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## Relay to paint Pa. purple

PA. WILL GO PURPLE FOR RELAY FOR LIFE

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*John Strickler/The Mercury The 2007 Relay For Life kicks off at Pottsgrove High School. Events for the 2008 Relay for Life season will begin the week of April 12.*

POTTSTOWN — Anyone unfamiliar with Pottstown's position as a leader in the fight against cancer will soon be unfamiliar no longer.

April 12 through 19 marks the Paint the State Purple campaign by the American Cancer Society Pennsylvania Division. The goal is to have as many representations of the community's fight against cancer and involvement in the Relay for Life, actually in the community, be it purple ribbons, purple street lights or just individuals wearing purple.

"It's a grassroots program they're rolling out," said Kathy Brennan, chairperson of the 2008 Relay event in Pottstown. "What it's designed to do is increase awareness of the fight against cancer, awareness of the Relay for Life and awareness for survivorship."

Brennan said hundreds of area residents, and dozens of businesses and organizations are on board to do their share to paint Pottstown purple.

"It's really just getting to get everyone to put purple everywhere," Brennan said.

Some of the things to look for during the Paint the State Purple event include:

Pottstown Memorial Medical Center, which has recently come to the plate with a \$15,000 corporate sponsorship for the Relay for Life of Pottstown

(matching Diamond Credit Union's highest sponsorship contribution to Relay so far this year) will change all the lights in their parking lot to purple from April 12 until the Relay for Life event May 31-June 1.

The Coventry Mall will have purple bows on the columns inside the mall, and advertise the event on their marquee and on their Web site.

Relay for Life banners will be hung from the light posts throughout Pottstown.

The Pourhouse in Pottstown and Crazy Carl's in Schwenksville will be serving purple beer.

In addition to being a great way to involve the entire community in spirit of Relay, the Paint the State Purple event is a way to commemorate the nation's first-ever Canine Relay for Life event which is being held in Pottstown April 19, and a wonderful way for relayers to get geared up for the Relay for Life event, Brennan said.

"It's going to culminate with the Canine Relay for Life," Brennan said of the state-wide program.

Brennan also thanked all the area businesses and organizations and the community members for their support of the program.

"The community's really behind Relay," she said.

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For more information on the Relay for Life of Pottstown visit [www.pottstownrelayforlife.com](http://www.pottstownrelayforlife.com)