



MEDIA RELEASE: EMBARGOED TILL 10.30AM **5 November 2003**

Relay for Life Sets \$500,000+ Fundraising Target

The state's biggest cancer fundraising event was launched today in Hobart. Relay for Life raises funds for The Cancer Council Tasmania's (TCCT) support and information services and this year aims to raise over \$1 per head of population, with a fundraising target of \$510,000.

At the launch event held at the Domain Athletic Centre, TCCT CEO Lawson Ride said Relay's extraordinary success was reflected in the fact that when it was first held in Tasmania only three years ago, the event had a 10 year goal to raise \$1 per head.

"There were three events held in the 2003 Relay series with 3704 participants raising \$466,000 across the state. By way of comparison, Daffodil Day raised less than half that amount this year.

"Relay's contribution to our capacity to provide support and information services to people affected by cancer cannot be overestimated. As well as the enthusiasm of the on-track team participants we have a dedicated team of off-field Relay partners in the form of Lions and Rotary Club volunteers who form the event organising committees. Without their participation, Relay could not happen."

Mr Ride also paid tribute to the event's major sponsor, SMF Funds Management Pty Ltd (Financial Planning and Superannuation Specialists), which has signed on as major sponsor for the second consecutive year.

"In addition to contributing sponsorship dollars, SMF staff and clients have truly embraced the Relay spirit and their fundraising efforts added over \$15,000 to the 2003 event fundraising tally."

Relay for Life events will be held in Hobart (Feb 28-29), Launceston (March 13-14) and Penguin (March 20-21). To register or for further information telephone 1300 65 65 85.

ENDS

Launch Details:

Date & Time: Wednesday, 5 November at 10.30am, followed by morning tea

Location: Function Room under grandstand, Domain Athletic Centre

Attachment:

Relay for Life Facts & Statistics

For Further Comment:

Lawson Ride, Executive Director; 0418 129 757

Cathie Shirley, Director, Health Promotion & Development; 0438 081 869