



# DetermiNation™

## The American Cancer Society's endurance event program

### What is DetermiNation?

DetermiNation is the American Cancer Society's nation of athletes determined to end cancer. This powerful and inspiring movement saves lives by enabling athletes to dedicate their training and participation in marathons, triathlons, cycling, and other endurance events to a lifesaving effort to fight a disease that has already taken too many lives. Over the years, thousands of athletes have had an experience of a lifetime while raising millions for the fight against all types of cancer. With every step taken and every mile conquered, these determined athletes are helping create a world with less cancer and more birthdays.

The American Cancer Society endurance event program (formerly known as Charity Runner®) began in Chicago in 1996 with the Chicago Marathon. The program expanded nationwide in 2007, and now has race partners across the country.

### What are the benefits of joining DetermiNation?

By helping support the fight against cancer, DetermiNation members receive the following benefits:

- Free virtual training to help achieve race goals and Free build up runs provide by marathon to achieve race goals
- Invitation to late summer social event
- Race weekend VIP amenities, which include access to an American Cancer Society tent, masseuses, cheer teams, and more
- Exclusive American Cancer Society DetermiNation racing shirt
- Personal fundraising Web site
- Free ticket to American Cancer Society pasta dinner
- Recognition for fundraising success

Benefits may vary from event to event. For a comprehensive list of benefits specific to each race, visit [acsDetermiNation.org](http://acsDetermiNation.org).

### What is expected of DetermiNation members?

Upon joining DetermiNation, each athlete commits to raising money to support the fight against cancer. The American Cancer Society has created a modest fundraising goal for participants for each race to allow athletes to have a meaningful impact on this fight. The Society works to keep program costs low and ensure every dollar participants raise is spent wisely. Whether athletes have fundraising experience or are brand new to the idea, the Society supports DetermiNation athletes with resources, tips, and suggestions that will help them successfully engage friends, family, and coworkers in their efforts.

### How does DetermiNation help save lives?

With support from members of DetermiNation, the American Cancer Society saves lives every day by helping people stay well by taking steps to prevent cancer or detect it early, helping people get well with hands-on support and services for patients and loved ones, finding cures through groundbreaking research, and fighting back by rallying communities and working with legislators to pass laws that defeat cancer.

Milwaukee Lakefront Marathon  
Sunday, October 3<sup>rd</sup>, 2010

For more information please contact:

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