



# American Cancer Society of Philadelphia Fact Sheet

## Headquarters

1626 Locust Street  
Philadelphia, PA 19103

## Phone

(215) 985-5314

## Website

<http://www.cancer.org/>

## History of Philadelphia Division

The Philadelphia Division was created in 1944 as part of the expansion efforts of the American Cancer Society. This division served both Philadelphia and Montgomery counties. In 1997, it consolidated with the Pennsylvania Division. The Locust Street location was the headquarters until the consolidation, when it became the regional office for the Southeast Region of the Pennsylvania Division.

## Mission Statement

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem. ACS and its divisions aim to conquer cancer by utilizing research, education, advocacy and service to prevent the disease, save lives, and diminish suffering from cancer.

## The East Division of the American Cancer Society

The American Cancer Society is comprised of 12 Divisions governed by the Division Board of Directors. The Pennsylvania Division, including the Philadelphia chapter of ACS, merged with the Ohio Division to create the East Central Division in late 2010. The East Central Division is responsible for awareness efforts, fundraising and public information events, as well as program delivery in the Pennsylvania and Ohio regions. The local office is organized to deliver lifesaving programs and services at the community level.

## How the American Cancer Society Saves Lives in Philadelphia

The American Cancer Society advocates staying well, getting well, finding cures, and fighting back. ACS helps citizens to take steps to prevent cancer or detect the disease at its earliest, most treatable stage and is there for patients around the clock to guide them through the cancer experience. It achieves results by investing in research to help us understand cancer's causes, determine how best to prevent it and discover new ways to cure it. Whether it is passing smoke-free laws, increasing funding for cancer research, improving access to quality health care or inspiring communities to take up the fight, the American Cancer Society fights cancer on all fronts.

East Central Division ● Southeast Region ● Philadelphia Office  
1626 Locust Street ● Philadelphia, PA 19103 ● t.215.985.5401 ● f.215.985.5343  
24 Hour Cancer Information 1.800.227.2345 ● [www.cancer.org](http://www.cancer.org)

A copy of the American Cancer Society's official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania 800.732.0999. Registration does not imply endorsement.



# Relay For Life of South Philadelphia 2011 Fact Sheet

## **Location**

Franklin Delano Roosevelt Park  
20<sup>th</sup> Street and Pattison Avenue  
Philadelphia, PA 19145

## **Time**

10 a.m. to 10 p.m.

## **Website**

[www.phillyrelay.org](http://www.phillyrelay.org)

## **Social Media**

<http://twitter.com/RFLSouthPhilly>

<http://www.facebook.com/RelayPhilly>

## **Relay For Life of South Philadelphia Contact**

Marjorie Madresh

Phone: (215)-985-5347

E-mail: [marjorie.madresh@cancer.org](mailto:marjorie.madresh@cancer.org)

## **Pre-event Fundraisers**

### *Skate For Life*

Penn Ice Rink, Philadelphia, PA

Sunday, December 12

1:30- 3:30 p.m.

### *Purple Tie Happy Hour*

A professional networking event

Positano Coast, Philadelphia, PA

Thursday, February 24

6- 8 p.m.

### *Strike Out Cancer and Spare Lives (Bowling Fundraiser)*

Westbrook Lanes, Brooklawn, NJ

Saturday, March 26

2- 5 p.m.

### *Relay International Fashion Show- Paint the Town Purple*

Drexelbrook Banquet Facility, Drexel Hill, PA

Friday, April 15

7- 11 p.m.

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# Relay For Life of Philadelphia 2010 Fact Sheet

## What is Relay For Life?

Relay For Life is the American Cancer Society's signature fundraising event taking place in communities nationwide. Every year, Relay For Life unites local communities in celebration of survivors, in remembrance of cancer victims and in declaration of support for the fight against cancer. Relay For Life is a community-oriented event in which teams of participants take turns walking relay-style for 12 hours to raise funds and awareness for *all* types of cancer research.

## Relay For Life 2010 Event Highlights

Relay For Life of South Philadelphia raised **\$51,034** in 2010 through pre-event fundraisers, and individual and corporate supporters. More than 250 people attended Relay For Life of Philadelphia at The Piazza at Schmidts in Northern Liberties. The event was made possible with the help of 33 total monetary and in-kind sponsors.

