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RELAY FOR LIFE OF NAPLES—THE #1 RELAY IN FLORIDA

# PURPLE Power

## Message from Your Event Chair

Dear Relayers,

As I write this article, I am thinking about the day off and the celebration of independence many of us will have. How unfair it is for all those people we know who have been stricken with cancer—they never get a “day off” from cancer and they never can be truly independent. Cancer never rests and neither can we. On a personal note, I just returned from visiting my younger brother who is fighting against multiple myeloma. He fights every day to do those simple tasks that we all take for granted. His challenges are a daily reminder why I need to Relay. I want to make a difference in his life.

Many of you signed up to be a part of the Cancer Prevention Study-3 (CPS-3) at Relay. This study will follow thousands of participants for the next 20+ years, trying to find a link between cancer and the environment, personal medical history, and heredity. I just received my packet to complete and return. Don't put it off, because this study may be the reason someone no longer has to hear those words, “you have cancer.”

The Relay For Life of Naples was a great success, and it will make a difference, both because of our fundraising efforts and our spreading the word about fighting back against cancer. Our community came

together on April 18th and 19th to let everyone know how important this fight is. Our Survivors showed us how to fight, while our teams and sponsors helped us do so well. We have raised over \$692,000 to date to help the American Cancer Society fund programs for cancer survivors, help with the ongoing costs for research, and offer services to those who are currently fighting the battle with cancer. I was honored to lead the 2008 Committee and I again want to thank them for all their hard work. What a great team of volunteers!

So where do we go from here? Our teams that participated in Relay 2008 have until August 31st to bring us closer to our goal. I am proud to say that many have already hosted or scheduled additional fundraisers. We want to retain the honor of being the “Top Relay in Florida” and reach our 2008 goal of \$720,000. The economy may be bleak, but Naples has always pushed a little harder to make things happen.

We have already begun planning for Relay 2009:

- We have assembled our 2009 Operating Committee Chairpersons, who are volunteers both new and experienced. They are forming their committees to work on Sponsorships,



Survivors, Team Retention and Team Recruitment, Logistics, Luminarias, Activities, Entertainment, Hospitality, and Publicity.

- We have begun contacting our Sponsors from 2008, to encourage them to look at the new Sponsorship Opportunities.
- We have 50 teams registered—more than 1/2 way to our goal of 90% retention of our 2008 teams.
- We have distributed brochures to recruit new teams.

And it's only JULY--what a great start.

We are always looking for volunteers to work with the Relay For Life of Naples. If you are interested, please feel free to contact me at [Fitness@quailcreekcc.com](mailto:Fitness@quailcreekcc.com) or Ann Gardner at [Ann.gardner@cancer.org](mailto:Ann.gardner@cancer.org) and we will get you involved. Relay is the number 1 fundraiser event for the American Cancer Society, and our volunteers are the reason why.

—Kate Kerwin  
2008-2009 Event Chair

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## 2008 Relay Chairs

# Thanks



Photo Credit: Jim Lytle

Event Chair .....Kate Kerwin  
Event Co-Chair .....Amber Grider  
Team Development Chair ..... Paula Lytle  
Sponsorship Chair ..... Rachel Parks  
Logistics Chair ..... Kathleen Coppola  
Survivor Co-Chair ..... Denise Rupert  
Survivor Co-Chair .....Sharon Arnold  
Newsletter Co-Chair .....Olyvia Eldridge  
Newsletter Co-Chair .....Kim Hadley  
Activities & Entertainment Chair .....Jamie Wenman  
Sunshine Signs Chair .....Robin Woods  
Luminaria Co-Chair .....Linda Jay  
Luminaria Co-Chair .....Patty Atashian  
ACS Staff Partner..... Ann Gardner  
ACS Unit Exec. Director..... Marjorie Johnson  
ACS Interim Unit Exec. Director.....Lora Miller

## 2008 Goals— How Did We Do?

**Fundraising: \$692,000**  
*Goal Amount: \$720,000*

**Luminaria Bags Sold: 2,000**  
*Raising \$4,465*

**Teams: 100**  
*Goal Amount: 100*

**Survivors: 460**  
*Goal Amount: 500*

**THE FUNDRAISING IS NOT OVER YET!** We have until August 31st to continue to raise money toward meeting our goal of \$720,000. We are challenging all the teams to continue to fundraise and help us meet that goal. Please send any donations collected to: Ann Gardner, American Cancer Society, 990 1st Avenue South, Suite 200, Naples FL 34102.



