



CENTENNIAL HS
CROSS COUNTRY PRESENTS

COLOR FOR CURE

RUN/WALK COLOR FESTIVAL

FOR CURE CHILDHOOD CANCER - THE SAM ROBB FUND

NOV. 12TH 2016
9 AM RUN/WALK
CENTENNIAL HIGH SCHOOL - ROSWELL

REGISTRATION FEE \$25/person Now thru November 5
\$30/person November 6 thru Race Day
\$30/person Phantom Runner (long sleeve t-shirt will be mailed)
Race day registration begins at 7:30 a.m.

START/FINISH LINE Centennial High School, 9310 Scott Rd, Roswell 30076

INFORMATION Philippe Lamarche, Michael Keramidas, Brandon Semones
Philippe.lamarche12@gmail.com

LONG SLEEVE T-SHIRTS will be distributed at registration. Runners who register on race day, run t-shirts will be available first-come, first-served basis.

COLOR FESTIVAL FOR ALL PARTICIPANTS WITH MUSIC AND PRIZES.

PARKING available at Centennial High School

REGISTER ONLINE:

www.samrobb.com

REGISTER BY MAIL:

Registration form on back

PRESENTING SPONSOR:



PROCEEDS TO BENEFIT:



WHO WAS SAM ROBB?

Sam was a typical teenage boy who loved sports and, at 6'5" and 230 lbs., was a commanding presence on and off the field. He was just starting a promising football career, when a stress fracture revealed osteosarcoma in his growth plate. The protocol for the fight was three months of chemotherapy pre-surgery, limb salvage surgery (knee replacement) and more chemotherapy to eradicate the cancer.

FIGHTING TILL THE LAST BREATH

Unfortunately, Sam's response to chemo was poor, with a 50% necrosis (tumor kill) putting him into a high-risk group. His odds for survival dropped from 75% survival after five years, to considerably less.

Most normal people would be despondent or bitter, but not Sam. When it was clear his football career was over, Sam turned his focus to baseball and worked hard to develop the skills of a competitive baseball pitcher. Sam knew the chances were high the cancer could come back, but Sam's motto became "Fightin Till the Last Breath."

Sadly, Sam lost his fight June 25, 2007 when the cancer came back with a vengeance and metastasized in his lungs.

WHY WE ARE FIGHTING ...

Sam never wanted sympathy, nor did he ever act like a sick person. He was good at everything except one thing – being sick.

The **Sam Robb Memorial 5K** was started by Andy George, a 2010 Centennial HS Graduate who had met Sam in middle school. Sam was a 2005 Centennial HS Graduate. Andy is the son of Sam's doctor, Dr. Bradley George, Oncologist at Children's Health Care of Atlanta Scottish Rite. When Sam relapsed in 2007, Andy (a member of the Centennial HS Cross Country Team) wanted to do something in Sam's memory to benefit CURE Childhood Cancer. The Centennial Cross Country Team continued their support with an annual run to benefit CURE Childhood Cancer contributing over \$75,000 to Sam's Fund. The Color for CURE for the Sam Robb Fund continues this tradition.

Not only do we need research to help find a cure for childhood cancers, we need dedicated, trained doctors on our side to fight. We believe it is critically important to help train the pediatric oncologists of tomorrow, so that they are fully prepared for a lifetime of excellence in patient care, teaching and research – just like the doctors who cared for Sam.

TWO WAYS TO REGISTER:

ONLINE:

www.samrobb.com

MAIL CHECK & REGISTRATION FORM TO:

Philippe Lamarche
c/o Centennial High School
Cross Country Team
9310 Scott Road
Roswell, GA 30076

CHECKS PAYABLE TO:

The Sam Robb Fund

All pre-registered runners
will be guaranteed a race t-shirt

REGISTER ONLINE UNTIL NOV. 10



cure
CHILDHOOD CANCER

VISIT US ON FACEBOOK

SAM GRADUATED CLASS OF 2005 CENTENNIAL HS!

CURE CHILDHOOD CANCER

CURE Childhood Cancer is dedicated to conquering childhood cancer through funding targeted research and supporting patients and their families. Since its establishment as a grass-roots organization, CURE has focused its efforts on improving the care, quality of life and survival rate of children with cancer.

REGISTRATION FORM - ONE FORM PER RUNNER

Name _____ Age _____

Street Address _____ Male _____ Female _____

City _____ State _____ Zip _____

Email Address _____

Color Run (\$25/\$30*) _____ Phantom (\$30) _____

*after 11/05/16

Long Sleeve T-Shirt Size (circle one): S M L XL Check Amount: _____ Check #: _____

Read and sign before submitting entry: In consideration of your acceptance of this entry, I hereby for myself, my heirs, my executors, and administrators, waive any and all rights and claims for damages I may have against CURE Childhood Cancer, sponsors, volunteers and any individuals and assigns for any and all injuries suffered by me in connection with said event. Also, none of the above parties are responsible for the loss of personal items. I further certify that I am in good condition to finish the race.

Signature _____

EVERYONE MUST SIGN (Parent signature is required if participant is under 18)

SPONSORSHIP OPPORTUNITIES

\$1,000 PRESENTING RACE

- Company logo prominently on the Sam Robb Memorial Color Run for CURE t-shirts
- Company logo on banners on the day of the Run and signs posted throughout race course
- Company logo on Sam Robb Fund Event Page
- Prominent recognition in the CURE Childhood Cancer Newsletter
- Frequent recognition by emcee on the day of the Run
- Free registration for team of 10 participants

\$500 GOLD

- Company logo prominently on the Sam Robb Memorial Color Run for CURE t-shirts
- Company logo on banners on the day of the Run and signs posted throughout race course
- Company logo on Sam Robb Fund Event Page
- Recognition in the CURE Childhood Cancer Newsletter
- Recognition by emcee on the day of the Run
- Free registration for team of 5 participants

\$250 SILVER

- Company logo prominently on the Sam Robb Memorial Color Run for CURE t-shirts
- Company name on Sam Robb Fund Event Page
- Recognition in the CURE Childhood Cancer Newsletter
- Free registration for 3 participants



Contact Name _____

Company Name _____

(please print as you would like it to appear in printed materials)

Address _____

City. _____ State _____

Zip _____ Phone _____

Email _____

We would like to support the Sam Robb Memorial Color Run for CURE:

- \$1,000 "Presenting Race"
- \$500 "Gold"
- \$250 "Silver"

PAYMENT:

- You may pay by credit card at:
www.curechildhoodcancer.org
Click on the "Donate" button and choose "Sam Robb Fund" in the "Designation" section.
- Check enclosed, payable to:
CURE Childhood Cancer
Mention Sam Robb Color Run sponsorship
(IRS Nonprofit ID Number 58-1244138)

PLEASE RETURN THIS FORM TO:

Sam Robb Fund c/o CURE Childhood Cancer
1117 Perimeter Center West, Suite N-402 • Atlanta, GA 30338
(770) 986-0035 OFFICE • (800) 443-2873 • (770) 986-0038 FAX