



# EVENT DAY GUIDE



JUNE 12, 2021



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# COMMUNITY IS A FEELING



## WELCOME TO RELAY

Welcome to your virtual Relay For Life Event Day Guide! We are excited for you to experience **Relay For Life** on **Saturday, June 12, 2021**. Taking place from **8 PM – 9 PM EST**, this event will unite participants from across Canada to Relay For Life from the comfort of their homes. This year's virtual event will include all the things you know and love about Relay, with a few surprises along the way!

It's been a difficult year, especially for those in our community affected by cancer. That's why, on **June 12**, the Canadian Cancer Society Relay For Life is bringing together a national community of people committed to changing the future of cancer. Even though this year we will be physically apart, whether you Relay in a park, or in your living room, we all Relay together. Because community is a feeling you get on the inside, as much as it is being connected on the outside.

We look forward to seeing you on **June 12** as you show your support for everyone you love who's been affected by cancer.



*"Your participation in Relay For Life is helping improve the lives of people with cancer, like me. Your support helps advance research and funds incredible support programs, including the Canadian Cancer Society's reliable information service that I have used extensively over the past 8 years. Thank you."*

*- Marie-Josée Morissette,  
osteosarcoma and breast cancer survivor*



# AGENDA

The Relay For Life team has put together an exciting, virtual broadcast for you to stream from the comfort of home. We invite everyone to participate in and fundraise during this interactive event. We are excited to have you join us for all the elements of Relay that we love, including:

- Opening Ceremony
- Luminary Ceremony
- Special performances from Canadian Musicians  
Tyler Shaw, Matt Dusk & Alli Walker!
- Stories from Participants of Hope
- Closing Ceremony

Before or after you've watched the virtual Relay For Life livestream, you can run or walk in your neighbourhood as part of your at-home celebration. Bring your phone with you to track your distance (make sure you have the **Relay For Life app** installed). Local award winners will be shared on your local Facebook pages on event day!

## HOW TO WATCH:

The Relay For Life virtual opening ceremonies will be taking place on **Saturday June 12th at 8PM EST** on the Canadian Cancer Society Facebook and YouTube pages. You do not need to have a Facebook or YouTube account to watch.

Our Relay For Life event will also be broadcasted across **YES TV** channels starting at **8PM EST**.

Visit [yestv.com](http://yestv.com) to find your channel.

Click a logo to watch on that site:



yesTV®



# EVENT PREPARATIONS

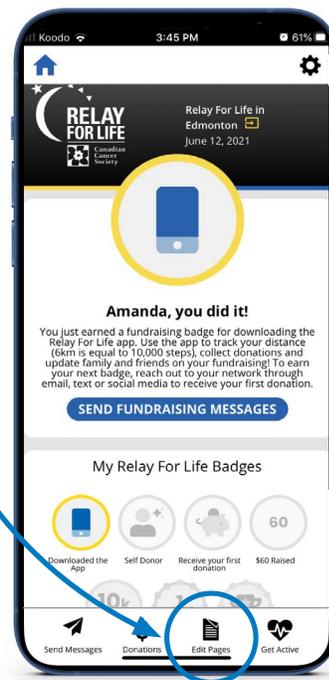
This Relay For Life checklist will help you prepare for Event Day and ensure your celebrations are fun and memorable.

