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

# PURPLE Power

## Message from Your Event Chair

Dear Relayers,

We have all been affected by cancer, either personally, by a friend or family member who has been diagnosed, and as we celebrate the holiday season I want to take this opportunity to thank each of you for helping us in the fight against cancer. We will make a difference!

As I write this article, Paula Lytle and the Team Development committee has over 80 teams committed, over half of them having paid their registration fees. If you have not registered yet, please do so. If you have questions concerning the registration or on-line process, please email Sean Kerwin at [Relay@seankerwin.org](mailto:Relay@seankerwin.org).

In January, all our teams need to kick into high gear, both in their fundraising efforts as well as registering Survivors, since Relay is only 3½ months away. Let's talk about fundraising first. Some of our teams do fundraising events throughout the year, which makes it easier to keep the "fight cancer" message out in front of the public. Others host one or two events during season, while still others use our April event as their source of funds. What ever way works for your team is great—but maybe we can help you in your efforts. If you are hosting a fundraiser that is open to the public, please contact Olyvia Eldridge

at [oeldridge@cl-law.com](mailto:oeldridge@cl-law.com) to have your fundraiser listed in the newsletter. What a perfect audience to meet your fundraising goals! We encourage all teams to fund raise prior to April 18 & 19, and please turn in all funds collected to the American Cancer Society office so that they can be counted in advance of Relay. A good fundraising idea for teams is selling Sunshine Signs. See your captain's packet for details. We all know small businesses who have limited budgets, but are interested in advertising. With over 3,000 participants attending the event, it is a great way to get their name out there, and for a minimal investment.

Our teams are vital to our registering of Survivors. Our Survivors are our honored guests at Relay and we want as many Survivors as possible to register and attend. We have a goal of registering 500 Survivors for 2008, and we all need to help meet that goal. We want 500 Survivors wearing their purple Survivor shirts walking the first lap. Each Survivor represents a success story, and that is why we are walking! If you are a member of an organization, church, school, or club, please ask if you can set up a table to register Survivors. We will get you the forms, and any help you may need. You are our contact to the community to spread the word about what the American Cancer



Society can do to help those who have been diagnosed with cancer, and to celebrate those who have fought the battle and won.

On Saturday, January 19th, 10 am-2 pm a Team Captain University is being held at the Coconut Point Hyatt in Estero for all team captains. We encourage you to attend this event which is sponsored by the regional offices for all Lee County and Collier County Relays. All team captains should receive an invitation from the local office. It is a great sharing forum, as well as a place to get your questions answered. I hope to see you there!

I would like to welcome Ann Gardner, our new Staff Partner for the American Cancer Society. Ann will be working with Lora Miller to help make Relay For Life of Naples 2008 run smoothly. She can be contacted at ACS, 261-0337 x110 or by email at [Ann.Gardner@cancer.org](mailto:Ann.Gardner@cancer.org).

—Kate Kerwin  
2008 Event Chair

## 2008 Goals for Relay For Life of Naples



**Fundraising: \$46,508**

*Goal Amount: \$720,000*

**Teams: 82**

*Goal Amount: 100*

**Survivors: 25**

*Goal Amount: 500*

## Team Captain University

If you are a first-time Team Captain, or a returning Team Captain, you'll want to attend the Team Captain University on Saturday, Jan. 19 from 10 a.m.-2 p.m. at the Hyatt Coconut Point in Estero. Lunch will be served! You'll receive information on how to:

- be a good (or better) Team Captain
- recruit new team members
- inspire others to fundraise
- keep your team organized and focused on what's important
- share ideas
- learn Relay do's and don'ts
- learn to use online fundraising to increase your team's goals
- and oh yeah, have some fun, too!

Invitations will be mailed shortly. Contact Paula Lytle at [lytlepau@embarqmail.com](mailto:lytlepau@embarqmail.com) for more information.