2008 Relay For Life of Naples Survivors

Photo Credit: Tim Stamm



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## Thanks to our 2008 Sponsors!

The following businesses gave back to your community by supporting a worthwhile community event. We invite these and other businesses to contact Kate Kerwin at [fitness@quailcreekcc.com](mailto:fitness@quailcreekcc.com) to be a Relay For Life of Naples sponsor for 2009!

### PLATINUM SPONSORS



PATHWAYS TO HEALING



### SURVIVOR SPONSOR



### LUMINARIA SPONSOR



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RELAY AROUND THE WORLD 2008

## 2008 FUNDRAISER

### PIZZA HUT CARDS

For sale from the Collier County Public Schools Team. Each card costs \$10 and **\$6 stays with Relay!** On the back of the card are 12 stickers. Each time you buy a large pizza at regular price, you use one of the stickers to get a medium 1-topping pizza FREE! Cards can be used at any participating Pizza Hut in Naples, Bonita, Cape Carol, Ft. Myers, Lehigh Acres, North Ft. Myers, Port Charlotte, and Punta Gorda. To purchase Pizza Hut cards, contact Linda Jay with the Collier County Public Schools Team, 777-3793.

## Register NOW and SAVE\$\$!

From now until November 29, team registration fee is only \$150. After that it goes up to \$175!



Photo Credit: explorenaples.com

## Thanks to our 2008 Sponsors!

### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



### SPIRIT SPONSORS



### MEDIA PARTNERS

Beasley Broadcasting  
ExploreNaples.com

n Magazine  
Naples Daily News

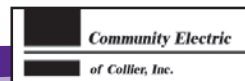
### SUNSCREEN SPONSOR

Naples Surgical Associates, P.A.

### FISH POND GAME SPONSOR

Taylor Elevator Corp.

### MAJOR IN-KIND SPONSORS





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## Congratulations to the 2008 Award Winners!

### **BAD HAIR DAY**

Kimberly Newlands, NASA MRI

### **PIE EATING CONTEST**

Crandall Maines, Darah Perini, Leander Houston

### **WHIPPED CREAM CONTEST**

Kiersten Hazel, Max Kyegue, Kyan Nolton

**SCAVENGER HUNT:** Matthew Disarro, Zack Holzem

**MUSICAL CHAIRS:** Cameron Newlands

### **SPIRIT STICKS**

*Best Representation of Theme:* HMAniacs

*Best Cancer Message:* NASA MRI

*Best Overall:* CCPS-Administration

### **TOP 10 CAMP SITES**

CCPS-Administration

Porter Wright Morris & Arthur

Gulfshore Insurance

HMA

Gulfcoast Orthopaedic Specialists Hands for Hope

Lutgert Companies

Orion Bank

Collier County Tax Collectors

NASA MRI

Driftwood Nursery/Eric's Friends

**SPIRIT AWARD:** *Awarded to the team that showed the most spirit, attended meetings, helped at Relay, got blood donations and earned the most spirit chips.*

Lely High School (146 chips)

Naples High School (137 chips)

CCPS Administration (133 chips)

**GIFT OF LIFE AWARD:** *The team with the most pints of blood donated.*

1st Place: Gulf Coast High School (176 pints)

2nd Place: NCH (140 pints)

3rd Place: CCPS-Administration (117 pints)

4th Place: Longshore Lake (107 pints)

**TOP 10 ROOKIE TEAMS:** *Earning over \$2,000*

1st Place: Seagate Elementary

2nd Place: Victoria Park

3rd Place: John R. Wood Realtors

4th Place: Big Cypress Elementary

5th Place: Orion Bank

6th Place: Veterans Memorial Elementary

7th Place: Gulf Coast High School-Nat'l. Honor Society

8th Place: Barron Collier High School-Nat'l. Honor Society

9th Place: Hillcrest Bank Florida

10th Place: Planet Smoothie

**SHOW ME THE MONEY:** *Team with the biggest increase from 2007- over 300%.*

1st Place: Gulfshore Insurance

2nd Place: Collier County Tax Collectors

3rd Place: Physicians Regional

### **TOP ON-LINE TEAM**

Porter Wright Morris & Arthur

### **TOP ON-LINE INDIVIDUAL FUNDRAISER**

Jeffrey Cecil- Porter Wright Morris & Arthur

### **TOP INDIVIDUAL FUNDRAISER**

Diane Lawson- HMAniacs

### **TOP YOUTH FUNDRAISING GROUP**

Naples High School- Pat Demarest, Advisor

## Congratulations to the 2008 Award Winners (Cont.)

### TOP 5 TEAMS

- 1st Place: Audubon Cares- \$126,105
- 2nd Place: Quail Creek Country Club- \$50,305
- 3rd Place: Porter Wright Morris & Arthur- \$27,235
- 4th Place: Pulte Homes- \$22,281
- 5th place: HMAniacs- \$21,100

