



CITY COUNCIL

Darryl Moore
Councilmember District 2

CONSENT CALENDAR
April 7, 2015

To: Honorable Mayor and Members of the City Council
From: Councilmember Moore, District 2
Subject: Co-sponsor the American Cancer Society's 2015 Relay for Life

RECOMMENDATION

Co-sponsor the American Cancer Society's 2015 Relay for Life to be held on May 2 through May 3 at the Berkeley High School Track, and that the Council give permission for use of the name of the City of Berkeley and the City's logo in media coverage of the Relay for Life Berkeley.

BACKGROUND

The Relay for Life is a 24-hour walk and community camp-out that celebrates those who have survived cancer, remembers loved ones that have been lost to cancer, and fights back by raising funds for research, treatment and education. Organizers' efforts will allow the American Cancer Society to continue to provide services to cancer patients, fund cancer research, and bring cancer prevention and early detection messages and services to our community.

During the May 2-3 community event, teams will camp out at Berkeley High School track and take turns walking or running around the track. Each team is asked to have a representative on the track at all times during the 24-hours and to raise a minimum of \$100 each.

All cancer survivors (anyone who has faced a cancer diagnosis) are invited to participate as honored guests in the Survivors Lap, which opens every Relay for Life event. When the sun goes down, hundreds of Luminaria will light the track in remembrance of those who have faced cancer.

Event organizers have secured permission from the Berkeley High School Administration. They will obtain an amplified sound permit for the daytime portion of the festivities. They will refrain from bright lights or amplified sound during the night-time hours outside of their sound permit.

Relay for Life is the American Cancer Society's largest fundraising event in the nation. Berkeley held a successful inaugural 2014 Relay for Life event and organizers are very excited to have the opportunity once again to bring this wonderful event to the community this spring!

FISCAL IMPACT

Unknown

CONTACT PERSON

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