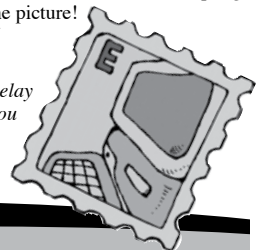
## 2008 Relay Chairs

Event Chair .....	Kate Kerwin
Event Co-Chair .....	Amber Grider
Team Development Co-Chair .....	Paula Lytle
Team Development Co-Chair .....	Joan Lancellot
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
Advocacy Chair .....	Kim Miller
Mission Chair.....	Bonnie Clark
Sunshine Signs Chair .....	Robin Woods
Sunshine Signs Co-Chair .....	Matt Hudson
Luminaria Co-Chair .....	Linda Jay
Luminaria Co-Chair .....	Patty Atashian
ACS Staff Partner.....	Ann Gardner
ACS Interim Unit Exec. Dir.....	Lora Miller

## E-Newsletters

Have you requested your next newsletter be sent via email yet? If not, please send an email to [oeldridge@cl-law.com](mailto:oeldridge@cl-law.com) and ask that your mailing address (the one where you currently receive your printed newsletter) be changed to your email address. If the 1,200 people who receive the mailed newsletter will do this, it will save hundreds of dollars of postage (alone!) for the year, plus countless hours of stapling, folding, tabbing, labeling — you get the picture! Please sign up today for your copy of the newsletter via email.

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





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## Mark Your Calendar!



Date	Time	Meeting Type	Location	Attendees
<b>2008 Meetings</b>				
Jan. 8	5:45 pm	Event Committee	Neighborhood America	All Committee Members
Jan. 19	10 am-2 pm	Team Captain University	Hyatt Coconut Point, Estero	All Team Captains
Feb. 12	5:45 pm	Event Committee	Neighborhood America	All Committee Members
Feb. 26	5:45 pm	Team Captain Meeting	Neighborhood America	All Team Captains
March 4	5:45 pm	Event Committee	Neighborhood America	All Committee Members
March 13	5:45 pm	Team Captain Kick-off Party	St. John the Evangelist Church	All Team Captains, All Committee Members, Sponsors
March 30	1:00 pm	Survivor Reception	Moorings Park	Survivors, All Committee Members
April 2	9 am-6 pm	Bank Day	American Cancer Society Office	All Team Captains
April 8	5:45 pm	Event Committee	Neighborhood America	All Committee Members
April 15	5:45 pm	Event Committee	Neighborhood America	All Committee Members
<b>April 18-19</b>	6 pm	<b>RELAY FOR LIFE</b>	Gulfview Middle School	All Committee Members, All Teams
May 15	5:45 pm	Wrap-up Party	St. John the Evangelist Church	Committee, Team Captains, Sponsors



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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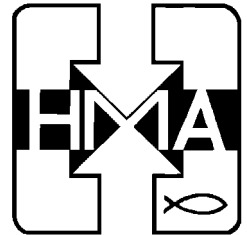


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## Thanks to our Sponsors!

We invite local businesses to give back to your community by supporting a worthwhile community event. Please contact Kate Kerwin at [fitness@quailcreekcc.com](mailto:fitness@quailcreekcc.com) to be a Relay For Life of Naples sponsor for 2008!

