

The American Cancer Society Relay for Life of the Tri-Cities is Painting the Town Purple! Why purple? It is the first color to span the horizon at dawn – that splash of purple signifies HOPE for those with cancer who have survived another day. Our HOPE is that each new day turns into another week, another month, another year, and another birthday for our survivors. Purple signifies HOPE.

How can you and your establishment benefit from participating in our efforts to Paint the Town Purple and the St. Charles Bar and Restaurant Relay?

As a participant, you will be supporting the American Cancer Society's Relay for Life, the largest fundraising event in the world. Locally, our American Cancer Society has contact lists for thousands of regular participants within the Tri-Cities and Chicago Lakeshore areas. Promotional information regarding the Bar and Restaurant Relay, including participating establishments, will be sent to these contacts multiples times. Many of our event planning committee members and event participants utilize various social media outlets, which will also be used to promote the Bar and Restaurant Relay. This event will be presented to various media outlets for promotion and added to community event calendars.

With all of the participants drawn to our town, your establishment will be exposed to new customers who will experience all your business has to offer. Residents of St. Charles, especially those touched by cancer, will be proud of the way our community comes together to support a worthy cause and grateful for your participation in and support of this meaningful event. They will return to frequent your establishments.

IMAGINE THE POSSIBILITIES

The intent of Painting the Town Purple and the Bar and Restaurant Relay is multifaceted. The Relay for Life represents a community taking up the fight against cancer. This event is an opportunity for local businesses and individuals to come together in support of the families in our community who are battling cancer. Painting the Town Purple and the Bar and Restaurant Relay will raise awareness for the Relay for Life of the Tri-Cities, which will be held June 13, 2014 at the Kane County Cougar's Stadium (Fifth Third Ball Park). It will also serve as a fundraising event for the Relay for Life. The proceeds from the Relay for Life fund direct patient services, community education and advocacy programs, as well as life-saving research – with the ultimate goal of spreading HOPE and finishing the fight against cancer.



Our plan, with your help, will be as follows over the weekend of May 30-31, and June 1, 2014:

Individuals participating in the Bar and Restaurant Relay will purchase a bracelet (at a cost of \$20.00), with the purchase price of the bracelet going directly to the Relay for Life. Each participating bar and restaurant will offer specialty food items at a discounted price to those with bracelets. We encourage you to be creative with your establishment's efforts to help us Paint the Town Purple. If you wish to offer a specialty drink, please consider doing so, but please note alcoholic beverages should not be included amongst the discounted items.

We would like each establishment to theme their location, in advance, with American Cancer Society and/or Relay for Life signs, or banners, and display purple colors. American Cancer Society and Relay for Life branded signage will be made available to you at no cost. Theming in this way will add to the promotion of the event, and grow excitement for all participants. Storefronts are encouraged to decorate window spaces. The American Cancer Society can provide footprints or suns and moons (similar to the balloons sold to raise money for the Children's Miracle Network). You may also consider painting your windows. Volunteers can be available to assist in decorating your storefronts as needed.

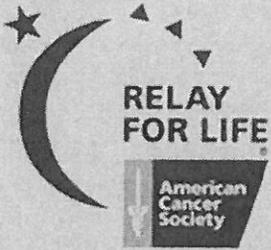
Please ask your staff and regular patrons to help promote this event. As this will be a fundraising event, **we also invite and encourage you to challenge one another to a friendly competition to raise the greatest** amount of money for the Relay for Life. Relay for Life branded collection containers will be provided by the American Cancer Society secure cash donations.

Prior to the Bar and Restaurant Relay or the day of the event, we also invite you to put together a team to participate in the Relay for Life of the Tri-Cities and witness the impact your generosity and support will have on the families in our community. At the Relay for Life, entertainment, food and fun happen at all hours as we remember loved ones and work to finish the fight against a disease that impacts so many. Teams can be comprised of family and friends, staff, and/or regulars at your establishments. The more the merrier! This also serves as a great morale booster and team-building opportunity.

Post event, participating establishments will be thanked for their support and generosity through various local media, social media postings, and each establishment will be listed and thanked in printed materials displayed during the Relay for Life, which will provide exposure for your establishment amongst the thousands of people expected to be in attendance.

We are sincerely grateful for your consideration and look forward to partnering with you to show families across the Tri-Cities and beyond that St. Charles is a community that has taken up the fight against cancer and is working to give hope to families currently fighting against this disease.

For further information please contact Dana Tardella at 630-220-0818, or Bob Tardella at 630-587-0800 or email to RFLTriCities@Gmail.com



Please complete and return the following **no later than Friday, May 23rd**
Completed forms can be sent via email to rfltricity@gmail.com or
via fax at (630) 587-0620 (attn: Bob Tardella)

**Company name and Specials offered will be included in the
Bar and Restaurant Relay programs distributed to all participants.**

Company Name: _____

Contact Information

Name: _____

Phone: _____

Email: _____

Company Address: _____

Specials Offered

To register a Relay for Life team: www.relayforlife.org/tricitysil

To request materials to help Paint the Town Purple and theme your establishment, please contact:

Dana Tardella – (630) 220-0818 or via email at rfltricity@gmail.com

Bob Tardella – (630) 587-0800 or via email at bob@tardella.com