



## **Burning Bright for Cancer 2017**

Dear Members,

Synchro Swim Ontario and the Canadian Cancer Society (CCS) are pleased to announce the **14<sup>th</sup> annual Burning Bright for Cancer** which will take place this October during Cancer Action Month. As of February 1, 2017 the Canadian Breast Cancer Foundation and the Canadian Cancer Society joined forces in order to be able to accelerate the impact of your donations on cancer research and vital support services. Burning Bright for Cancer has been an overwhelming success over the past thirteen years, with our clubs participating to raise **over \$449,000** for the breast cancer cause, continuing to be a outstanding partner of the Canadian Cancer Society. We are very excited and proud to continue this program for a landmark **14<sup>th</sup> year** during **Canada's 150th!** You are poised to hit the **Half Million \$** mark with your donations **this year!** Also, as a result of the merger, you have the option to direct your club's funds towards other cancers beginning this year as well.

The program will continue with our theme of keeping a candle burning within the pool for a minimum of one hour, in which swimmers can hand off the torch to the next swimmer in a relay. The idea is flexible and you can develop your own format as long as a "torch" is part of the event. We are asking for all clubs to participate in this initiative, however, it is of course voluntary.

All program forms will be posted and distributed via email including: a CCS pledge form, a club donation form, a club tally sheet, and a post-event instruction sheet. Please note that there are two separate donation forms, one for donations to the CCS, and another for donations to clubs. Tax receipts are available for all donations to CCS. All CCS donation forms, your club tally sheet and money raised for CCS will be due to the Synchro Swim Ontario office by **Friday, December 1st, 2017.**

If your club would like to receive CCS materials (ribbons, bookmarks, nail files) please contact Kelly Ziger (416.934.5323 or [kelly.ziger@cancer.ca](mailto:kelly.ziger@cancer.ca)) who will ship a package directly to your Club!

Synchro Swim Ontario and CCS will once again be recognizing the top fundraising club for CCS, as well as the individual athlete that raises the most for CCS. The Top Fundraising Club Award is in honour and memory of Myra Gerow who was part of the Sudbury Synchro Club, and who we lost to breast cancer in 2011. In addition to being part of our synchronized swimming community, Myra was a strong supporter of CBCF and a passionate advocate for creating a future without breast cancer.

### **If an individual raises \$250 or more for CCS they will receive a special CCS prize pack!**

The official cheque presentation from Synchro Swim Ontario to the Canadian Cancer Society, and top fundraising club and athlete awards will be presented during the combined Lisa Alexander Meet/Provincial Qualifier on January 18-21 at the Etobicoke Olympium. Presentation time will be included in the competition schedule when posted.

Many thanks for your support of this initiative as we believe it is an important valuable event for the organization and the synchro community. We have a fantastic opportunity to raise awareness of the sport and make a difference for a very important cause at the same time.

*Sincerely,*

*The Synchro Swim Ontario Staff & Board of Directors*