



Dear Community Supporter:

In 2008, the American Cancer Society's Relay for Life of Greater Derry and Londonderry raised over \$200,000 and touched the lives of over 600 participants, cancer survivors and contributors. On June 19<sup>th</sup> and 20<sup>th</sup>, 2009, the *Relay For Life of Greater Derry and Londonderry* will be held at Pinkerton Academy and hopes to raise over \$230,000 to further the mission of the American Cancer Society. We hope that you will be a part of this community effort.

Relay For Life is a unique community event that allows individuals from all walks of life to join in the fight against cancer. Teams form and participate from businesses, clubs, families, friends, hospitals, churches, schools and service organizations. The goal is to have a representative from each team always out on the track walking, jogging or running. Relay For Life is an overnight event that raises cancer awareness and funds for research, education, advocacy, patient services and programs. The event is a celebration of life for survivors, a memorial for loved ones lost and a rally for the community to fight cancer.

Becoming a corporate sponsor for Relay For Life isn't simply writing a check. It is getting your company and employees involved in cancer control right here in your community. Unfortunately, the odds are great that many of your employees have been touched by cancer. Sponsorship of the American Cancer Society's Relay For Life is an incomparable employee benefit; it is also a wonderful opportunity to reach people who are active in their communities, both participants and volunteers, while contributing to the fight against cancer. Your association with the American Cancer Society, the largest voluntary, community-based health organization in the world, is one that will certainly enhance your company's image in the community by showing everyone that you are joining the community in the fight against cancer. Practically speaking, you have a rare opportunity through sponsorship to get your company name in front of over 600 participants through press releases, our local Relay newsletter and the sponsor board that will be displayed at the event

Cancer touches so many people in our community, and Relay For Life is a great way to help fight and raise awareness of this terrible disease. Please seriously consider this request and let your neighbors, your customers, and your community know that you are joining them in the fight. If you would like additional information about Relay For Life, sponsorship opportunities, and any of the programs and services that it supports, please feel free to contact the American Cancer Society at 603-471-4113, or via e-mail at [brigit.ryan@cancer.org](mailto:brigit.ryan@cancer.org).

Sincerely,

Bonnie Roberts and Susan Kuhn  
Corporate Sponsorship Committee  
Relay For Life of Greater Derry and Londonderry