, and finally, the event comes to a close with the Celebration Ceremony. The track is cleared, prizes are awarded, and people head for home, taking with them the experiences of the journey, while looking forward to a good night's sleep. The triumphant cancer patient also looks forward— to the gift of continued life.

Surely you can give 18-24 hours of your life to help conquer cancer. Remember, **cancer never sleeps!**



## Upcoming Activities / Fundraising Events

With each newsletter, we will do our best to highlight exciting activities that we have coming up as well as team fundraisers that are coming up soon. We hope you'll consider stopping by and supporting us!

### Toledo Walleye Hockey Game – February 11<sup>th</sup> at 7:00pm

- Relay For Life night at a Toledo Walleye Hockey game!
- Tickets are \$20 each, and \$7 from each ticket is donated back to the American Cancer Society. To purchase tickets visit [www.ToledoWalleye.com/Relay](http://www.ToledoWalleye.com/Relay)
- If you're on a team or want to support one of our teams, don't forget to write their team name in the space provided on the order form.

### Bingo Night, - hosted by Team Village Cut & Curl, March 2<sup>nd</sup> from 6pm – 9pm

- Location: Bluffton Middle School
- Doors open at 5pm
- During bingo, food will be available and you will have the opportunity to win door prizes!
- For information, contact: Lynda best at 419.358.5858 or 419.358.7593. You can also contact Jeanie Ream at 419.358.7613.

If your team is planning a fundraiser, or if your business would like to host a fundraising event in support of our Relay For Life, please let us know. We will place your information here for everyone to see.

## Don't forget... Sign your team up today!

Visit us online at [www.RelayForLife.org/Bluffton](http://www.RelayForLife.org/Bluffton) and sign up today. We ask all participants who start or join a team to pay a \$10 Commitment fee and then set an individual fundraising goal. We also offer incentive prizes to help motivate your fundraising. To start, any individual who raised \$100 prior to **May 11<sup>th</sup>** will receive a free 2012 Relay For Life t-shirt!

## Join our Planning Committee

Every good event has the tremendous support of a great planning committee. We are fortunate to have dedicated individuals who are willing to work behind the scenes to help make each year better.

We're looking for volunteers to join us, and we have a number of great areas you could help. Whether your interest is in recruiting or mentoring our Relay teams, the logistics of setting up our event, being a part of our Luminaria program, entertainment, sponsorship or helping with our Survivorship activities (including recognition and celebration) – we have a place for you. Call or email us today!

[www.RelayForLife.org/Bluffton](http://www.RelayForLife.org/Bluffton)

## 2012 Calendar

### Upcoming Meetings:

February 2, 2012  
March 1, 2012  
April 5, 2012  
May 3, 2012  
June 7, 2012  
June 19, 2012

All meetings take place on the 3<sup>rd</sup> Floor of the Town Hall Building.

Committee Meeting  
from 6:30pm – 7:00pm

Team Rally  
From 7:00pm – 8:00pm

### **TSHIRT DEADLINE:** May 11<sup>th</sup>

\* Teams and participants must be registered, have paid their \$10 Commitment Fee and raised their \$100 by this date to qualify for our Relay For Life shirt.

RelayForLife.org/Bluffton

# February Challenge!

Our goal is to recruit as many teams as possible this year. So, starting immediately – we are instituting a new February Challenge. EVERY team registered by February 29<sup>th</sup>, has paid their \$10 commitment fee per person, plus raised an additional \$25 per person – will receive a ticket for a Relay For Life prize package!

## BONUS

- As an extra incentive, a ticket will be awarded for EACH team member who registers, pays their commitment fee and raised their additional \$25!
- This means, the more you recruit and fundraise before the 29<sup>th</sup> the more tickets you will receive for the basket.

## TIPS

- Sign your team up online... it's quick and easy
- Send emails through our Relay website. Messages come pre-written, so all you need to do is upload your contacts – pick a message and send.
- Incorporate our Club 15 Challenge below... it will help!

Let's see how many teams we can get signed up before our next meeting on March 1<sup>st</sup>. Good luck!

[www.RelayForLife.org/Bluffton](http://www.RelayForLife.org/Bluffton)



Recruit. Grow. Fundraise.

## *Will you take our Club 15 Challenge?*

Club 15 is an opportunity to challenge yourself to grow your team, encourage everyone to fundraise, reducing the number of team members who do not raise money. Teams achieving "Club 15" Status will be awarded at our closing ceremony. We're planning an

additional recognition incentive for teams during our Relay event, and these details will be available when they're finalized. Check out the benchmarks below and challenge yourself today!

What you need to achieve Club 15 status:

- Recruit a minimum of 15 team members who register (preferably online), and pay their \$10 commitment fee.
  - o Note: sponsorship levels that include waived commitment fees will have this waived fee credited to teams who are associated with or recruit an event sponsor.
- Recruit (1) survivor to join your team. Statistically, teams with a registered survivor on their team raise approximately 117% more than teams with no survivors.
- Team must raise a minimum of \$1,000 with each participant raising at least \$100 each by end of event.

**Attend our March 11<sup>th</sup> meeting for more information on this new challenge**

**stay well | get well | find cures | fight back | cancer.org | 1.800.227.2345**

## A Special Thank You to our 2012 Sponsors (to date)

If you or someone you know would like to sponsor this year's event – you can download a copy of our Sponsorship Packet online at [www.RelayForLife.org/Bluffton](http://www.RelayForLife.org/Bluffton) or by calling us at 888.227.6446 Ext 5207 or emailing our local staff partner at [adam.blevins@cancer.org](mailto:adam.blevins@cancer.org).

### Bronze Sponsors

Bluffton University

### Buckeye Sponsors

Bluffton Lion's Club  
Shannon Theatre / Shirley's Gourmet Popcorn Co.

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## American Cancer Society's *Relay For Life of Bluffton*

June 22-23, 2012  
at Bluffton University's  
Dwight Salzman Stadium  
Opening Ceremony at 6pm on the 22<sup>rd</sup>  
Closing Ceremony at Noon on the 23<sup>rd</sup>

### 2012 Interest Form:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City / State / Zip: \_\_\_\_\_

Are you a Survivor?  Yes  No If yes, want to attend our Survivor Activities?  Yes  No

### Interested in:

Sponsoring Event  Joining Committee  Joining a Team  Starting a Team

Purchase a Luminaria (\$10 donation each)

In Honor of: \_\_\_\_\_

In Memory of: \_\_\_\_\_

*Include additional names on separate sheet of paper*

### Return This Form To:

American Cancer Society  
c/o Relay For Life of Bluffton  
740 Commerce Drive, Suite B  
Perrysburg, Ohio 43551