



Whatever IT Takes! American Cancer Society Relay For Life

\$403,000 and Still counting!

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133 teams made Relay For Life 2002 a success. As of May 31, the total in donations surpassed \$403,000. Tom Gallagher, with the Department of Insurance won the award for raising the most dollars raised by a corporation. Gerri Roberts, of Bosom Buddies, won the most dollars raised by a club or organization. The Mary Brogan Award for most dollars raised by a team representing a corporation was won by Risque Montage from the Florida Department of Insurance. They raised over \$25,000. In a closely heated race, the Florida Department of Education team #1, Voc-Rehab came in a close second with over \$23,000.

Bosom Buddies won the Chip Buck Award for most dollars raised by a team representing a club or or-

ganization. They raised over \$12,000. Chip Buck Team #1 came in second with over \$11,000.

Winners of the Relay fun events are:

- Best Decorated Tent— Dolly 2, Follow the Yellow Brick Road.
- Best Food— Leon County Sheriff's Office.
- Most Laps Walked by a Team—Alpha Kappa Alpha.
- Most Laps Walked by an Individual— John Walker (the Umbrella Man).



RELAY FOR LIFE 2002 ENDS - RELAY FOR LIFE 2003 BEGINS

GARY GRIFFIN, RELAY FOR LIFE CHAIR 2003

It had been less than 12 hours since our 2002 Relay Committee Wrap-up party and yet I found myself at 8 a.m. the next morning in the office of the American Cancer Society discussing plans for Relay For Life 2003. Whatever became of the idea, "Summertime, and the livin' is easy"?

That is **not** a complaint, because in reality, I had begun Relay planning weeks before, and now cannot wait to capitalize on the momentum and enthusiasm that you folks generated in a fabulous Relay 2002! My sincerest thanks and applause goes out to all of you.

As I mentioned at the closing ceremony and again on many occasions since, the success of Relay is wholly dependent upon the efforts of those that are out there "in the trenches," forming teams, doing fundraising, and bringing others to know what Relay For Life is all about. It is on all three of these fronts that I need your help as we gear up for 2003.

Let me share some thoughts on each of these with you, and make it clear to you how much I need your help:

Forming Teams

This year we had 133 teams participating in Relay, and I would like to see us go well over 150 in 2003. We are off to a great start in that 14 teams have already registered for 2003, thus assuring themselves of prime tent site locations. I urge you to get your team registered immediately, but I need your help in another way. Experience has shown us that new teams get involved in Relay by hearing about it through their friends, and this is where you come in. I would like for everyone that reads this newsletter to suggest to at least one other person that they form a team for Relay For Life 2003. It can be another team from your workplace, a school or church team (both will be major focal points for team recruitment in 2003!), a neighbor, or the place that you buy your gas! Then (and this is key), let me know the name and phone number of the person (and organization) that you have talked with. The Relay For Life 2003 committee will do the rest. We have an incredible new video of this year's event that can be shown to educate others about Relay, and we have an impassioned team of speakers willing to share their story.

Fundraising

Believe it or not, some teams are already turning in money for 2003. That has got to be a first, and is a strong indication to me that we are headed for a record-breaking year. Folks, we raised over \$400,000 this year, which is amazing in a city of this size and in a struggling economy. It happened, however, because of the leadership of Pat and Julia Pallentino, a dedicated ACS staff, and the "grass roots efforts" of all of you. But - I've got this dream, you see I want to be able to stand up at

that Closing Ceremony next May 10, and tell you that for the first time ever we have raised a half million dollars. \$500,000 to help put an end to this dreaded disease that takes our loved ones from us and causes such heartache. Is it expecting too much? I'll tell you it is not. Together, we can do it. Let's get started on 2003 fundraising today.

"What is Relay For Life All About" ?

It amazes me that, in an event of this size, there are still many in our community that have never heard of it. It is the single largest non-profit fundraiser in the world and, before Relay 2003 begins, I want everyone in Leon County to be able to answer that question. I've got to work for a living, so I can only tell about half of them, so this is where you come in. Spread the word. Wear your Relay t-shirts and buttons, and tell everyone you know about Relay. One of my goals this year is to publicize Relay like never before. I want a traffic jam on South Monroe Street on Friday, May 9, 2003, that is the lead story on CNN that night!

Thanks to the 70+ of you that responded to the post-event survey. Your comments have been well received and we hear you talking. Yes, it was a great event, and it gets better each year. Keep on talking to us. That's the only way we'll know how to make it better, and better, and better.

If any of you would like to participate on the Relay For Life 2003 Committee and have not already told me so (and heard from me!), please get in touch. I would be honored to have you as part of our dedicated team.

Finally, folks ... we need a 2003 slogan. You know, like "Whatever It Takes" in 2002. I've got some ideas, but want to hear yours. If yours is selected, I'm sure that we can find some sort of reward for you, not to mention the fact that we'll announce it to 15,000 people at next year's event! So - get creative. Don't suggest "Just Do It." Someone beat us to that one!



PHOTO GALLERY

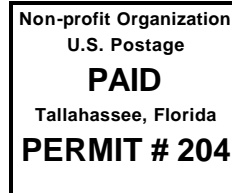


Relay For Life

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Whatever IT Takes!

MESSAGE FROM THE CO-CHAIRS

It was about 11:30 on Relay Saturday morning and Relay was drawing to a close. Julia and I were standing in front of the Lottery stage with Scott Atwell as M'Lea Cole, the American Cancer Society Executive Director for the Capital Area handed me THE envelope. This was it! We would open the envelope, announce the total, walk the Caregivers Lap and Relay For Life 2002 would be over. Over 1,000 people had remained to be part of this closing ceremony and they were all silent as we opened the envelope.

It had been a long year. We originally set a goal of \$450,000 and felt certain Leon County could reach that goal. After the tragedy of September 11th we had no idea what would really happen. By January most charities were in great difficulties. For some, donations had dropped off as much as 50%. As Relay events happened around the State, we received reports that for most, there was a significant drop in donations.

Donations for our Leon Relay, started coming in slowly. Uncertainty in the economy caused several organizations to decline to participate as a team and corporate donations to lessen.

As Julia and I stood there in the Saturday morning sun, we knew it had been a good Relay, no matter what the number in the envelope. Over 680 Survivors walked the first lap. More children and children's teams than ever before participated in this year's Relay. And we had achieved a level of diversity that truly reflected our community.

It was a hot sun, tempered by a cool breeze. We were both bone tired. We stared at the numbers and the numbers stared back at us. We read \$396,063. We had just about matched last years total.

Leon County is a wonderful place to live, to raise a family, to grow old. This is a community that works together to get the job done; any job. It is in communities

like ours, across the nation, that the battle is fought every day and it is through all of us that the battle to finally defeat cancer will be won.

Thank you Leon County for your friendship, your encouragement and your support.

Pat & Julia Pallentino



Chairman's Choice Award Team