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For Immediate Release

Relay For Life Forced to Pivot

Hamilton, Bermuda, April 14, 2021 – Supported by presenting sponsor Liberty Mutual, the Relay For Life of Bermuda volunteer event committee announced today that due to the recent COVID-19 Stay at Home order, the event scheduled for May 14 and 15, 2021, will not be a traditional 24-hour event. However, this does not change the enormous need to raise funds.

"As a health care centre and a host of a major health event, our priority is always in the best interest of public health, so we, unfortunately, cannot encourage an event that brings together over 5,000 people for 24 hours," stated Azuree Williams, Event Co-Chair. "However, cancer never sleeps, and neither will Relay For Life of Bermuda!"

This year's event will still have an in-person experience. The Opening Ceremony, Luminaria Ceremony and the Fight Back Ceremony will be broadcast to the community virtually via Facebook live. Included will be speakers sharing the cause, entertainment and gameplay. Currently, the plan consists of hosting a beautiful COVID-19 friendly drive-thru Luminaria experience.

"We are awaiting approvals, if all goes to plan, Relay For Life will light up the night and hearts of all on May 14 with a Luminaria display, providing people with the opportunity to slowly drive through, honouring and remembering their loved ones. This is what Luminaria is all about." said Ms Williams.

Relay For Life, on average, has raised \$600,000 per year since 2014. The potential loss of these funds has a negative impact on the Centre's ability to provide the range of cancer prevention, detection, treatment and support services it currently offers.

Relay Teams from the past seven years are being urged to reunite virtually and register. In a typical year, Relay For Life of Bermuda has more than 100 teams of 10-15 people. If each team came together and members made a personal donation for the \$10 registration fee, teams would donate \$10,000-\$15,000 without doing any fundraising. In addition, teams could host virtual game challenges, car washes, bake sales, yard sales, online auctions etc. to increase their team totals and donations to the cause.



Alternatively, if every registered team member asked 10 people for a \$10 donation, they could each raise an additional \$1,000 each! The RaceDayWorld platform makes this easy by giving registered participants a unique URL they can send to family and friends worldwide.

Another way to show support is to visit www.RaceDayWorld.com and donate to one of the participating teams or visit Bermuda Cancer and Health Centre's website www.chc.bm and donate to Relay For Life.

As with our community coming together to make a difference, every dollar, no matter how small, when combined with other donations, can potentially save lives! Visit the Relay For Life of Bermuda website for information and links to register, donate and volunteer at www.bermudarelay.com. Follow [bermudarelay](#) on Facebook, Twitter or Instagram for the latest event information.

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About Bermuda Cancer and Health

Bermuda Cancer and Health Centre is a registered Bermuda charity #70, working to serve the community building healthier lives free of cancer and disease. Clinical services include 3D Digital Mammography, Ultrasound, Breast and Prostate Biopsy, Bone Densitometry and Radiation Therapy cancer treatment. The Radiation Therapy Unit has a clinical affiliation with Dana-Farber/Brigham and Women's Cancer Centre and is the first international centre to earn accreditation from the American College of Radiology. Bermuda Cancer and Health Centre strongly believes that health screenings such as mammograms and ultrasound and treatment like radiation therapy should be available to everyone regardless of insurance coverage or ability to pay. Providing a specialist approach to patient care, Bermuda Cancer and Health Centre offers a world-class facility with flexible people-friendly hours (including after work and Saturday appointments), a convenient location, and on-site parking.

For more information: www.chc.bm