

## 9th Annual Dempsey Challenge October 7 - 8 in Lewiston, ME

The 9th Annual Dempsey Challenge presented by Amgen will take place October 7 - 8 at Simard Payne Park.

The Dempsey Challenge presented by Amgen is a two-day, non-competitive fundraiser which champions the spirit of celebration and culture of paying it forward, all hosted in actor Patrick Dempsey's hometown. Every dollar raised by the Challenge benefits the Dempsey Centers -- a leader in Quality of Life care for individuals and families impacted by cancer. The Dempsey Centers provide a personalized, holistic and integrated approach to cancer education, prevention and support. All services are provided at no cost to anyone impacted by cancer (patients, families and friends) regardless of their socioeconomic circumstances, where or when they receive(d) medical treatment.

The Dempsey Challenge is comprised of a 5K (3.1 mile) and 10K (6.2 mile) run/walk, and various cycling distances (10, 25, 50, 70 and 100 miles), plus a 140 mile Two Day Ride presented by L.L.Bean. This year, former professional cyclist, George Hincapie, will participate in the Two-Day Ride, which covers Maine's scenic countryside and coast. And Grand Chef Jonathan Cartwright will provide a gourmet dinner to Two-Day Ride participants.

Along with the physical activities, the Challenge provides a family-friendly Festival in the Park, which is free and open to the public. The festival features live entertainment, the Concentra health and wellness expo, food trucks and the TD Bank KidZone.

For a complete schedule of events, or information on how to register, visit [dempseychallenge.org](http://dempseychallenge.org). Follow the Dempsey Center and Dempsey Challenge at [dempseycenter.org](http://dempseycenter.org), Facebook, Instagram, YouTube and Twitter.

### **EVENT COST**

Sponsorships, in-kind donations and a portion of registration fees cover 100% of event costs.

### **FUNDRAISING**

100% of funds raised by participants and remaining registration fees benefit the Dempsey Centers located in Lewiston, ME and additional sites in the near future.

### **PRESENTING SPONSOR**

Amgen has been the Dempsey Challenge presenting sponsor since the inaugural event in 2009. Amgen created the national Breakaway from Cancer® initiative in 2005 as a complementary component to its sponsorship of the Amgen Tour of California. The initiative is designed to increase awareness of the important resources available to cancer patients from prevention to education, and patient care to advocacy and financial support. [www.breakawayfromcancer.com](http://www.breakawayfromcancer.com)

## Saturday, October 7 Event Schedule

- 6:00 am - 7:30 am:** Packet Pick-Up for runners/walkers & Two-Day riders
- 7:00 am:** Opening ceremonies led by Patrick Dempsey at the start stage
- 7:00 am - 11:00 am:** #Hashtag Photo Wall presented by Spectrum Healthcare Partners Open
- 7:30 am:** 10K Run/Walk presented by Positive Tracks
- 8 am:** 5K Run/Walk presented by Positive Tracks
- 8 am - 1 pm:** Free, family-friendly Festival in the Park, featuring food trucks, live music, activities, expo and more (open to the public)
- 8:20 am - 1 pm:** Hannaford 5 & 10K Café (participants only)
- 9 am:** Two-Day Ride presented by L.L.Bean cyclists depart for day one, start stage
- 9:00 am - 2:00 pm:** Packet Pick-Up for cyclists
- 9:30 am - 9:50 am:** Complementary Survivor Walk shuttle from Fish Bones American Grill Parking Lot (intended for Survivor Walk participants needing assistance getting into the park due to physical limitations)
- 9:45 am:** Brief program before the Amgen Breakaway from Cancer® Survivor Walk. Visit Dempsey Challenge Information tent to be directed to staging area.
- 10 am:** Amgen Breakaway from Cancer® Survivor Walk (Visit the Dempsey Challenge Information tent at the Festival entrance to be directed to the staging area for the walk)
- 10:30 am (approx.):** “Thank You” from Patrick Dempsey at the Entertainment Stage
- 11 am:** Kids’ Fun Run presented by WEX, start stage
- 11 am - 2 pm:** Dempsey Center Open House, 29 Lowell Street, 5th Floor, Lewiston.
- 1:00 pm:** Maine Cycling Club Welcome Ride and Reception. Meet at Rainbow Bicycle in Lewiston.

## Sunday, October 8 Event Schedule

**6:00 am - 7:15 am:** Packet Pick-Up for cyclists

**7 am:** Opening ceremonies led by Patrick Dempsey

**7:00 am - 5:00 pm:** #Hashtag Photo Wall presented by Spectrum Healthcare Partners Open

**7:30 am:** Fundraising Rides presented by Specialized, cyclists released in waves: 100-, 70-, 50-, 25-, and 10-mile groups

**7:30 am:** Family Ride presented by WEX and Short Folks For Hope Foundation's Vivian St. Onge Memorial Rickshaw Team riders depart (immediately following release of 10 mile riders)

**8 am - 5 pm:** Festival in the Park, continues

**9:30 am:** Lobster Trap presented by Porsche opens

**11 am - 2 pm:** Dempsey Center Open House, 29 Lowell Street, 5th Floor, Lewiston

**3:30 pm:** Lobster Trap presented by Porsche closes

**4 pm:** Closing ceremonies led by Patrick Dempsey, Entertainment Stage

**4:15 pm:** After Party with live music in the Gritty's & Baxter Brewing Finish Line Beer Garden to cheer on the last finishers!