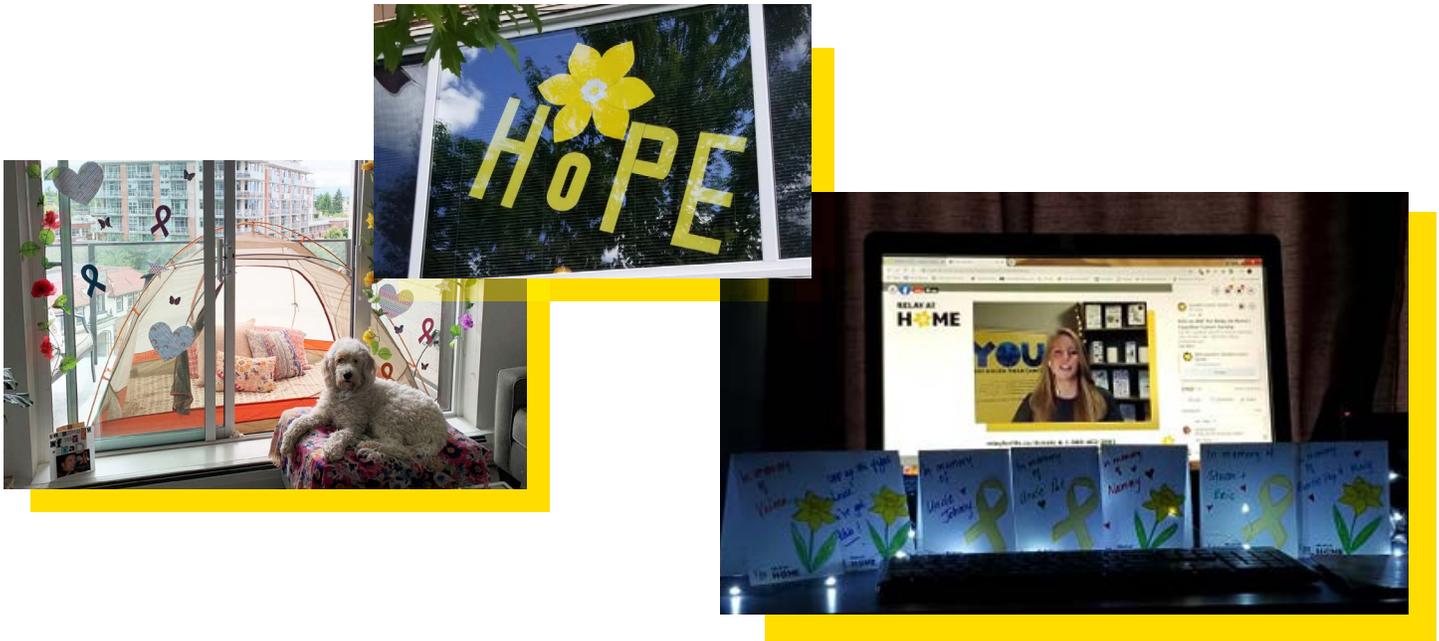
## 1-2 WEEKS PRIOR

- Pending local physical distancing and public health guidelines, decide if you'll be gathering in a small group with your team or loved ones in-person or virtually. Confirm the time and location and share a calendar invite with the details.
- Prepare for your at-home celebrations by choosing a theme, coordinating decorations, healthy snacks and a route to walk in your neighbourhood. We have created a list of great at-home celebration ideas [here](#).
- Prepare your at-home luminary ceremonies to celebrate and remember Participants of Hope and those affected by cancer. Print out or make your own luminaries. We have created a list of at-home luminary ideas [here](#) and luminary printouts [here](#).
- The digital luminary is a chance to share why we Relay and honour our loved ones this year in a safe, digital way! Share your digital luminary on social media and add it to your fundraising profile.
- Follow your local **Relay For Life** social media channels for local event details and awards. Local social media channels can be found on [relayforlife.ca](https://www.relayforlife.ca)
- Check out our list of Participant of Hope Celebrations found [here](#), for ways to celebrate the Participants of Hope on your team!
- Download the **Relay For Life App** from [Apple Store](#) or on [Google Play](#) to share your experience with others and track your activity. Challenge yourself to walk or run as much as you can, and earn fundraising and activity badges as you go!
- Utilize the social media frames and stickers found in the Relay For Life App to share your excitement on social media. Make sure to tag your event site social media page!

### How to use Relay For Life stickers:

- Open the Relay For Life app
- Click edit page
- Choose from a variety of filters, text, overlays and stickers!
- Have fun!





## 1 DAY PRIOR

- Make sure you'll have a strong internet connection and a screen to watch our live-streamed **Relay For Life** event at **8:00pm EST**. If you're watching on **YES TV**, visit [yestv.com](http://yestv.com) to find your channel.
- Decorate your home or front porch in yellow so that people know you're participating in the Canadian Cancer Society Relay For Life.
- Print out or create your own luminary to celebrate and remember those affected by cancer. We have created a list of at-home luminary ideas [here](#) and luminary printouts [here](#).
- Gather the supplies you need to make healthy snacks for your at-home celebrations. For lunch or dinner, see our suggested salad [here](#).

