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[Home](#) | [Plan, Share, Learn](#) | [Relay Resources](#) | [Society Links](#) | [Event Info](#) | [Help](#)

Search
Advanced Search

Home » content

Inside Relay

- [Home](#)
- [Relay For Life Photo Gallery](#)
- [Relay For Life Forums](#)
- [Relay For Life Groups](#)
- [Relay For Life Blogs](#)
- [Relay In The News](#)
- [Content](#)
- [Invite a Friend](#)

Relay Resources

- [Find Relay Events](#)
- [Local Resources and Information](#)
- [Relay Library](#)
- [Colleges](#)
- [National Corporate Team Program](#)
- [Show Support Now](#)
- [About Relay](#)
 - [Committee Job Descriptions](#)
- [Training Room](#)
 - [Relay Online for Teams](#)
- [Cancer News](#)
- [Help](#)
- [Site Feedback](#)
- [Relay Store](#)

My groups

- [tech group](#)

Who's online

There are currently 11 users and 122 guests online.

Online users

- Naughtya
- Lindascrusaders
- Carminiagonz
- DylanCrane
- amy.berra@hallco.org
- eodom
- CoreyMiller
- juliesanders
- Grace Greer
- overbyj
- Ashley Thoreen

Relay For Life of Pottstown, PA Raises \$1 Million



The record-breaking 10th anniversary American Cancer Society Relay For Life of Pottstown ignited a passion for the Relay that no one has ever seen before.

Community support from local businesses, churches, schools, clubs and organizations began at the kick-off in November 2006 and continued through the Relay itself and beyond. As the dollars grew closer to the one million

dollar goal, the frenzy spread across Montgomery County and even surrounding counties.

More than 3,000 participants, including more than 600 survivors came out to support the Pottstown Relay For Life in the fight against cancer. During this year's event, sponsorships tripled and the Luminaria Ceremony increased five-fold, which allowed strong partnerships to develop between the American Cancer Society and the Pottstown community.

Leading up to the event the Run/Walk/Bark For Life, a partnership with the Rotary Club, resulted in a 48-member canine team, "Canines for a Cure," which raised more than \$13,000 with the help of dedicated Relay For Life volunteers. Canines for a Cure also led to the sales of a calendar featuring the top fundraising dogs.

Other new activities to help reach the one million dollar goal this year included "Dimes Make a Difference," which began with a six-year old student's gift of a dime to help cure cancer. In honor of her kindergarten teacher, who is a cancer survivor, the program expanded and netted more than \$23,600! The American Cancer Society Gala at St. Peter's Inn also resulted in a new \$10,000 donor, additional sponsors and Relay For Life exposure to a whole new audience. "Kids for a Cure" doubled their participation this year reaching 11,000 children in 26 schools, and the July 4th celebration in Pottstown memorialized cancer experiences of courageous family members and friends.

Local media attention was also crucial in the success of the Pottstown event. Nancy March, Editor of The Pottstown Mercury and recipient of the 2007 Southeast Region Partners in Hope Award, along with her staff provided valuable support at a grassroots level. The newspaper's dedicated reporter Brandie Kessler worked directly with the event chair to run weekly press releases, editorials, and photos. For the third year in a row, The Mercury's graphic designer also created the event's theme logo.



Nancy served as guest speaker at the Relay For Life Luminaria Ceremony and agreed to sponsor the Relay's first time gala event. Their involvement helped to rally the community's support. The Pottstown Mercury has given the Relay For Life in Pottstown a face to be seen and a voice to be heard!

Event Chair JoAnn McKiernan, a driving force behind this year's effort, brought strength in marketing and promotions for the event. She was able to work with volunteers and supporters to empower them to perform beyond their own expectations. A cancer survivor and die-hard Relay supporter, JoAnn provided endless amounts of personal time and energy. In fact, she was this year's



New forum topics

- [Casual For Cancer Days](#)
- [I know you've seen these! HELP](#)
- [collection cans](#)
- [Movie Themes](#)
- [Easter Egg Sale](#)

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New groups

- [Rhonda Guddal](#)
- [Celebrate, Remember, Fight Back in Denham Springs, LA](#)
- [Arlington, MA RFL](#)
- [Four Corners Relay for Life - Four Corners Florida](#)
- [AKPsi Tulane](#)
- [High Flyers](#)
- [IL LAKE COUNTY ON-LINE CHAIRS](#)
- [SAVIORS AGAINST CANCER](#)
- [The Pink Panthers](#)
- [The Sarpy Super Heroes](#)

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Relay Video

[Jesse Pizana's Story](#)

Part 2 of 3

recipient of the Southeast Region Distinguished Service Award.

Event Co-Chair Peggy Neese, RN director, Oncology Services Pottstown Memorial Regional Cancer Center is another American Cancer Society veteran volunteer who serves as liaison with the Cancer Center and is responsible for the growth of the Cancer Center's sponsorship. This year, the sponsorship exceeded \$12,000, and was the top sponsor for the Relay For Life of Pottstown. Peggy helped fashion a very strong partnership between the American Cancer Society and the Cancer Center. She provides a visible American Cancer Society presence while providing various patient services to the community.

Event second Co-Chair Kathy Brennan is a breast cancer survivor who also Chairs a Diamond Level fundraising team for the Relay in Pottstown.

Survivor and Ceremonies Chair Sharon Basile RN is also a long-time American Cancer Society volunteer. She and her husband Don initiated the creation of the first Relay For Life in Pottstown in 1998 after visiting a neighboring Relay. She planted the "heart" in the event and has been generous with her efforts.



The American Cancer Society is very proud to recognize the exceptional Relay for Life of Pottstown volunteers who are working tirelessly to create a cancer-free world!

"Over the past ten years, it is especially humbling and exciting to have worked closely with Sharon, Jo, Peg, and all of the other outstanding Pottstown volunteers on this stellar event. They hit the ground running in

1998 and organized the best first-time Relay For Life in Pennsylvania history," said American Cancer Society staff partner Maddi DeGennaro.

"Hitting the one million dollar mark in 2007 brings the Relay For Life of Pottstown's all-time total to five million dollars in ten years, and we're very proud of that!"

Happily, this year's mantra of "\$1 Million in 10" has indeed become a reality.

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