### BRONZE LEVEL (\$2,500 Raised)

- Barron Collier High School, National Honor Society
- Big Cypress Elementary School
- Driftwood Nursery/Eric's Friends
- Gulf Coast High School
- Laurel Oak Elementary School
- Merrill Lynch
- Moorings Presbyterian Church
- Naples Diagnostic Imaging Center
- Naples Parrothead Club
- Orion Bank
- Pine Ridge Middle School
- Rotary Club of Naples
- St. John Neuman High School
- Veterans Memorial Elementary School

### SILVER LEVEL (\$5,000 raised)

- Collier County Tax Collectors
- Emmanuel Lutheran Church
- Gulfshore Insurance
- Gulfcoast Orthopaedic Specialists Hands For Hope
- John R. Wood Realtors
- Naples Community Hospital
- Physicians Regional Hospital
- Seagate Elementary
- Suncoast Schools Federal Credit Union
- Tir Na Nog
- Victoria Park
- Walker's Walkers



Photo Credit: [explorenaples.com](http://explorenaples.com)

### GOLD LEVEL (\$10,000 raised)

- Amber's Anti-bodies
- Collier County Public Schools - Administration
- Cummings & Lockwood
- HMAniacs
- Longshore Lake
- Lutgert Companies
- Naples High School
- NASA MRI
- The Pulte Homes Family of Builders
- Salvatori & Wood
- Trinity by the Cove

### PLATINUM LEVEL (\$25,000 raised)

- Porter Wright Morris & Arthur
- Quail Creek Country Club

### PURPLE LEVEL (\$75,000 raised)

- Audubon Cares

**HEART OF RELAY AWARD:** *Presented to the team that exemplified the Relay Spirit. They have been involved for many years, participated in fundraising throughout the year, attended meetings, collected pints of blood and spirit chips, was awarded a top 10 tent site, had members on the executive committee, involved survivors, and worked against many odds this year... had 16 schools involved in raising over \$70,000 for Relay For Life—Congratulations to...*

Collier County Public Schools—Administration!



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## The Latest News in Cancer Research

Thousands of people attending Relay For Life events across the United States during 2008 will help researchers by participating in a new study that promises to shed light on factors that influence how cancer develops and why. **In Naples, 138 people enrolled to participate in the Cancer Prevention Study #3.** Over the course of 20 years, American Cancer Society researchers will follow the participants to see who develops cancer to learn how a person's lifestyle, environment, and genetic makeup influence who gets the disease.

"While science can do a lot to explain the biology and genetics of cancer, some of the most valuable information we have is a direct result of the contributions of dedicated individuals over several generations," says study leader Eugenia Calle, PhD, Managing Director of Analytic Epidemiology at the Society.

The American Cancer Society has a long and successful track record with this type of research. Previous studies (some dating back to the 1950s) have helped identify important cancer risk factors like obesity, tobacco use, air pollution, and others.

A special thanks goes to the Cancer Prevention Study #3 enrollment volunteers for Naples:

Carol Hartman and Olyvia Eldridge, Co-Chairs

Diane Bell	Megan Miller
Peggy Bergmann	Vince Murphy
Bruce Berkinshaw	Linda Murphy
Cathy Berkinshaw	Bill Nelson
Brenda Kerstetter	Bob Pagel
Toni Kriberscheck	Barbara Pagel
Dennis McCaulley	Melissa Peacock
Rita Michels	Jessica Thomas

## Did You Know?

The American Cancer Society has been involved in many of the cancer breakthroughs of the century.

- The American Cancer Society is second only to the federal government in total dollars spent for cancer research.
- An American Cancer Society research grant helped fund the first successful use of chemotherapy against cancer.
- The American Cancer Society research program has supported 42 Nobel laureates - often early in their careers when funding is difficult to obtain. (Only 109 scientists have received the Nobel Prize in Medicine since the Society began its research program in 1946.)

