



PURPLE POWER

April 2005

A Newsletter for our Relay Supporters

Message from one of your Naples 2005 Relay For Life Vice Chairs

My involvement with Relay For Life began through my employer's sponsorship of the event. I thought it was a worthy cause and I was happy to volunteer my time for this community event. Since then, a number of factors have changed the reason I Relay.

As we all know, cancer affects far too many families. I learned this firsthand soon after my involvement with Relay For Life. My father-in-law and grandmother were both diagnosed with cancer and eventually succumbed to this terrible disease. Recently, my brother-in-law, John Reeder, Jr., passed away from Leukemia, a form of bone cancer. Therefore, the American Cancer Society's "Relay For Life" has taken on a more personal commitment for me.

This is a common bond between many "Relay" supporters, volunteers and participants. We all know families, friends, relatives, co-workers and fellow volunteers who have been affected by cancer. Through research, education, advocacy and services provided by the American Cancer Society, we all can help reduce the number of persons affected by cancer.

Why do I Relay? **For a CURE**, so that my children will not have to worry about their families, friends, relatives, co-workers and volunteers being effected by cancer.

- Dave

*"The American Cancer Society's Relay For Life represents the **hope** that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day, cancer will be eliminated."*

Spirit Sticks

Team Captains – if you don't have your "official issue" Spirit Stick yet, you can pick one up at the American Cancer Society office. Remember, you can add to it, on it, or in it, but you can't take away from it! Random showcasing of Spirit Sticks will be done during prime time on stage Friday night. Judging will take place on stage Saturday morning, so be sure to keep your team's Spirit Stick on the track at all times. You never know when the judges will be checking your "spirit" and awarding Spirit Chips!



The Big Kahuna's "Spirit Stick" (example)



In This Issue...

Page 2
Calendar of Events
2005 Relay Goals
Relay Fundraisers
Onsite Fundraisers
Purple Bracelets

Page 3
Spirit Stick Challenge
and February's Winner

Page 4
Win/Win
Incentive Prizes
For the "Over 40"
Punch 'n Learn
What is a Spirit Chip?

Page 5
New this year!
Campsite Selection
Campsite Set-up/Tear Down
Why I Walk

Page 6
A Survivor is...
Non-smoking Ads
How to Find out More
Survivor Kick-off Party
The Cancer Action Network

Page 7
Survivor Registration Form

Page 8
Thank You Sponsors!

Page 9
Parking
Campsite Judging
Relay Rules
Sunshine Signs
Event Agenda

Page 10
Why Do You Walk?



PURPLE POWER

**Don't miss these fundraisers!
Support your fellow Relayers!**

Mark Your Calendar for 2005 Naples "Relay In Paradise"

April 13, 2005 • 9 AM-6 PM
Bank Day
American Cancer Society Office

April 22-23, 2005 • 6:00 PM
Relay In Paradise 2005
Gulfview Middle School

May 17, 2005 • 5:30 PM
Wrap-up Party
Moorings Presbyterian Church
*Awards, 2006 Theme and Event
Chair announced and much more!*
RSVP to Olyvia Eldridge,
oeldridge@cl-law.com or 649-3101.

Gulfshore Insurance
Golf Tournament & Silent Auction
April 17, 2005
Contact Steve DeAngelis, 352-3366
Brenda Johnstone, 354-3517
Pat Maguire, 548-1972

Collier County Tax Collector's Office
**2nd Annual "Imagine-a-Cure"
Golf Tournament**
Saturday, April 30, 2005
at Miromar Lakes Beach & Golf Club
\$10,000 Hole-in-One cash prize
Contact Sam Young at 774-8882

**Onsite Fundraising at Relay
Medical & Sports Rehabilitation Center**
\$1.00 per minute chair massage

Time Warner Cablevision
BBQ dinners, sandwiches and drinks
Chances for gift baskets and a quilt
Baked goods and glow-in-the-dark jewelry

Kevin Lawhon Agency
Team member, Eric Spencer will be a true 'Relayer',
walking the track himself for the entire 18 hours!