### PLATINUM SPONSORS



### SURVIVOR SPONSOR

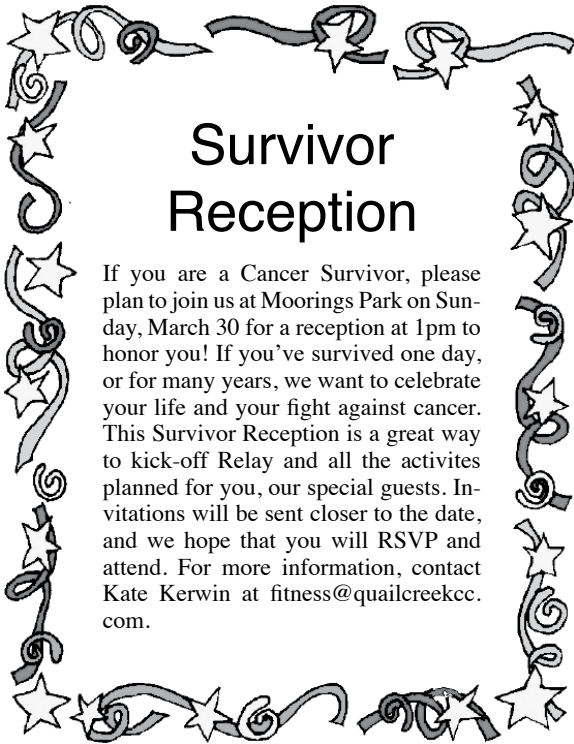


### LUMINARIA SPONSOR





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## Survivor Reception

If you are a Cancer Survivor, please plan to join us at Moorings Park on Sunday, March 30 for a reception at 1pm to honor you! If you've survived one day, or for many years, we want to celebrate your life and your fight against cancer. This Survivor Reception is a great way to kick-off Relay and all the activities planned for you, our special guests. Invitations will be sent closer to the date, and we hope that you will RSVP and attend. For more information, contact Kate Kerwin at [fitness@quailcreekcc.com](mailto:fitness@quailcreekcc.com).

## Thanks to our Sponsors!

We invite local businesses to give back to your community by supporting a worthwhile community event. Please contact Kate Kerwin at [fitness@quailcreekcc.com](mailto:fitness@quailcreekcc.com) to be a Relay For Life of Naples sponsor for 2008!

### GOLD SPONSORS



### SILVER SPONSORS



### BRONZE SPONSORS



### SPIRIT SPONSOR

*Barron Collier Companies*

### MEDIA PARTNERS

Beasley Broadcasting  
Explore Naples

n Magazine  
Naples Daily News

## Registering On-Line

When you register online as a team member, please be sure to select your t-shirt size so that the order can be placed in time to distribute them at the March 13th kick-off party.

## Interview with Peggy Fleming—a Cancer Survivor

**Peggy Fleming** is best remembered for winning the gold medal in figure skating at the 1968 Grenoble Olympics. Since 1981, she has been very visible as a broadcast analyst for ABC and ESPN and she is also a breast cancer survivor. Peggy was diagnosed with breast cancer in January of 1998. After a successful lumpectomy plus radiation treatments, she has been cancer free for 10 years. She and her husband, Dr. Greg Jenkins, now have their own vineyard and winery in Los Gatos, California, and they are the proud grandparents to 3 grandsons.

Peggy has friends in Naples and has visited many times over the years. She was kind enough to answer a few questions for us.

***What have been your impressions of Southwest Florida and Naples when you've visited?***

"My main memory is of the beautiful beaches and that calm, blue gulf. The sand is so gorgeous. I really think you have the prettiest beaches in Florida. I also love shopping and eating in Naples. Chops has been a favorite restaurant and of course, Tommy Bahama's. Tommy's is totally Florida....in a good way! I love shopping at Zazou. (I'm a big fan of Mackenzie-Childs which they carry.) But my favorite thing is just walking around downtown on 5th Avenue. It's so different from any place I've visited. I love the pier, too. The only drawback is the humidity and frizzy hair! I've been to Naples a lot in the summer!

***Has your family come to Naples with you ever?***

"My husband has visited a couple of times and once we brought our youngest son, Todd, who was about 12 at the time. He loved the beach and especially Wooten's out in the Everglades. We have a funny picture of him holding a baby alligator after we did the airboat ride.....his hair is standing straight up from the wind!"