## Relay For Life 2010 Pre-event Fundraisers

In 2010, Relay For Life of Philadelphia held multiple pre-event fundraisers in the months leading up to the main Relay event. Relay For Life of Philadelphia sponsored several happy hours combined with staple events, including a bowling fundraiser, a fashion show and a shopping day raising a total of \$4,267.

## Location

The Piazza at Schmidts  
1050 North Hancock Street  
Philadelphia, PA 19123

## Website

[www.phillyrelay.org](http://www.phillyrelay.org)

## Relay For Life of South Philadelphia Contact

Marjorie Madresh  
Phone: (215)-985-5347  
E-mail: [marjorie.madresh@cancer.org](mailto:marjorie.madresh@cancer.org)

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## History of Relay For Life of South Philadelphia

The local Relay For Life event in Philadelphia began in 2008 as a corporate Relay For Life at Citizens Bank Park. Martha Bormann, whose mother is a breast cancer survivor and participant of other Relay For Life events, sought out the local Philadelphia headquarters of the American Cancer Society. She formed a committee to transform the corporate Relay into a community-wide event. The next year, Relay For Life of Philadelphia was again held at Citizen's Bank Park. However, this time Philadelphia communities were involved.

Since then, Relay For Life of Philadelphia has brought together local communities to raise awareness and funds to battle *all* forms of cancer, while celebrating victories over the disease and remembering those who lost their battles against cancer.

Since it began, Relay For Life of Philadelphia has been held in South Philadelphia three out of four times. In 2010, Relay For Life of Philadelphia was held at The Piazza at Schmidts in Northern Liberties. Relay For Life of Philadelphia made notable changes in 2011 to its image and role in the Philadelphia community. The event is now known as Relay For Life of South Philadelphia, encouraging greater participation and unity within the South Philadelphia communities. Greater focus on the communities and businesses in the South Philadelphia area will increase the connection among these groups, as well as facilitate a relationship between these communities and a local philanthropy. Relay For Life of South Philadelphia will allow communities to directly support their neighbors and other South Philadelphia residents affected by cancer.

In its first year, Relay For Life of Philadelphia raised \$19,000. In 2010, Relay For Life of Philadelphia raised \$51,034. Relay For Life of South Philadelphia raises money for the main event, and through pre-event fundraisers held in the months prior to the walk. Several events have been staples throughout the years, such as happy hours, a bowling fundraiser, a softball tournament and a fashion show. The money raised from these pre-event fundraisers goes to benefit the American Cancer Society's Relay For Life of South Philadelphia, and ultimately to those affected by cancer in the Philadelphia area.

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# Relay For Life Fact Sheet

## Location

Relay For Life Headquarters  
1222 Boston Avenue  
Nederland, TX 77627

## Phone Number

1-(800)-ACS- 2345

## Website

<http://www.relayforlife.org/>

## Hours of Operation

Phone: 9 a.m. – 5 p.m. CST

## Relay For Life History

Relay For Life, the American Cancer Society's signature fundraising event, is an event giving communities across the globe a chance to celebrate the lives of cancer survivors, remember loved ones lost, and fight back against a disease that affects millions worldwide. At Relay For Life, teams of people join together at local high schools, parks and fairgrounds to take turns walking or running relay-style to raise money for cancer research. Relay For Life began in 1985 when Dr. Gordy Klatt, a colorectal surgeon in Tacoma, Washington, ran for 24 hours to raise money for the American Cancer Society. Since then, Relay For Life has grown into the world's largest movement to raise funds and awareness to end the disease. Each year, more than 3.5 million people in 5,000 communities in the United States, along with communities in countries across the world, gather to take part in this globally celebrated event, saving millions of lives every year.

## Board Members

John Serrafin: National Chief Executive Officer, American Cancer Society  
Reuel Johnson: Vice President, Relay For Life

## Social Media

<http://twitter.com/relayforlife>  
<http://www.facebook.com/RelayForLife>

## National Relay For Life Services

Relay For Life's headquarters is responsible for several services. National Relay For Life assists in development and overlooks local Relay For Life events. The headquarters provides a forum for teams to communicate about their own Relay For Life event. On a national level, Relay For Life maintains several blogs, which can be found at <http://www.relayforlife.org/relay/blog>, where teams document successful strategies. It also maintains and updates a photo gallery of various events: <http://www.relayforlife.org/relay/gallery>. National Relay For Life offers corporate, international, non-corporate and youth outreach programs. Additionally, the national office organizes and distributes national and international awards.

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