HMAniacs, Inc.
BBQ pork sandwiches, soda, homemade sweets
Fishing game with prizes for children
Chance drawing for big stuffed AFLAC duck
Saturday morning coffee, tea, hot chocolate and pastries

Teams fundraising at Relay should contact Olyvia Eldridge
(oeldridge@cl-law.com) ASAP to include the
fundraiser in the Event Program.

Purple Bracelets



It's been hard to keep enough purple HOPE bracelets available for the huge demand. As of this printing, another 4,000 bracelets have arrived, and are ready for teams to purchase (40 bracelets for \$20) and have available for donation. Call Jim Eldridge at 777-4541 to pick-up your pre-order/s, or to order more. They won't last long!



GOAL

\$528,000 in the "Bank"
650 Survivors Registered
95 Teams Registered

TODAY

\$258,000 in the "Bank"
189 Survivors Registered
80 Teams Registered

LOST & FOUND

Mary Lou Andrews,
Team Captain of
Pelican Marsh
Elementary School,
located the hidden
Spirit Stick in
February's Newsletter.

Mary Lou's great
sleuthing skills earned
her team Spirit Chips.

Will your team be the
next to earn some
extra Spirit Chips?

Can you find the Spirit Stick?

The first member of a **registered** team
who contacts Olyvia Eldridge and
correctly identifies the location of the
hidden Spirit Stick somewhere within this
newsletter, wins 2 Spirit Chips!

Call Olyvia at 649-3101 or
e-mail oeldridge@cl-law.com



Association Documents
Spec Books
Community Newsletters
Property Flyers

Blue works for builders, developers and
Real Estate professionals.
Call us today!



Blue Digital Resource, Inc.
239-495-2679
www.bluedigitalimage.com

Black & White Copies
Color Copies
Binding



PURPLE POWER

WIN/WIN

Win #1: Register for Relay 2006 at Command Central only on Saturday morning from 10:30-11:30 and save money on your Commitment Fee, **AND**

Win #2: Re-reserve your existing campsite for 2006, or select any new (available) site.

Incentive Prizes

Team members with fundraising of \$250 minimum (and upward increments) can order matching level incentive prizes. Teams that elect to pool their funds are also eligible. For a complete list of prizes and rules, please contact your Team Captain or the ACS office, or website.

Note: The cost of incentive prizes comes out of the dollars raised for Relay. When you order an incentive prize, it directly reduces the amount of money available for research, preventive care and cancer patient services.



Get the Cure!—

for the “Over-40” Crowd

This activity can earn your team Spirit Chips, but more importantly, could save your life! Dr. Anthony Vernava, III, from Cleveland Clinic will present a brief Colon Cancer program at 10:30 PM in the Hospitality Tent. Fact: Colon cancer is the #1 cancer killer. Teams should invite their “over 40” team members, family and friends to attend this presentation.

Team Captains can pick up ‘tickets’ for the **Get the Cure!** presentation at Command Central, and personalize them with the team’s name. Teams will earn a Spirit Chip for every person attending as their ticketed guest. ‘Tickets’ are free; you can’t set a price on saving a life!

Punch ‘n Learn

To learn more about cancer research, prevention, patient services offered, and much more, you can pick up a card from Command Central and visit pre-registered team campsites. For each participating team campsite that you visit, your card will be ‘punched’ and you will ‘learn’ their selected topic. Fully punched cards can be turned in to Command Central for...you got it...another Spirit Chip and a very special pin!

Question #1: What is a ‘Spirit Chip’?

A Spirit Chip is a token given to teams for doing something good: attending meetings and functions prior to Relay, recruiting a new team, turning in money on Bank Days, donating blood, helping the Event Committee with set-up, clean-up, etc., getting people in the *Relay For Paradise spirit* at Relay, participating in special cancer educational programs, and the list goes on and on.

Question #2: What do you do with ‘Spirit Chips’?

At Relay, Team Captains turn in their Spirit Chips to Command Central throughout the event. The final deadline to turn in all chips is at 11 AM on Saturday. The team with the most Spirit Chips will be assigned the coveted trackside campsite, #1A, for next year’s Relay.

Last year’s Spirit Chip winner, the Lely High School team, is already planning to have their mail sent to #1A again for Relay 2006, so anyone who thinks otherwise better get to work on collecting Spirit Chips for the big upset!