***Since you have a winery now, have you thought of visiting the Naples Wine Festival?***

"We have thought about it. The problem has been that it comes at my busiest time....winter. We've heard great things about the Festival and would love to make it there some year. We actually have a rose wine, Victories, that \$2 of every bottle

*"After you're finished with your challenge, you can cheer the next one on...we survive to inspire each other."*

sold goes to cancer research. You can go to our website [www.FlemingJenkinsWinery.com](http://www.FlemingJenkinsWinery.com) to see all our wines and read a little about us.

***Have you walked in any of the Relay For Life events?***

"I have done a few. I also speak to a lot of different health organizations across the country, so I see a whole lot of pink! I know that the media lately has criticized all the pink ribbons and merchandise in the month of October, but I think there's no such thing as over exposure when it comes to any disease. We need constant reminders to be aware of our health."

***What's your main message when you speak to groups?***

"We all have to pay attention.....watch for any changes. You play the most important role when it comes to your health. You have to do all 3 steps when it comes to breast cancer. Have that mammogram and doctor's checkup each year and do your self breast exam every month. Don't procrastinate on any of those 3 tools. They are very powerful if you do all 3. Good health is a daily project, and it is worth the work!"

***What advice do you give to someone who has just received the breast cancer diagnosis?***

"The most important thing is to know that you are not alone. There are many support groups out there and the guidance that you get from your doctor is critical as well. Just take everything one step at a time. Don't jump ahead and worry about something that might happen in six months. Focus on today and tomorrow. For me, the most crucial element was attitude. I was sure that I would survive this if I did absolutely everything my doctor told me to do. You'll find out you're stronger than you thought you could be.

After you're finished with your challenge, you can cheer the next one on.....***we survive to inspire each other.***"

***Thanks to Sharon Arnold, Survivor-CoChair, for arranging this interview. The "Hands for Hope" team will have one of Ms. Fleming's autographed books, as well as a Relay-t-shirt autographed by her, available for auction at Relay.***

## CPS-3 & Blood donation

The Naples Relay “gets” fundraising! Anytime an event can raise the kind of money that you all raise, year, after year, after year, there’s no debating that you understand what fundraising is all about. The American Cancer Society uses the money that you help raise each year to fund cancer patient services, prevention awareness, education, and advocacy measures, and above all else, research to help find a cure for cancer.

You can now be a part of that research. (No, you don’t have to be a scientist, and it won’t cost you a penny.) Last year, the American Cancer Society began a new study, and it’s called the “Cancer Prevention Study #3”, or CPS-3 for short. Select Relays across the United States are being chosen as registration sites where individuals can sign up to participate. This year, the Naples Relay has been selected, so YOU will now have the opportunity to be part of history.

**HISTORY??** That’s a pretty strong word, but that’s exactly what you’ll be doing if you become a part of CPS-3. The 1st Cancer Prevention Study back in the 50’s linked cigarette smoking to lung cancer, and the 2nd Cancer Prevention Study that started in the 80’s showed a significant impact from being overweight and obese to cancer incidences, as well as other important findings. The purpose of this new Cancer Prevention Study is to better understand the lifestyle, behavioral, environmental and genetic factors that **cause or prevent** cancer and other diseases. If supplying information about what you eat, drink, do, and don’t do, can provide researchers with a new link to (or away from) cancer, then you most certainly will be helping MAKE HISTORY!!

The goal of CPS-3 is to enroll a group of 500,000 men and women between the ages of 30 and 65 who have never been diagnosed with cancer. The enrollment process is two-fold. At Relay, you’ll be asked to fill out a brief questionnaire, have a waist measurement taken (relax, it’s done in centimeters so your secret will remain safe!), and give a few vials of blood, drawn by a professional phlebotomist. A few weeks after Relay, a comprehensive questionnaire will be mailed

to your home for completion. Once that questionnaire is returned to the American Cancer Society, you will then have completed the enrollment process. Thereafter, you’ll receive a questionnaire annually, or maybe every other year, during the next 20-30 years, in which you’ll update the Study with your current information. Periodically, you’ll also receive a CPS-3 newsletter sharing new findings that come from the Study, and information relating to the Study.

