FOR IMMEDIATE RELEASE
Tanya Ruder
Executive Director of Community Partnerships and Media Relations
P: 262-359-7612 / 414-587-9998
E: truder@kusd.edu
W: www.kusd.edu

LINCOLN TO HOLD CANCER WEEK, TENTH ANNUAL WALK

KENOSHA, Wis. (Friday, May 5, 2017) – Lincoln Middle School is gearing up for its tenth annual Cancer Week to benefit the American Cancer Society. Events will be held May 15-19. This year’s theme is “A Decade of Steps, Lincoln at its Best.”

The event will kick off during a school-wide assembly on Monday, May 15, in the Lincoln gym at 2:30 p.m. A guest speaker will discuss her cancer experience, and those at Lincoln who have won their battle with cancer will be honored. In addition, the tradition of staff and students donating eight or more inches of hair, which is cut in front of the entire student body, will continue.

The week also will include a themed spirit week. This includes colors for cure day on Monday, twin day on Tuesday, favorite sports apparel on Wednesday, decades day on Thursday cancer walk day on Friday.

The tenth annual Walk for Cancer will take place on Friday, May 19, in Lincoln Park. Each grade level will participate for one hour and walk a minimum of two times around the lagoon, starting at 11:35 a.m. The walk will be lined with memory bags honoring those lost and those who have survived cancer. There also will be outdoor activities for the students, including games, concessions, a photo booth, dunk tank and bounce house. All funds raised via the activities will go to the American Cancer Society. Sponsors who contribute to the annual event include Rust-Oleum, Mary Lou and Arthur Mahone Fund, Kenosha Community Foundation and Oliver’s Bakery.

Each student pays $3 to walk, and items – such as buttons, bracelets, glasses, memory bags and more – will be sold. In nine years, Lincoln has donated more than $44,000 to the American Cancer Society, and all proceeds from this year’s event also will be donated to the organization.

###