



Dear Valued Philadelphia Business Owner,

The start of the New Year is a time for resolutions. Start 2011 with a pledge to support the American Cancer Society (ACS). On behalf of ACS, we invite you and your business to participate in the **Fourth Annual Relay For Life of South Philadelphia** and its **pre-event fundraisers**. This year's Relay For Life of South Philadelphia will be held at Franklin Delano Roosevelt Park on Pattison Avenue on Saturday, June 11, 2011, from 10 a.m. to 10 p.m.

Relay For Life of South Philadelphia is a community-oriented event where teams of participants take turns walking relay-style for 12 hours to raise funds and awareness for *all* types of cancer research. All money raised at this Relay stays local and benefits cancer patients in our city of Philadelphia. Relay For Life of South Philadelphia also offers all Philadelphia businesses and residents the opportunity to participate in pre-event fundraisers scheduled to take place February through May leading up to the American Cancer Society's signature fundraising event.

Previously held at Citizens Bank Park, the American Cancer Society's signature fundraising event has moved to South Philadelphia to encourage greater community participation and unity. The pre-event fundraisers and Relay For Life of South Philadelphia will continue to unite residents from all sections of the city to celebrate and support the fighters, the families, the friends, and the employees who have been affected by cancer. These fundraisers are a great way for you and your business to become actively involved in the South Philadelphia community by joining the fight against cancer. With your help, we can make Relay For Life of South Philadelphia a prominent philanthropic force in the Philadelphia area.

The following pre-event fundraisers will take place prior to Relay For Life of South Philadelphia:

Strike Out Cancer and Spare Lives Bowling Fundraiser will be held on Saturday, March 26, 2011, at Westbrook Lanes in Brooklawn, NJ. An afternoon of bowling from 2 to 5 p.m. is the perfect event for family, friends and employees to get together for an afternoon of games while supporting a local cause. The highly anticipated **Relay International Fashion Show- Paint the Town Purple** fundraiser will take place Friday, April 15, 2011, at Drexelbrook Banquet Facility in Drexel Hill, PA. Enjoy a three-course dinner while exploring cultures and other Relay For Life events around the world. Additional fundraisers are in the works, and information will be distributed when details are available.

Last year, Relay For Life of South Philadelphia raised \$51,034 combined from the day-of event and the pre-event fundraisers with help from local corporations and organizations. This year **we have set our goal at \$56,000** and are asking for help from your business. This money directly impacts the lives of thousands of cancer patients in the Philadelphia area. Community involvement and participation in these pre-event fundraisers and Relay For Life of South Philadelphia are crucial to the success of our mission. Join us at these pre-event fundraisers, and you and your employees will have the feeling of accomplishment knowing you supported the fight against cancer.

Become a fan of "Relay For Life of South Philadelphia" on Facebook, and follow us on Twitter at @RFLSouthPhilly. For more information, please visit www.phillyrelay.org for details as they become available about additional pre-event fundraisers, Relay For Life of South Philadelphia or how to become involved.

Together we *can* make a difference.

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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.