**20-30 YEARS?** Yes, participating in the Cancer Prevention Study is a long-term commitment. You need to be willing to complete both steps of the enrollment process, and then agree to fill out an annual questionnaire. If you move, you need to contact the American Cancer Society so they can reach you in subsequent years. Individuals may participate in the Study whether they are registered Relay team members or not. If you are a Survivor and cannot participate yourself, please share this information with your family, your friends and others who care about helping find a cure for cancer. **Registration at the Naples Relay will only be one night, one year—this opportunity will never come to Naples again.** So if you want to be a part of making HISTORY, plan 20 minutes of your Friday night to begin the registration process for the Cancer Prevention Study #3. Registration will be held in the Gymnasium, beginning at 6:30. When the doors close at 10:30, your opportunity to make a difference by participating in this Study will be over. Please plan to give up 20 minutes for what could be a lifetime of living without cancer!

## Community Blood Center

The Bloodmobile will be at Relay Friday night between the hours of 6:00 and 9:30. If you are planning to donate blood, thank you! If you plan to donate blood AND be part of the Cancer Prevention Study #3, please **REGISTER WITH CPS-3 FIRST**, and then make your blood donation in the Bloodmobile.

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I have always had headaches – at least that is how it seems. One summer day in 2004, after eliminating as much stress as possible from my life, I went to another doctor to find out the cause of these headaches. For a couple of weeks I had been having constant headaches. We decided to do a CT scan to rule out anything major. Well, instead it found a mass in my brain. That was July 8, 2004. The date will be eternally etched in my memory because that was the day I heard, “You have cancer.”

Thus began our crazy time of the “It’s not a tumor” campaign. We had to handle this situation with humor, because your attitude is the only thing you can control. God sure showed me that during our next few months. We followed the CT scan with an MRI which confirmed the existence of the tumor and gave us a few more details of its size and location. We met with neuron-surgeons from Naples, the University of Florida, Mayo Clinic, and MD Anderson. We were very comfortable with the surgeon we found in Houston, and decided to let Dr. Weinberg perform the craniotomy to remove my tumor on August 5, 2004. The surgery took about 7 hours to complete. They had to wake me up two times during surgery to make sure they weren’t affecting my speech center. My family assures me those were seven excruciating hours. I came out of surgery just fine and spent the next two weeks in Houston and several weeks at home in Naples recuperating from the operation. That involved lots of speech therapy and patience on everyone’s part—especially mine!

On September 19th I returned to my classroom teaching job. I needed a reason to heal and my class provided that reason for me. I went back to Texas for an MRI follow

up in November and was told to do some family planning as we looked to chemotherapy as the next step in the process. I was sad to do it, but we went to a fantastic in-vitro fertilization clinic in Florida so we could some day have the option of having kids if we decided to. My chemo was administered by Dr. Puduvali in Houston and locally monitored by Dr. Nyberg – a terrific oncologist. My body handled the chemotherapy fairly well, but on March 19, 2005 I had a seizure due to my recent brain surgery. Unfortunately I was driving at the time, but luckily no one was harmed in the accident. I made it through with only a cut on my head and some very sore muscles. Needless to say, I started another anti-seizure drug and got another doctor that day!



After a couple of platelets and blood transfusions, I finished chemo in September of 2005. I continued working and going to MD Anderson for MRI check ups. They continued to be positive results, and in November 2006, we were given the fabulous news that we would only need to do the MRIs every six months and that they could be done at home in Naples. We were ecstatic because my health was improving and we could finally start our family!

With the help of many highly trained doctors and scientists, we were able to celebrate our pregnancy in February 2007. I enjoyed a completely uneventful pregnancy and although I was still taking the anti-seizure medication and got to see many specialists throughout the pregnancy, we welcomed Devon Michael Grider into the world on October 25, 2007. Now that date will also be eternally etched in my memory, but this time for a wonderful reason! Devon is my proof that there is HOPE!!!

