



FEATURES, ADVANTAGES, AND BENEFITS

FABS For Individuals

FEATURES	BRIDGE	ADVANTAGE	BRIDGE	BENEFIT
Relay is an overnight event	which means that	participants gain a sense of fellowship thanks to the hours they spend with their friends, neighbors, and co-workers	and the real benefit is	that fellowship creates a pride in knowing not only that they have contributed to the fight against cancer, but that they have improved their community as well.
Relay contains a survivors lap honoring cancer survivors	which	demonstrates to the public that plenty of people survive cancer;	and the real benefit is	the hope that this offers newly diagnosed cancer patients.
A luminaria ceremony is held at 10:00 after dark	which	brings all the participants together in one place at one time	and the real benefit is	it gives people the opportunity to memorialize those they have lost to cancer; and to honor those who have survived it.
Relay helps market our programs	which means that	more people know how to access them when they need them	and the real benefit is	this increased awareness can save lives and reduce the suffering caused by cancer.
Relay is a source of Volunteers for the American Cancer Society	which means	we'll be able to create or expand our existing programs	and the real benefit is	we'll be able to save more lives and diminish more suffering.
Relay is a family event	which means that	parents and children have an opportunity to participate together in the event	and the real benefit is	that it creates stronger family ties.
Relay is a fundraiser	which means that	we'll have more funds to fight cancer	and the real benefit is	we'll be able to save more lives and diminish more suffering.
Relay is a fun event that raises money for a worthy cause	which means that	you're going to have fun while you work on, and participate in, this event	and the real benefit is	your efforts will benefit your community and the fight against cancer.
Relay is a community event	which means that	participants develop a stronger sense of fellowship toward each other	and the real benefit is	the increased pride they will feel towards their community.



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FABS For Corporate Sponsors and Businesses

FEATURES	BRIDGE	ADVANTAGE	BRIDGE	BENEFITS
Participants on teams are drawn closer together through the fellowship created through Relay	which means that	they gain valuable experience in team building	and the real benefit is	this experience often translates into better employee morale and increased productivity at work
By becoming a Relay sponsor, you'll be able to reach hundreds of families	which will	increase your business' visibility	and the real benefit is	they'll be more likely to become your customers.
By becoming a Relay sponsor, you'll help defray the costs of the event	which means that	more of the individual's fund raising activities will directly benefit the fight against cancer	and the real benefit is	More people will participate because they know their money will directly support the fight against cancer, not the expenses of this event.
By having your company participate in Relay, your employees will learn more about the local resources available to cancer patients	which means that	they'll be able to take advantage of those programs	and the real benefit is	more lives will be saved and more suffering will be reduced.
Your company's involvement in Relay will enable us to reach more people in the community	which means that	more people will know about our programs, more funds will be raised to find a cure, and more people will understand that they can survive cancer.	and the real benefit is	this will be a stronger, better community
Participating in Relay creates a sense of fellowship	which means that	people are drawn closer together making new friends, learning how to work better with each other	and the real benefit is	you have a stronger, more vibrant community.