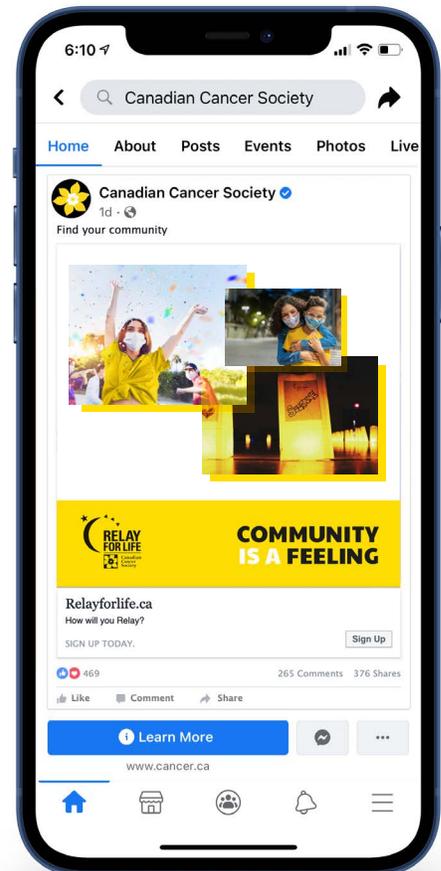
**Changing public policy is one of the most effective tools for preventing cancer and helping those living with and beyond cancer. That's why the Canadian Cancer Society works with government to bring about healthy public policies that will help prevent cancer and improve the lives of people living with cancer and their caregivers.**



## EVENT DAY

### HAVE FUN

- Watch the **Relay For Life virtual event at 8pm EST** on [Facebook](#), [YouTube](#) or [YES TV](#).
- Share photos and videos on social media using **#RelayForLife**
- Get outside and “walk the track” by taking a walk or hike around your neighbourhood. Remember to follow local public health guidelines!
- Visit your local Relay For Life Facebook page after the virtual event to see local fundraising totals and local award winners





# APPENDIX

## LUMINARIES

**At-Home Luminary Ceremony:** Whether you Relay for a parent, child, grandparent, or friend, luminaries are a powerful symbol that our loved ones are always in our hearts. The Luminary Ceremony at Relay For Life allows us to honour and remember those we love, every step of the way. Here are some options to make a luminary ceremony at-home.

- Take a piece of white printer paper, fold it down the middle of the page. Write down why you Relay, and then take some time to decorate your luminary! Take this moment to reflect on what Relay means to you! Make sure you have a flashlight or phone nearby for the luminary ceremony!
- Make the traditional luminaries with brown or white paper bags. Purchase a bag from your local store and add a votive candle! For safety, use a flameless LED votive candle. Decorate your luminary with why you Relay.
- Create your own reusable luminary. Recycle a large metal juice container and punch holes in the sides of the can. If you're handy, you can punch out designs such as stars. Paint or decorate the can and light with a votive candle or flashlight!
- Decorate a clear mason jar and light up with twinkle lights or a votive candle.
- The digital luminary is a chance to share why we Relay and honour our loved ones this year in a safe, digital way! You can share your digital luminary on social media, add it to your fundraising profile and more. Luminaries are a powerful reminder of why we all gather and this year we can share that same story digitally. You have a variety of options for messages such as: in celebration, in honour, in memory, or dedication.



## PARTICIPANT OF HOPE CELEBRATIONS

- **At Home Participant of Hope Celebrations**  
Celebrate the Participants of Hope on your teams with style! Please be mindful of public health guidelines currently in place!
- **Connect with a Participant of Hope**  
Who do you Relay for? Call, email and connect with a Participant of Hope that you Relay for and share your support.
- **Parade of Hope**  
Plan a route with your team to drive by the homes of your team's Participants of Hope! Consider decorating cars or dressing up.
- **Chain of Hope**  
Take strips of paper and write why you Relay, your team's Participants of Hope names, and other things you think of when you think Relay! Take tape or glue and make one piece into a circle, take the next piece of tape and interlace it with the previous circle. Keep doing this until you make a chain the length you want. Use this as the finish line for your Relay, wearable décor, or decorations for your house!

- **COVID-friendly Connections**  
Relay For Life is all about community. While respecting local physical distancing and public health guidelines, consider how you can celebrate Relay For Life with your team! Consider physical distanced visits, or porch drops of flowers for your Participants of Hope.
- **Participant of Hope Badges**  
Print the Participant of Hope badges and cut them out. Affix them to your Participants of Hope with scotch tape or safety pins! [Page 15-16](#)



**In 2019-2020,  
the Canadian Cancer Society  
funded \$42.1 million in  
leading-edge research  
supporting more than 248  
projects across the country,  
thanks to our donors.**

## EVENT DAY CELEBRATION IDEAS

Relay For Life is all about celebrating! We celebrate our Participants of Hope. We celebrate teams and fundraising. Relay For Life celebrations are as different and unique as the communities and participants they represent. In 2021, Relay might look different, but there are many ways to continue the unique magic of Relay during your at-home celebrations.

### RELAY ANYWHERE

Bring the Relay celebration to your front yard, driveway, living room, backyard, or kitchen. Teams and participants can Relay anywhere in your neighbourhood (following physical distancing and local public health guidelines).

### CHOOSE A THEME

Themed laps are a unique and fun part of Relay For Life. Choose a theme for your at-home celebrations!