- Amber Grider, Survivor  
Event Co-Chair

**HOPE • HOPE • HOPE • HOPE • HOPE • HOPE • HOPE • HOPE**



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## Survivors & Caregivers— Just For You!

Relay is all about celebrating, and if you are a Survivor and/or a Caregiver, you'll want to attend the Opening Ceremony on April 18<sup>th</sup> so we can celebrate YOU.

The 1<sup>st</sup> lap will be the traditional "Survivor Lap," and this year a 2<sup>nd</sup> lap is being added for the Caregivers. All Survivors and Caregivers are encouraged to walk their special lap as everyone gathers trackside to cheer you on.

## What Cancer Cannot Do

*Cancer is so limited...  
It cannot cripple love  
It cannot shatter hope  
It cannot corrode faith  
It cannot destroy peace  
It cannot kill friendship  
It cannot suppress memories  
It cannot silence courage  
It cannot invade the soul  
It cannot steal eternal life  
It cannot conquer the spirit.*

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IMAGE FOR TOMORROW.



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**J.D. POWER**  
AND ASSOCIATES



**KONICA MINOLTA**  
AUTHORIZED DEALER

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## Celebrate. Remember. Fight Back.



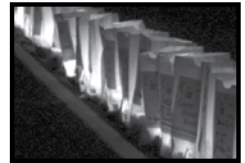
Relay For Life is a life-changing event that brings together more than 3.5 million people every year to...

**CELEBRATE** the lives of those who have battled cancer.

*The strength of Survivors inspires others to continue to fight.*

**REMEMBER** loved ones lost to the disease.

*At Relay, people who have walked alongside those battling cancer can grieve, and find healing.*



**FIGHT BACK.**

*We Relay because we have been touched by cancer and desperately want to put an end to the disease.*

*Photo Credits: Larry Curtis  
and Olyvia Eldridge*



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

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Naples Relay For Life
American Cancer Society

Sunshine Sign - Order Form

April 18 & 19, 2008
Gulfview Middle School

For ACS Use Only:

Sign Name:

Logo/Art:

Invoice:

Payment:

Annual Cost: \$175.00

Purchase Deadline: March 14, 2008

Name on Sign: Purchaser's Name:

Business Name: Phone:

Email Address of Purchaser:

PLEASE MARK IF THE SIGN IS NEW OR IF RENEWING FROM LAST YEAR WITHOUT CHANGES

New Renewing Existing Sign Name:

Please Note:

- Art work/logo in EPS or JPEG format ONLY (EPS preferred) attachment should be emailed to: Sunshine Sign Chair - Robin.Woods@pmc.hma.org
Messages and names only, block print (no art work) must be typed and submitted in large font on clean white paper. (Signs cannot be recreated from letterhead, business cards, etc.)
Size of sign: 18"X24"
Lettering space is 4.5"X21"
NOTE: The quality of your sign depends on the quality of the submission

Form of Payment: Check - payable to: American Cancer Society OR Credit Card - please provide all credit card information as required below:

VISA/MC Only: Account Number: Exp. Date:

Cardholder Name: Cardholder Signature:

Cardholder Address: City/State/Zip:

Phone: Primary( ) Secondary( )
(Please attach a front and back photocopy of the credit card to this order form)

Relay Team Information-Please fill out for team credit

Team Member Name: Phone:

Team Name:

Business Name, if different:

Please mail this form, along with payment and sign description to:

American Cancer Society
990 1st Ave So, Suite 200
Naples, FL 34102
Attn: Robin Woods

Or return it to the Team Member seeking your contribution prior to the above deadline.

\*\*\*\*\*
If you are interested in finding out more about Relay For Life, or to participate as a team member, please call the American Cancer Society office at 239-261-0337. If your question is specific to Sunshine Signs, please call Robin Woods at 239-354-6028.