

MEDIA ALERT

FOR MORE INFORMATION, CONTACT:

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American Cancer Society Relay For Life of Goleta Fights Back Against Cancer!

WHAT: Relay For Life is a fun and unique 24-hour event to increase cancer awareness in Goleta while raising much-needed funds for the American Cancer Society's programs and services. Teams composed of approximately 10 people formed by local businesses, community groups and individuals raise funds prior to the event. At the Relay, team members take turns walking or running around a track, relay-style and enjoy fun activities and entertainment off the track.

WHEN: July 10th – 11th, 2010 10:00 a.m. – 10:00 a.m.

WHERE: Foothill Elementary School, 711 Ribera Drive, Santa Barbara, CA 93111

WHO: Relay For Life is the American Cancer Society's signature event, held in more than 4,800 communities across the country. In California, more than 300 communities will host Relay For Life events. Over 200 community members on at least 25 teams are expected to participate in the event this year.

WHY: Relay For Life celebrates those who have survived cancer, remembers those who have lost the battle and gives communities an opportunity to fight back against a disease that takes too much. Funds raised go to the American Cancer Society's lifesaving research, advocacy, education and free support services.

ABOUT: The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research, education, advocacy and service. Founded in 1913 and with national headquarters in Atlanta, the Society has 13 regional Divisions and local offices in 3,400 communities, involving millions of volunteers across the United States. For more information, call 1-800-ACS-2345 or visit www.cancer.org.

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