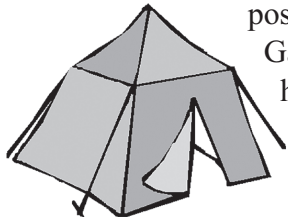
NEW THIS YEAR!



Every time a Team Captain turns in a minimum of \$200 to Accounting during the Event, their team will earn a Spirit Chip. Not only is this a great way to earn extra Spirit Chips for the #1 campsite location, but it would be a tremendous help to the accounting folks to stay busy throughout the event, rather than be slammed all at one time Saturday morning.

Campsite Selection

If your team has not yet selected a campsite, please contact Jim Eldridge at jleldridge@aol.com to reserve yours today. Sites are available on a first come basis. Registered teams without a reserved site prior to the event, will be assigned one at random. A final list of teams with their assigned site numbers will be



posted at Relay at both the Main Gate and Command Central to help team members and the public locate your team.

Campsite Set-up and Tear-down

Teams will be allowed to drive onto the track only (please – no vehicles on the field!) for unloading and setting up campsites beginning Friday morning. **ALL VEHICLES** must be off the track by **4:30 PM**; **NO EXCEPTIONS**.

Relay is an 18 hour event – please be respectful to our Survivors and Caregivers and do not break down your campsite until the end of the event.

Vehicles will be allowed back on the track for loading at **12:15 PM**, immediately following the Closing Ceremonies. When leaving your campsite, it is your responsibility to leave the area clean. Teams should remove all items, other than rented tents, chairs, tables or other equipment. The committee has enough work to do at the end of the event without having to pick up after teams. Trash cans are placed conveniently for everyone to tidy up campsite areas with minimum effort. Your assistance is appreciated.



Why I Walk

There's a new angel in heaven today
Her voucher's in her hand
Why she had to go through this
Is hard to understand.

She doesn't have her wings yet
She says that takes awhile
When I learned about her dreams of death
I had to stop and smile.

She won't have to drive the bus
She learned that in her dreams
The bus that will transport her
To the pearly gates, it seems.

Cancer invaded her body
And valiantly she fought
We'd hoped it would all be worth it,
But it turned out it was not.

We're grateful for the time we had
And the laughter that we shared
We knew how much she loved us
And she knew how much we cared.

Her life is one of many
Cancer took away from me
And it is in their memory
I walk this walk, you see.

-Denise Rupert



A Survivor is...

Have you recently been diagnosed with cancer?
Are you currently undergoing treatment?
Are you in remission?
Was cancer something you had years ago?
Was it “just a little skin cancer,” or something much more?

If you answered “Yes” to any or all of these questions,

YOU ARE A SURVIVOR.



*“From the moment of diagnosis
through the balance of life,
you are a cancer Survivor.”*

Please let us celebrate your life. Sign up as a Survivor for Relay, and be recognized for your courageous battle against this terrible disease. Please allow us to honor you and your fight!

**We shouldn't have to run
non-smoking ads on the
cartoon channel.**



Think about it. Today, 2,000 kids will become regular smokers. And almost 700 of them will die early because of it. Tomorrow, another 2,000. And it goes on. For decades, the tobacco companies have marketed their deadly products to our children, deceived consumers about the harm their products cause, and failed to take any meaningful action to make their products less harmful or addictive. Right now, Congress has an historic opportunity to take action. Log on to www.acscan.org/fda and tell your Member of Congress to co-sponsor HR 4433, legislation that would give the Food and Drug Administration the authority to regulate tobacco products and advertising.

Information Please?

There are 3 easy ways to find out more about cancer prevention, cancer education, or the many services offered for cancer patients:

1. Call your American Cancer Society office at 1-800-ACS-2345
2. Call your local American Cancer Society at 239-261-0337 (x112 or x118)
3. Log on to your American Cancer Society's website at www.cancer.org

Survivor Kick-off Party

Survivors and their Caregivers who attended the Survivor Kick-off Party (emphasis on “party”) left the evening feeling as they should — *special!* Compliments to Karen Mullins and Ilene Bienenfeld for all their work that made the evening so special.

