



RelayNews

A newsletter for our Relay For Life supporters



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

October 2009

"Never underestimate the power of a small group of committed people to change the world." - Margaret Mead

The Olmsted County Relay For Life volunteers showed the world their commitment by exceeding all expectations for fundraising in 2009. By how much? You, your families, friends, and associates raised

\$177,000

supporting the work of the American Cancer Society. **Thanks to every one of you!**

Relay Online is Already Up & Running for 2010!

Don't wait to start your Online Team...Relay Online is ready now! Does it seem early? ***It is not!*** It is a great time to be thinking about fundraising strategies to help your team get to the next level. Drop in to the Olmsted County Relay web page to link to Relay Online!

www.olmstedrelay.org

2010 Relay For Life of Olmsted County

July 16-17, 2010
University Center Rochester

Mark your calendar now! We will Relay a week later than has been our tradition in recent years. Our Independence Day holiday is encroaching on the usual date in 2010, so we have moved to one week later, July 16-17, 2010. Otherwise, same time, same location, and you can expect the best ever from our committed volunteers.

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Breast Cancer Death Rates Continue to Drop 2% Annually

Fewer women in the United States are dying from breast cancer, but disparities in death rates still exist between whites and blacks, according to the American Cancer Society's Breast Cancer Facts & Figures 2009-2010.

Deaths from breast cancer have dropped more than 2 percent each year since 1990. And in the past decade that decline in deaths has been shared by black, Hispanic and white women. But black women still have a 40 percent higher death rate from breast cancer than white women.

"The breast cancer death rate continues to decrease since the 1990s in U.S. women because of improved treatments and increased mammography screening rates," said Dr. Ahmedin Jemal, strategic director for cancer surveillance at the Society.

The death rate from breast cancer peaked in 1989, Jemal said. "The most recent data from 2006 shows the breast cancer death rates have dropped nearly 30 percent," he said. "That's very good news." When this data is translated into the number of women with breast cancer who did not die, some 130,000 lives were saved.

Jemal said the decline in breast cancer deaths could be accelerated with more targeted treatment, more access to mammography, and more treatment for the poor and the uninsured.

All women should have regular screening for breast cancer, Jemal said. "If breast cancer is caught early, the five-year survival rate is 98 percent, but if you catch it late the survival rate is only 24 percent," he added.

Another way to lower the risk of death from breast cancer is to promote prevention, Jemal said. This includes maintaining a healthy body weight, keeping fit through exercise, and limiting alcohol consumption, he said.

Dr. Harold J. Burstein, of the Dana-Farber Cancer Institute in Boston and an assistant professor of medicine at Harvard Medical School, said, "We are making real progress against breast cancer."

"We are not winning because we have a new secret weapon," Burstein added. "We are winning because we have a better infrastructure, because we have educated patients and doctors, because we do have new tools becoming available, because we have new insights into the biology of the cancer -- all those things are making a difference."



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cancer.org | 1.800.227.2345

National Breast Cancer Awareness Month: Join the Fight to Save Lives and Create More Birthdays

October is National Breast Cancer Awareness Month, and a perfect time for you to join the movement to help fight breast cancer, save lives, and create a world with more birthdays.

Stay Well

The Society works to help people stay well by taking steps to reduce their risk of breast cancer and getting appropriate screening tests to find it early, when it is most treatable. The best way to do that is for women to get a mammogram every year starting at age 40, and to maintain a healthy weight, stay active, and limit alcohol intake.

Get Well

If you or a loved one is facing breast cancer, the American Cancer Society is in your corner to help guide you through every step of the cancer experience, so you can focus on getting well. The Society offers access to free services to overcome many daily challenges cancer patients face.

Find Cures

Breast cancer is one of the major research focus areas for the American Cancer Society. In fact, the Society spends more on breast cancer research than on any other type of cancer, and has been a part of nearly every major breast cancer research breakthrough in recent history.

Fight Back

Consider fighting back through the American Cancer Society Making Strides Against Breast Cancer® events nationwide, working to increase funding for programs that expand access to mammograms and treatment, or reminding the women in your life to get regular mammograms.

To join the movement towards a world with less breast cancer and more birthdays, visit cancer.org/breastcancer or call your American Cancer Society at 1-800-227-2345.

