



## PRESS RELEASE

FOR IMMEDIATE RELEASE  
RELEASE DATE: **May 3, 2010**

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### **EI MONTE/SOUTH EL MONTE'S RELAY FOR LIFE RAISES MORE THAN \$20,000 FOR CANCER RESEARCH**

*El Monte, Calif.* – In an effort to help raise funds and awareness about the importance of cancer research, the City of El Monte recently held its 2010 El Monte/South El Monte Relay For Life in association with the American Cancer Society. The 24-hour event, which began on May 1 at 9:00 a.m. and ended on May 2 at 9:00 a.m., was held at South El Monte High School, utilizing the school's track as the course. Preliminary estimates show that the event raised more than \$20,000, with more donations still to come in the future.

"The Relay For Life proved to be a very successful event, both in monetary and social terms," said André Quintero, El Monte Mayor. "Not only did the Relay For Life help raise important funding for the American Cancer Society, but it also provided plenty of fun and entertainment to all who participated in the event."

The Relay For Life was participated in by a total of 14 teams, made up of between 12 and 24 people each, who took turns walking the South El Monte High School track, relay style, continuously throughout the course of the 24-hour marathon. As teammates took turns walking the track, those on the infield were treated to food, drinks and entertainment, which included ZUMBA and dance classes, music provided by KIIS FM radio, La Primaria Folklorico, Sister City Youth Association activities, El Monte Parks and Recreation Pee Wee Cheers, and Roland the Magician, donated by Healthcare Partners of El Monte.

The teams began raising money in the months leading up to the relay and will continue to raise funds until August 2010. The relay began with the Survivors Lap, which was led by local cancer survivors in attendance.

The 2010 Relay For Life was attended by the entire El Monte City Council and City Manager as well as South El Monte City Mayor and City Manager. El Monte Councilmember Juventino "J" Gomez, a cancer survivor himself, was the event's keynote speaker. The opening ceremony also featured a Survivor Medal Presentation, which had dignitaries in attendance hand out medals to participating cancer survivors. El Monte/South El Monte Queen Rosita Castillo, and Princesses Karla Tavera and Jacqueline Hong helped with the award ceremony.

A Luminaria Ceremony was held during the event and featured a reading by El Monte Councilwoman and cancer survivor Emily Ishigaki, a solo performance by El Monte City resident Kara Montgomery, and a reading of luminaria names as participants walked the track. The event ended with a closing ceremony on Sunday morning highlighted by a “Fight Back” rally, led by Advocacy Relay chair Jeannette Ramirez, and a Final Lap, participated in by all teams and participants at the Relay.

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The City of El Monte, located in Southern California, is committed to improving the quality of life for its citizens and strives to provide its community personalized service, uncompromising commitment, and individualized accountability. For information on the City of El Monte, please call 626-580-2001 or visit [www.ci.el-monte.ca.us/](http://www.ci.el-monte.ca.us/).