The Cancer Action Network

The Cancer Action Network is a non-profit organization created as a vehicle for cancer advocacy work. The American Cancer Society cannot lobby politicians or take other direct stands against political issues facing legislation; the Cancer Action Network can, and does. For a minimum \$5 donation, you can join the Cancer Action Network, and let your voice be heard by your legislators. During Relay, teams who send people to Command Central to join this growing and powerful force, will earn 1 Spirit Chip per new member. Help your team earn extra Spirit Chips, but more importantly, help accomplish the American Cancer Society's mission through our combined voice as part of the Cancer Action Network.

Mission Statement

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy, and service.



We invite you to become part of the celebration at

Relay For Life

2005

In honor of your battle against cancer, we invite you to join us by walking the first lap of the Relay For Life. As a cancer survivor, your strength and courage are a testimony to the progress we are making in the fight against cancer. Please allow us to honor you and your caregiver, as we celebrate your survivorship!

Friday, 6 pm: Opening Ceremonies/Survivor Victory Lap
Survivor Reception immediately following
Saturday, 10 am: Celebration of Caregivers

Survivor Registration Form

Your Name: _____

Your Caregiver's Name: _____
(Please have them fill out the Caregiver Registration Form)

Your Address: _____

City: _____ State: _____ Zip: _____

Phone (H): _____ (W): _____

Email Address: _____ Check if you want emails

T-shirt Size (Circle one) **Youth:** S M L **Adult:** S M L XL 2X 3X

Date of Birth: _____ Ethnicity: _____

Type of Cancer: _____ Date of Diagnosis (M/Y): _____

Sex: Male Female

Are you registered with the American Cancer Society's Patient Services Center? Yes No

If you are within three years of diagnosis, may our Patient Services Center call you with information? Yes No

Waiver: In consideration of being permitted to participate in Relay For Life, I hereby for myself, my heirs, and personal representative assume any and all risks which might be associated with the event, and I further waive, release discharge and covenant not to sue the American Cancer Society, its officers, members, sponsors, organizers or other representatives, or successors and assigns, for any injuries or damages of any kind whatsoever suffered as a result of taking part in the event and related activities.

Signature: _____ Date: _____ Parent Signature (if under 18): _____

Please check here if you would like to become involved with Relay For Life as a volunteer.

Survivorship Sponsor



I plan to attend the following Relay For Life location(s):

- Bonita Springs/Estero
March 18-19, 2005
- Golden Gate
April 8-9, 2005
- Marco Island
April 15-16, 2005
- Naples, Gulfview Middle School
April 22-23, 2005

Return this registration form to:

American Cancer Society, Collier Unit
990 First Avenue South, Suite 200
Naples, FL 34102

Fax: 239-649-5571

Questions: 239-261-0337

"From the moment of diagnosis through the balance of life, we celebrate your survivorship!"



PURPLE POWER

Thank You 2005 SPONSORS

Diamond Sponsors






Lutgert Smith Leshner
INSURANCE

Gold Sponsors

Barron Collier Junior Foundation

CLEVELAND CLINIC
FLORIDA

INNOVATIVE
Flooring

Gulfshore
INSURANCE, INC.

NAPLES

Platinum Sponsors



The Family of
John Reeder, Jr.

Silver Sponsor

NCH
Healthcare System

Survivor Sponsor

Moorings Park
...in the Naples Tradition

Media Sponsors

b BEASLEY BROADCAST GROUP, INC.

h the magazine of naples

explorenaples.com

Luminaria Sponsor

ckB
CARDILLO KEITH
BONAQUIST
ATTORNEYS AT LAW

Hope Sponsors

Community Electric
of Collier, Inc.

TAYLOR RENTAL
Bonita Springs

CARRABBA'S
ITALIAN BRILL.

AO
ALPHA OMEGA
BUSINESS SYSTEMS
a Konica Minolta company

Spirit Sponsor



MARBLE DESIGNS



Parking

Survivor Parking. Survivors wearing their PURPLE or YELLOW Survivor T-shirts will be given access to special parking areas. From these areas, Survivors will be shuttled by golf carts to the Gymnasium for registration and planned activities prior to their ceremonial Opening Lap.

Handicap Parking. A limited number of handicap parking spots will be available on the school property **by advance reservation only** (Call Emily at 261-0337 x111 or Sue at x 117). Survivors requiring handicap parking must call the American Cancer Society office to confirm a reservation in advance.

