



Durham County Relay for Life
BROADCAST RELEASE

April 24, 2004

40-second spot

A LOCAL EVENT NEEDS YOUR HELP TO MAKE 2004 A SUCCESSFUL YEAR. DURHAM COUNTY UNITES IN THE FIGHT AGAINST CANCER ON MAY TWENTY-SECOND AND TWENTY-THIRD WITH ITS SIXTEENTH ANNUAL RELAY FOR LIFE.

RELAY FOR LIFE IS THE AMERICAN CANCER SOCIETY'S SIGNATURE, TWENTY-FOUR HOUR FUND-RAISING EVENT. LUMINARIES LINING THE TRACK ARE LIT AT THE BEGINNING OF THE NIGHT. PURCHASING A LUMINARY IS A MEANINGFUL WAY TO CONTRIBUTE TO THE FIGHT AGAINST CANCER. MONEY RAISED GOES TO RESEARCH AND COMES BACK TO DURHAM COUNTY.

RELAY VOLUNTEER LIZ STIMA EXPLAINS,

SOUNDBITE (:08 SEC.)

The luminaries represent lighting the way to a cure for cancer, and purchasing a luminary is a great way to honor or remember loved ones who have battled the disease.

FOR MORE INFORMATION, CONTACT DURHAM COUNTY CO-CHAIR DENISE MITCHELL AT AREA CODE 919-596-4093.

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