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# News Release

FOR IMMEDIATE RELEASE

## Lafayette to "Paint the Town Purple" on July 20 in Celebration of Relay for Life

**LAFAYETTE, Colo July 17, 2012** – On July 20 the City of Lafayette will "Paint the Town Purple" in celebration of the annual Relay For Life event. Purple ribbons will be placed along Public Road in an effort to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease. The City encourages residents to participate as a volunteer, walker, team and pay tribute to our City's cancer survivors.

Relay for Life memorial luminaries will be available during the Art Night Out Event at Festival Plaza on July 20 from 4-9pm as a fundraiser for the Race, complete with an art station allowing children to help decorate the luminaries. These symbols will be arranged and lit at the race site on August 3 to display a moving symbol of support. Businesses and residents can also show their support in the fight against cancer by ordering a purple bow to place on their property. The bows are available for a suggested donation of \$10 with proceeds benefitting the American Cancer Society's research, education, advocacy and patient service programs.

This year's Relay For Life of East Boulder County will be held at Monarch High School in Louisville on August, 3rd –4th from 6:00 pm to 8:00 am. Registration is handled through [www.eastboulderrelay.com](http://www.eastboulderrelay.com)

For more information on Relay For Life or to order your purple bow, please contact Lynn Wooton at [lynn.wooton@cancer.org](mailto:lynn.wooton@cancer.org) or visit [www.eastboulderrelay.com](http://www.eastboulderrelay.com).

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### **About the Relay for Life and the American Cancer Society**

Relay for Life is the signature fundraiser for the American Cancer Society. Beginning at 6pm on August 3, 2012 activities will start at the Monarch High School track to Celebrate Survivors, Remember loved ones, and Fight Back Cancer. The American Cancer Society Relay For Life is the Society's signature fundraising event. Teams of people camp out for 12 hours, walking laps on a track, socializing, and participating in planned activities. Teams can be made up of family, friends, co-workers or community groups.

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service. For information about cancer, call 24 hours day, seven days a week 1.800.ACS.2345 or log onto [www.cancer.org](http://www.cancer.org).