



# Relay For Life Ambassador Event Guide

Guidance for VOICES Ambassadors attending Relay For Life

## What is Relay For Life?

Relay For Life is a fundraising walk where the community comes together to celebrate cancer survivors, remember lost loved ones, and continue the fight against cancer. The funds raised through Relay For Life support research, patient services, as well as education and prevention initiatives at the American Cancer Society. Relay For Life was a main source of enrollment for the Cancer Prevention Study-3 (the last cohort study from the American Cancer Society). Join us by [registering](#) to attend your local Relay For Life either as an individual or by creating a team with your network.

## How to get involved

We encourage Ambassadors to share VOICES at your local Relay For Life events. This is an amazing opportunity to share VOICES with your community, and for you to learn more about the American Cancer Society. There are a few ways Ambassadors can get involved with Relay For Life!

1. Register for a Relay event near you and come ready to talk about VOICES. Find your local Relay [here](#)!
2. Gather your friends and family and attend Relay as a team.
3. Attend Relay For Life [virtually](#): If you are unable to attend an in-person Relay you can still participate by attending the virtual event on May 9, 2025.

## Relay For Life Event Day Experience

- Use the instructions above to register ahead of the event.
- Be ready to share VOICES with your community. Brush up on our [key talking points](#), have your recruitment cards handy, wear your VOICES shirt, and prepare a short 30 second VOICES pitch explaining why this study is important to you and why eligible women in your community should enroll! The [Ambassador Work Plan](#) is a helpful resource to use when developing your personal VOICES pitch.
- Reach out to the study team to let us know that you are attending an event. Send an email to [VOICES.Ambassadors@cancer.org](mailto:VOICES.Ambassadors@cancer.org) when you register for a local Relay For Life event. We would be happy to provide you with assistance as you get ready for the event. You can also join our [Ambassador office hours](#) every Tuesday from 2-3pm ET if you prefer to talk to a study team member directly.
- When you attend your local Relay, you may see other VOICES Ambassadors or American Cancer Society team members promoting VOICES. We encourage you to connect with other fellow Ambassadors at the event! Some events may have a VOICES booth, or VOICES information shared from the stage as part of the official program. VOICES engagement at Relay For Life will vary from event to event.