

NEWS RELEASE TEMPLATE: KICKOFF

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BOB TYLER TOYOTA

FOR IMMEDIATE RELEASE

Bob Tyler Hosts American Cancer Society Relay For Life Kickoff Event

Pensacola, Florida – 11/02 – The American Cancer Society Relay For Life will hold a free kickoff for the annual event on November 15 at 5:30pm at Bob Tyler Toyota, 7201 Pensacola Blvd. Everyone is invited to the kickoff to learn about how to help the American Cancer Society save more lives from cancer.

The program will highlight how the community has benefited from funds raised and will honor cancer survivors and caregivers. The kickoff will be an area-wide kickoff for five local Relay For Life Events: Relay For Life of Pensacola, Relay For Life of Greater Escambia, Relay For Life of Beach Breeze, Relay For Life of Milton/Pace, and Relay For Life of UWF. Guests will have the opportunity to register a team for a Relay For Life event, which will be held next Spring.

The Relay For Life movement is the world's largest fundraising event to fight every cancer in every community, with four million participants in 6,000 events worldwide in 2015.

“This is our community’s opportunity to help save lives from cancer by taking our message to more people and raising more dollars to fund the fight,” said Molly Stroud, Community Manager, Relay For Life. “Together, our efforts can make a big difference.”

The Relay For Life movement unites communities across the globe to celebrate people who have battled cancer, remember loved ones lost, and take action to finish the fight once and for all. Relay For Life events are community gatherings where teams and individuals camp out at a school, park, or fairground and take turns walking or running around a track or path. Teams actively fundraise in the months leading up to the event.

Visit relayforlife.org to learn more about the events, or contact Molly Stroud at 850-266-2290 or molly.stroud@cancer.org.

About the American Cancer Society

The American Cancer Society is a global grassroots force of 2.5 million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest

voluntary health organization, the Society's efforts have contributed to a 22 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress; 14.5 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. We're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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