- **Yellow:** Deck out your space with all things yellow! You can incorporate the colour on the furniture, walls, ceiling, and even the lights. Dress up in as much yellow as you can!
- **Pyjama Party:** Get comfy and grab a blanket as we celebrate Relay For Life
- **Western:** Turn your home into a rodeo! Break out those cowboy boots and boogie your way through your celebrations.
- **Throwback Era:** Choose a past era to celebrate, from greasers and poodle skirts for the 50s, to crazy tie dye for the 70s, or flannel and overalls for the 90s. Make sure to incorporate a playlist from the same era into the theme.

### DECORATE

Here are some ideas to decorate for your at-home celebration

- Purchase yellow balloons and streamers and deck out your home in yellow
- Chalk your driveway with messages on why you Relay
- Set-up a tent on your balcony or backyard to celebrate with your family, friends, and teammates. You could even create a mini track in your backyard!
- Create or print out a Relay For Life poster and post it in your front window

### GET ACTIVE

On event day, you can “walk the track” by taking a walk or hike around your neighbourhood. Bring your phone to track your steps through the updated **Relay For Life app**.

Check out your local Relay For Life Facebook page for community route suggestions, make your own community route or even create a track in your own backyard!

### BE SUN SAFE!

- Check the UV Index
- Wear 30+SPF Sunscreen
- Wear a hat and sunglasses

## RECIPE

### Raspberry Poppyseed Salad

Looking for simple salad ideas that embrace fresh ingredients? This recipe pairs leafy greens with juicy berries and crunchy nuts to create a salad that is both colourful and delicious. (This recipe is courtesy of Half Your Plate)

#### Ingredients:

- 6 cups mixed greens
- 2 cups frisée or curly endive
- 1/4 cup Poppyseed Dressing
- 1 cup fresh raspberries
- 1/4 cup pecans, coarsely chopped and toasted
- 2 tbsp fresh chives, chopped



#### Directions:

1. Toss greens and frisée in a large bowl with dressing.
2. Top with fresh raspberries, nuts and chives. Serve immediately.

#### Nutrition facts:

Raspberry Poppyseed Salad

Amount Per Serving	
Calories 150	Calories from Fat 117
% Daily Value*	
<b>Total Fat</b> 13g	<b>20%</b>
Saturated Fat 1g	5%
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 140mg	6%
<b>Total Carbohydrates</b> 8g	3%
Dietary Fiber 3g	12%
<b>Protein</b> 2g	4%

\*Percent Daily Values are based on a 2000 calorie diet.

#### PARTICIPANTS OF HOPE!

Did you know that on cancer.ca there are tons of recipes that can help you get the nutrition you need when going through cancer treatments? [Find them here.](#)

## PRINT AT HOME RESOURCES

On the following pages, you'll find a few ways to help celebrate Relay For Life. All you have to do is print the pages you want in either colour or black and white, and you're set!

### ● Colouring sheet

Involve your kids and keep them entertained by printing out the colouring sheet!

### ● Posters

Show your support for Relay For Life by printing out the colour or black & white poster and placing it in your windows at home.

### ● Badges

Print the Participant of Hope badges and cut them out. Affix them to your Participants of Hope with scotch tape or safety pins! Print in colour or black & white!

### ● Luminaries

Print out the luminary [page 12](#), fold it down the middle of the page. Write down why you Relay, and then take some time to decorate your luminary to make a luminary ceremony at-home. No printer? Check out [page 7](#) for other at home luminary ideas!



**COMMUNITY IS A FEELING**

Join the reimagined virtual Relay For Life on June 12, 2021 and show that together, our community is bigger than cancer. Signing up for the Canadian Cancer Society Relay For Life and fundraising is the most impactful way you can improve the quality of life of people affected by all cancers.



RELAY FOR LIFE  
Canadian Cancer Society

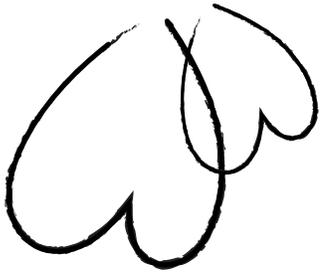
**COMMUNITY IS A FEELING**

Join the virtual Relay For Life on June 12, 2021



RELAY FOR LIFE  
Canadian Cancer Society

Register today at  
RELAYFORLIFE.CA



**I RELAY FOR**



FOLD HERE -----



**I RELAY FOR**





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Register today at  
[RELAYFORLIFE.CA](https://www.relayforlife.ca)