Motorhome Parking. Motorhome parking will be available on a first come basis along the **west side of 8th Street South ONLY**, beginning Thursday night at 6:00 PM. Motorhomes parked elsewhere will be ticketed and/or removed by order of the City of Naples Police Department.

Campsite Judging

Team campsites are judged by a volunteer group of Survivors. The campsites are judged on the following.

Cancer Control/Advocacy—an overall message that deals with cancer and prevention or encourages good health

Team Spirit—team members are participating, have a great attitude and spirit for the event

Creativity/Originality—incorporation of overall event theme “Relay in Paradise”

Overall Appearance/Effect—overall eye appeal, site design reflects time and effort by team

Relay Rules

Gulfview Middle School is not only county school property, but it is also a City of Naples park with rules that Relay must abide by.

First, the NO rules:

- No alcohol, No smoking, No animals, No open fires, No charcoal grills, No generators
- By 11 PM Friday night, ALL children under 18 years of age **MUST** be wearing a wristband or they will be escorted off the school/park property. Team Captains (only) can pick up wristbands at Command Central

Now, the YES rules:

- Yes to fun, Yes to food, Yes to music until 11 PM, Yes to laughter, Yes to great times!

Sunshine Signs

Previous years’ signs can still be renewed by any team. Teams will receive \$175 credit towards their team’s total for each renewal. Please contact Melissa Peacock at your American Cancer Society office to inventory the remaining signs and see how quickly you can increase your team’s fundraising level!

Event Agenda Outline

Friday, April 22nd

- 6:00 PM Opening Ceremony and First “Victory Lap” by Survivors
- 7:00 PM Complimentary Dinner for Survivors at the Hospitality Tent
- 7:00 PM Campsite Judging by Survivor Volunteers
- 9:00 PM Luminaria Ceremony and Lighting of the HOPE Sign
- 10:30 PM Colon Cancer Program

Saturday, April 23rd

- 10:00 AM Caregivers’ Ceremony
- 11:00 AM Complimentary Lunch from Carrabba’s for all Relayers—All Survivors go to the front of line!
- 11:00 AM Accounting Closes
- 12:00 PM Last Lap—Survivors lead the way with the Chain of HOPE!



Why Do You Walk?

I walk because... "I want to grow old with my husband. He is a 3-year cancer Survivor! I believe in this event because of the funding needed to further find a cure for cancer. I know it's out there! I was his caregiver, as well as my mom's, who passed away in 1996 from a brain tumor. They are both my heroes!"

-Team Captain

I walk because... "I lost my Mom to cancer when she was 50, and my younger brother is battling cancer right now. I am tired of losing family and friends to this disease. We need to fund research to find a cure NOW!"

-Team Captain

"It's about survival. It's about protecting those we love. And, it's about remembering those for whom the cures did not come soon enough."

I walk because... "My Dad passed away at 58 years old from bone cancer. I also work at 21st Century Oncology helping cancer patients with radiation treatments. It is a difficult disease to live with for everyone involved. We need to do all we can to reach a cure for cancer."

-Team Member

I walk because... "Patients at Florida Cancer Specialists are fighting cancer every day. I walk for those who didn't make it, and for those who are Survivors." -Team Member

I walk because... "I've lost so many loved ones to cancer. Research lessens the chances of losing more. Relay became even more personal to me when my mother was diagnosed in '03 and underwent surgery the day our 2003 Relay For Life began. I was diagnosed on 6-13-03 with breast cancer and I know that if it were not for funds raised by the event, that I would have a much tougher "road to hoe". I'm proud to be a Survivor and proud to be Cleveland Clinic's team Co-Captain."

-Team Captain and Survivor

American Cancer Society,
Florida Division
990 First Avenue South, Suite 200
Naples, Florida 34102

LOOK!

NAPLESRELAY.COM

For past newsletters, all Relay forms, Sponsorship information, Relay FAQs, 2004 Relay pictures, and computer desktop wallpaper photos!

Non-Profit Org.
U.S. Postage
PAID
Naples, FL
Permit #65

Place Label Here



Relay For Life ... It's about being a community that takes up the fight!