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FOR IMMEDIATE RELEASE

“Walk the World for a Cure” on April 11-12
Inaugural International Drive
Relay For Life to be held at Festival Bay Mall

ORLANDO, FL—The first International Drive Relay for Life will take place at Festival Bay Mall on April 11-12.

As the national fund-raising event of the American Cancer Society, this unique, fun-filled day-and-a-half offers everyone in the community an opportunity to participate in the fight against cancer. The theme this year is “Walk the World for a Cure” and will begin at 6 p.m. on April 11 and end with closing ceremonies at noon on April 12.

“In 2008, at least 1.3 million people will be diagnosed with some form of cancer,” said Luann Brooks, executive director of the I-Drive Master Transit and Improvement District, in announcing this inaugural Relay for Life to be held in the International Drive Resort Area.

“We have all been touched by this disease through family members, friends or neighbors. It is fitting that International Drive, a world famous family vacation destination, should be one of the area’s locations for Relay for Life. It is our hope to make this a yearly event in the I-Drive area.”

Teams are formed from businesses, families, churches, friends and service organizations, all to support the American Cancer Society’s mission: eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from the disease. During the event, team members take turns walking around the track. Each participant is encouraged to raise at least \$100.

This year, selected Relay event(s) in the community are offering the unique opportunity to participate first-hand in a landmark new study, the Cancer Prevention Study-3 (CPS-3). The American Cancer Society will be enrolling people into CPS-3, a long-term study that will help researchers better identify the lifestyle, environmental, and genetic factors that cause or prevent cancer. For information, visit www.cancer.org/cps3 to find out how to participate.

To participate in the International Drive Relay for Life, visit: <http://events.cancer.org/rflidrivefl> or contact Chad Buschell at 407-843-8680 (ext. 2534) or chasd.buschell@cancer.org.