Help Wanted:

TEAM DEVELOPMENT COMMITTEE

A key strategy for increasing fundraising is to increase the total number of teams raising donations for the American Cancer Society.

- Reach out to teams that have participated with us in 2009 and earlier years.
- Recruit new teams to help us grow
- Committee members should be enthusiastic about Relay For Life and willing to ask others to join in their enthusiasm!

Help Wanted:

PUBLIC RELATIONS COMMITTEE

Building community awareness will result in more participation, more activities, and more fundraising.

- Help us "get the word out" about the Olmsted County RFL
- Verbal and written communication skills a real advantage
- Keep our media friends in the loop
- Press releases, updating community calendars and other ideas you may have

Can you help? Want to be more involved?

Contact: Becky Waara bwaara@prodigy.net

Help Wanted:

FUNDRAISING COMMITTEE

A key strategy for increasing fundraising is to share team fundraising ideas, on-site fundraising suggestions and let others know about Relay team fundraising events that we should support

- Communicate regularly with teams to share fundraising ideas
- Send regular notices when RFL fundraising events are scheduled so participants can support them and spread the word
- Work with Food and Logistics Committees to coordinate on-site fundraising for Relay

Help Wanted:

SAFETY COMMITTEE

Support the event by helping us to provide a safe environment for participants and by responding to requests for assistance at the event

- Knowledge of basic first aid
- Ability to identify potential problem areas before someone is actually injured
- Coordinate volunteer schedule for coverage of First Aid area throughout event

Dear Relay Ace:

My teammates and I wonder, with the ACS emphasis on nutrition, why there is no healthy food at Relay? Don't get me wrong, I love the bratwurst and pizza, but we'd enjoy other low fat, low sugar options like fresh fruit or yogurt.

Pigged Out Again!

Dear Pigged:

Great question and to the point! Have you and your teammates considered your own "On-Site" concession as a fundraiser at Relay? Perhaps you could fill a need and raise precious donations by offering fruit or vegetable options for sale. From an organizational standpoint, we'd love to see teams doing more On-Site fundraising.

Ace

Dear Relay Ace:

My youngsters always enjoyed the free inflatable toys at Relay. Why, all of a sudden, did you decide to charge so much for them?

Deflated Mom

Dear Mom:

We really do want the younger set to have fun at Relay, and we don't want to 'nickel and dime' you, but the reality is that we spent nearly \$400 of our donations in 2008 to provide that entertainment. This year, the folks that used the equipment (your family, for one) paid for it (a savings of \$400) and the vendor made a nice donation to our Relay. The decision to ask the actual users to support the expense was pure economics and supports our goal of raising funds for cancer programs and research.

Ace

Ask Relay Ace is your way to get answers to burning questions about RFL in Olmsted County. Contact Ace with your questions.

Relay.Ace@gmail.com

Dear Relay Ace:

One of my teammates got a small burn on her hand while she was lighting Luminarias. It wasn't a huge crisis, but all the same, we think it would be nice if there was a First Aid area to help with potential injuries or medical problems. Have you considered anything like this?

A Flaming Relayer

Dear Flaming:

Your Olmsted County Relay For Life has actually addressed this situation, but perhaps not clearly enough. There was a "First Aid" sign near the registration area, and a First Aid kit available. Injuries over the last few years have been mostly scrapes and burns, and our kit has been adequate. With an outdoor event and the potential for heat problems and other issues, the idea of having volunteers on call for emergencies is a possible solution. Would Relay teams sign up to cover a 2- or 3-hour shift during the event? Is your team willing to lead our Safety/First Aid effort? We need your help and expertise!

Ace

Dear Relay Ace:

I am a survivor with an "odd size physique" who has trouble getting a purple shirt in a comfortable size. How can I improve my odds of receiving a shirt this year that I can actually wear?

Big Purple

Dear Purple:

For the last 16 years of Relay in Olmsted County, we've had to "guess-timate" quantity and size when we order shirts, due in large part to the number of late registrations. How can you help us? Register early using Relay Online. If you are registering as a team member, be sure to check the "Survivor" box. If you are not a team member but still plan to attend as a survivor, register as a Survivor using Relay Online. Lastly, remember that registrations need to be complete and shirts ordered by late May. Registering early and utilizing Relay Online helps to eliminate some of our guess work and improve your odds!

Ace

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