**11:59 pm:** Final Fundraising Deadline to receive all other fundraising incentives.



## DEMPSEY CENTER

### Dempsey Center at a Glance

In response to his mother's multiple bouts with ovarian cancer, actor Patrick Dempsey founded the Dempsey Center in Lewiston, Maine in 2008 with the intention of giving back to the community where he grew up, and where his mother first received cancer treatment.

The Dempsey Center improves the quality of life for individuals, families and communities impacted by cancer. They provide a personalized, holistic and integrated approach to cancer education, prevention and support. All services are provided at no cost to anyone impacted by cancer (patients, families and friends) regardless of their socioeconomic circumstances, where or when they receive(d) their medical treatment.

The Dempsey Center's services remain free to all clients thanks to the strong support and fundraising done through the Dempsey Challenge. The Dempsey Challenge is a two-day, non-competitive run, walk, cycle fundraiser which champions the spirit of celebration and culture of paying it forward -- all hosted in Lewiston, Maine. Every dollar raised by the Challenge directly benefits the Dempsey Center. And in 2016, participants raised a record-breaking \$1.3 million. This year, the 9th annual Dempsey Challenge will be held on October 7-8.

*"The Dempsey Center helped me see the possibility of tomorrow and [gave me] an appreciation for today. I was introduced to the concept of treating the mind, body, and soul while enduring the physical treatments cancer required. With the lessons I've learned through the services of the Dempsey Center, my post-cancer life is far better than my pre-cancer life. Hope and healing are essential ingredients for all patients, family and friends of cancer warriors. Without the Dempsey Center, my journey, and my family's experience, would have been much different. I wish every cancer patient had a 'Dempsey Center' - the place that allows them to heal."*

#### 2016 REVIEW OF PROGRAM AND SERVICES PROVIDED

- 17,536 total units of services provided
- 7,114 people provided with education programs on coping with cancer, caring for others with cancer, and preventing cancer (at the Center, and in the community)
- 4,064 one-on-one client services provided (resource navigation and financial assistance, oncology and bereavement counseling, oncology massage, Reiki and acupuncture sessions, wig and headwear fittings, nutrition and fitness consults)
- Served people in all 16 Maine counties with resource navigation
- 360 people received resource navigation or direct financial assistance
- 221 regular volunteers provided 26,354 hours of service
- \$84,472 dollar value of Volunteer Staff time at the Center
- 2,043 massage, Reiki and acupuncture sessions provided
- 503 programs and workshops were presented at the Dempsey Center
- 1,231 counseling sessions provided to clients of all ages
- 881 Healing Tree Youth and Family units of service provided



## D E M P S E Y C E N T E R

# Frequently asked questions regarding the intended merger with Cancer Community Center

### **WILL THE NAME CHANGE?**

Upon completion of the intended merger, we expect to operate Dempsey Centers in both Lewiston and South Portland. Legally, our name will be Dempsey Centers for Quality Cancer Care.

### **WILL YOU RELOCATE?**

No. Once the intended merger is complete in 2018, there will be two amazing locations in Maine for those impacted by cancer to access our services; the Dempsey Centers will operate at both 29 Lowell Street in Lewiston and at 778 Main Street in South Portland, the current home of the Cancer Community Center.

### **WHAT'S PROMPTING THIS CHANGE?**

The incidence of cancer rates is increasing in Maine. Thus, the need for our services is growing exponentially. This intended merger will allow us to expand to serve more people across Maine and to access more donors and grants to continue to offer quality of life services at no cost for individuals or families impacted by cancer.

### **WHY IS THE INTENDED MERGER GOOD FOR PEOPLE IMPACTED BY CANCER?**

As aligned nonprofits pursuing the same mission, this intended merger will allow us to expand to serve more people across Maine and to access more philanthropic support so that we can continue to offer our quality-of-life services at no cost.

### **WHO WILL LEAD THE DEMPSEY CENTERS?**

Wendy Tardif will continue as executive director of the combined Dempsey Centers. Nicole Avery will take on a senior leadership role within the new organization. Our current management teams complement each other in terms of roles and skill sets. We are excited to start working together.

### **WILL PATRICK BE MORE OR LESS INVOLVED?**

Patrick will be even more involved in the new Dempsey Centers. He will hold a permanent seat on the new Board of Directors. He will continue to be the North Star for our organization, guiding our direction and working closely with our Board, leadership, donors and staff.

### **WILL YOU EXPAND FURTHER IN MAINE? OUT OF STATE?**

Our vision is to expand and provide our quality-of-life cancer support services to more people in Maine. Our work in Maine will never be done, but we also see potential to replicate the model within and beyond Maine in some capacity in the future.

### **ARE ANY JOB LOSSES PLANNED?**

No job losses are planned. As we expand our services in both markets and across the state, we expect there will be an opportunity to create more jobs within the Dempsey Centers over time.