## 2008 FUNDRAISER

**WEDNESDAY, SEPTEMBER 10**  
**'Autumn Under the Tuscan Sun' Event**  
Bellasera Hotel, Naples

*To benefit Baby Adam and the American Cancer Society*

The Bellasera Hotel and iwannahelp.net will be sponsoring this private corporate event to benefit Baby Adam and The American Cancer Society. Baby Adam is a Naples local who was diagnosed with SCID, Severe Combined Immune Deficiency disease, in which he has no immune system. We are attempting to raise \$250,000, to save his life. The event will include a silent auction in which the proceeds will be donated to Baby Adam, and a portion to The American Cancer Society. Should your business prefer to donate items for the silent auction, please visit: [iwannahelp.net](http://iwannahelp.net) on the world wide web or via e-mail at: [admin@iwannahelp.net](mailto:admin@iwannahelp.net). We appreciate any and all support.



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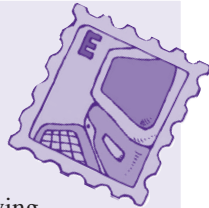


**Theme:**  
"Sporting For  
A Cure"

## Welcome 2009 Relay Chairs

Event Chair .....Kate Kerwin  
Event Co-Chair .....Scott Nickerson  
Team Development Chair .....Amber Grider  
Team Development Mentor .....Paula Lytle  
Sponsorship Chair ..... Kathleen Coppola  
Logistics Co-Chair .....John Morrison  
Logistics Co-Chair .....Debbie Blackwell  
Logistics Co-Chair .....John Blackwell  
Survivor Co-Chair .....Denise Collins  
Survivor Co-Chair .....Sharon Arnold  
Newsletter Chair .....Jamie Wenman  
Activities Chair ..... Jessica Walsh  
Entertainment Chair ..... Marcia Yonaley  
Luminaria Co-Chair .....Linda Jay  
Luminaria Co-Chair .....Patty Atashian  
ACS Staff Partner ..... Ann Gardner  
ACS Unit Exec. Director ..... Marjorie Johnson

## E-Newsletters— Nothing But 'Net!



Relay For Life of Naples has gone electronic (only) for its 2009 newsletters. To keep receiving our newsletters via e-mail, you may submit your e-mail address to [Ann.Gardner@cancer.org](mailto:Ann.Gardner@cancer.org), if you have not already done so this year. By sending newsletters via e-mail only, you will help save the American Cancer Society dollars that can be better used, help save countless hours of volunteers' time, and receive a colorful newsletter filled with helpful information much more quickly!

*Your e-mail address will be used for Relay For Life communications only, and you can unsubscribe at any time!*

## 2009 Fundraiser

**SATURDAY, NOVEMBER 22, 8 A.M.**

Lee County Sports Complex

*Gulfshore Insurance hosts a Charity Corporate Softball Tournament with the Minnesota Twins*

16-team round robin format, co-ed, slow-pitch, \$300 entry fee per team (includes awards dinner). All proceeds benefit ACS. Contact Tammy Delgado or Beth Bellairs, 261-3646.



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## Mark Your Calendar!

Date	Time	Meeting Type	Location	Attendees
<b>2008</b>				
July 26	7 am-6 pm	Relay Workshops	Ft. Lauderdale	
Aug. 22-23	3 pm-next day	Chair & Team Dev.	Orlando	
Sept. 9	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
Oct. 7	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
Nov. 6	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
Nov. 11	5:45 pm	Early Bird Party	St. John the Evangelist Church	Committee, Team Captains, Sponsors
Dec. 2	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
<b>2009</b>				
Jan. 6, 2009	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
Jan. 20	5:45 pm	New Cptn. Kick Off	Neighborhood America, 3rd Floor	Team Captains
Feb. 3	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
Feb. 17	5:45 pm	Captains' Meeting	Neighborhood America, 3rd Floor	Team Captains
March 3	5:45 pm	Event Committee	Neighborhood America, 3rd Floor	All Committee Members
March 12	5:45 pm	Kick Off Party	St. John the Evangelist Church	Committee, Team Captains, Sponsors
March TBD	5:45 pm	Survivors' Reception		
<b>April 17</b>	<b>4:00 pm</b>	<b>RELAY FOR LIFE!</b>	<b>Gulfview Middle School</b>	<b>Everyone!!</b>



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

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## Celebrate. Remember. Fight Back.



Photo Credits: [explorenaples.com](http://explorenaples.com)  
Relay For Life of Naples, 2008



**American Cancer Society**  
Florida Division  
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Naples, Florida 34102