

MEDIA RELEASE



Thursday 26 February 2009

Celebrate, remember and fight back at Relay

Cancer Council Tasmania is urging Hobart to celebrate, remember and fight back against cancer at Relay For Life this weekend.

The popular 24-hour community event will be held at four locations around the state during March, starting with Hobart and St Helens this weekend.

The Survivors Walk and Candlelight Ceremony have always been integral parts of the event to celebrate those who have survived and remember those lost to cancer.

This year there is another key ceremony in the fight to create a cancer free world.

The Fight Back Ceremony serves to inspire participants to take action, by making a pledge to make a difference in early detection and prevention of cancer.

Cancer Council CEO Lawson Ride said this could include anything from quitting smoking, encouraging someone to get a test or improving diet.

"We must fight back to honour the memories of all the people that cancer has taken away from us," he said.

"The Fight Back Ceremony symbolises the emotional commitment we each make to the fight against cancer."

Cancer Council Tasmania has seen a surge in entries for Relay over the past few weeks.

The community event has been popular since its inception in 2001 and, in its ninth year, its popularity is still strong.

"Relay is more than a fundraiser, it is a time to remember loved ones and support those battling cancer. It brings our hopes, dreams and determination for a cancer-free future to life," Mr Ride said.

Relay funds 80 per cent of Cancer Council's information and support services including four support centres, Cancer Council Helpline 13 11 20, support groups, education programs and the important *transport 2 treatment* service.

This year Cancer Council is aiming to raise a total of \$1.2 million and \$470,000 in Hobart.

For comment on Relay For Life please call Organising Committee chair Robin Pulford on 0418 126 797. For comment on Cancer Council please call Manager Regional Programs Stella Rodriguez on 0448 362 249.

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Relay For Life – Hobart

Domain Athletic Centre

February 28:

- 2pm - Opening Ceremony
- 2pm - Survivors Walk
- 8.45pm - Candlelight Ceremony

March 1:

- 12noon - Closing Ceremony

Relay For Life:

- Relay For Life is an outdoor, overnight event where teams of 10 to 15 people take turns to walk or run around a track for 24 hours
- It is Cancer Council Tasmania's premier fundraising event
- It supports 80 per cent of the organisations support and information services
- In 2008 Tasmanians raised \$1.2 million through the event, which equates to \$2 per head of population, most mainland states struggle to reach \$1 per head
- Relay has been running in Tasmanian since 2001
- In Hobart, Relay is organised by a volunteer committee made up of Lions Club members and other individuals. It is led by Robin Pulford
- Relay can only run thanks to the generous sponsorship of IGA Supermarkets, Southern Cross Television, Hydro Tasmania, SMF Funds Management, *The Mercury* newspaper and 7HOFM radio all of who have made a long term commitment to this event