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on **June 12, 2021**



Register today at  
**RELAYFORLIFE.CA**



**I RELAY FOR**



**I'M AT  
INCREASED RISK  
FOR CANCER**



**I'M LIVING  
WITH CANCER**



**I'M A  
CANCER  
SURVIVOR**





**I RELAY FOR**



**I'M AT  
INCREASED RISK  
FOR CANCER**

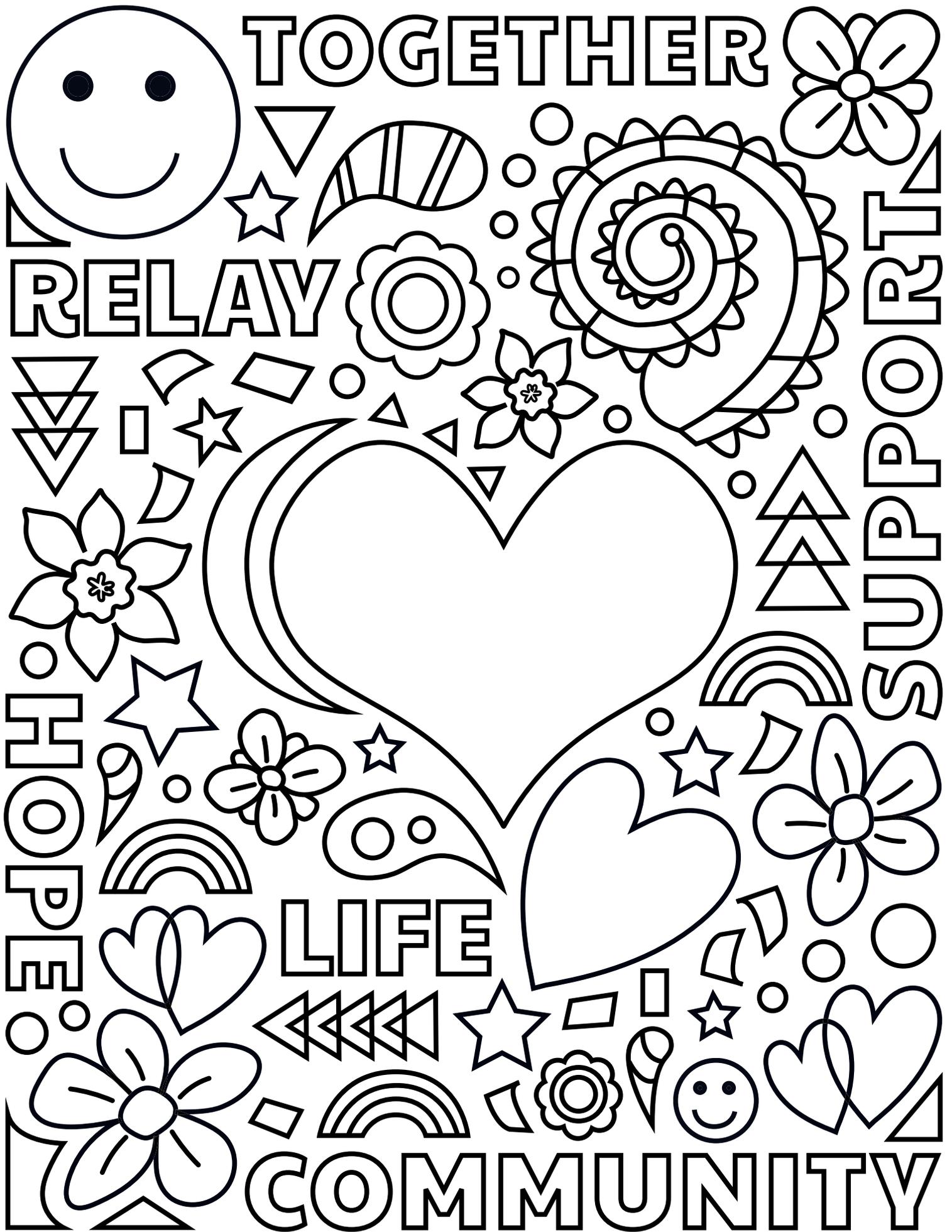


**I'M LIVING  
WITH CANCER**



**I'M A  
CANCER  
SURVIVOR**







# OUR SPONSORS

## NATIONAL



## GOLD



**SILVER**



Prints



**THANK YOU FOR JOINING RELAY FOR LIFE.  
TOGETHER, WE ARE BIGGER THAN CANCER.**

**LIFE**  
IS BIGGER  
THAN CANCER



Canadian  
Cancer  
Society

[RELAYFORLIFE.CA](https://www.relayforlife.ca)