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Committed to the cause: Relay's recipe for success includes long-time presenting sponsor Primerica

Duluth-based company raises more than \$500,000 for American Cancer Society

ATLANTA – September 26, 2018 – Relay For Life of Gwinnett County was recently honored as the #1 income-generating Relay event for the American Cancer Society, raising \$1,500,537 in 2017. As the 2018 season comes to a close, it's no surprise Gwinnett is best again having raised \$1,520,744 while celebrating 863 survivors at the 25th annual event last May.

Committed to supporting the community and the fight against cancer, the Georgia-based financial services company Primerica has been a primary ingredient in the Relay For Life of Gwinnett County success story.

"Primerica has proudly supported the world's largest Relay For Life event as presenting sponsor for the past seven years," says Karen Fine Saltiel, chair of the Primerica Foundation. "Through Primerica's corporate funding and employee fundraising, Primerica has contributed more than \$500,000 to the American Cancer Society to benefit cancer research and patient programs."

Recognized as Gwinnett's Top Corporate Team from 2012 to 2016, Primerica also was named a National Team of Excellence in 2017 and 2018. In 2018, Primerica received Gwinnett's Spirit of Giving and Top Fundraising Team Awards, raising over \$118,500 for the Society.

At Primerica's home office in Duluth, 1,700 employees participate in Relay For Life fundraising efforts in support of their family, friends, and co-workers. Many departments form teams and compete against each other to see who can raise the most money.

“The competition is spirited and friendly, and includes a wide range of activities including the more traditional bake sales, raffles, silent auction, and jeans day,” Saltiel says. “Then we have the ever-popular Tricycle Race, which isn’t about distance – it’s about having fun for a great cause!”

“We are extremely grateful to Primerica for their support, invested leadership, and employees’ generosity,” says Kristen Petillo, senior manager, Community Development, for the American Cancer Society. “Cancer is a devastating disease, and while we are making progress with improved detection and treatment, more work needs to be done. We can’t do it without committed community partners like Primerica.”

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