

THE AMERICAN CANCER SOCIETY'S

Diamond Ball  
40th RUBY ANNIVERSARY



Sunday, November 24th, 2019

TRIBUTE JOURNAL FORM – DEADLINE: Friday, October 25, 2019

Fully tax deductible! Reserve your space now!

Page Size – 8.5” x 11”, Copy Size – 7” x 10”

Please check one:

- \$5,000.00.....The Diamond Centerfold\*
- \$2,500.00 .....Outside Back Cover or Either Inside Cover\*
- \$1,800.00.....Anniversary Emerald Page
- \$1,500.00.....Ruby Page
- \$1,000.00.....Gold Page
- \$750.00.....Silver Page
- \$500.00.....Bronze Page
- \$325.00.....Full Page
- \$250.00.....Sponsor a Survivor’s Story\*
- \$225.00.....Half Page
- \$175.00.....Quarter Page
- \$125.00 .....Business Card (1/8 of a page)
- \$ \_\_\_\_\_ Donation Only (all donations will be acknowledged with a listing in the journal)

\*The above pages include two complimentary VIP tickets to the ball. Designated on a first-come, first-served basis.

\*Honor a Survivor in your community by sponsoring a page where they can share their inspiring story, an example is included on the back of this form.

**Ad Text:** Please include a congratulatory, memorial or cause related message along with any artwork. Typesetting is complimentary. Ads are printed in black and white, with the exception of The Diamond Centerfold and the Covers.

- Repeat last year’s ad.
- Preferred method:** Verbiage and/or artwork was sent to [denise.buckley@cancer.org](mailto:denise.buckley@cancer.org) as a high-resolution jpeg or PDF.
- Reproduce enclosed business card.

**Additional Opportunities to Participate:**

- Please send me an invitation to the Diamond Ball.
- Please send me information on being a Table Host Sponsor - \$4,000 - 10 Tickets + 2 VIP Tickets & a Full Page Ad.
- Please send me information on available Sponsorships & Underwriting Opportunities.

**Please print or type all information:**

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Method:**

- Charge (circle one): VISA / MC / AMEX / DISCOVER
- Check made payable to the American Cancer Society

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Solicited by: \_\_\_\_\_

**RETURN FORM TO:**

American Cancer Society  
Attn: Diamond Ball  
7 Ridgedale Avenue, Suite 103, Cedar Knolls, NJ 07927  
**OR** via fax at 973-285-8140

**MORE INFORMATION:**

Denise Buckley,  
Community Development  
Manager  
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Donna Dwyre & Lori Apgar have shared a lifetime of memories as sisters. Only three years apart in age, it was only natural for Donna as the “big sister” to want to shield Lori from so many things.

Not only did they experience so much as sister’s do, they have been business partners for over 25 years, working with their brother Tommie in the family carpet company. Without any warning, in 1993 just days before Lori was to give birth to her daughter, Kristina, Donna was diagnosed with breast cancer. Donna still treasures a card from Lori, sent days later:

*Dear Donna, No better time to tell you how happy I am that you are my sister. My daughter already knows how close we are and I cannot wait for you to be her Godmother. I love you and wish you the best for your health. Don’t worry about anything, that is what family is for. All our prayers are with you. Love, Lori*

Twelve years later, the tables were turned. In 2005, Lori also heard the ill-fated diagnosis. At the disappointment to everyone to be faced with this again, it was Lori’s turn. As strong of a woman and young mother as she was, it was Donna who helped her to plow through the information and appointments that were sadly all too familiar. There was tremendous devastation, but no time for sorrow or self-pity as hard choices were made.

It was natural for Donna’s nurturing to want to spare Lori of so much. She wanted to step in and repeat her fight of the previous twelve years. But that was not the way it was to be. Donna had to learn to be a soldier and walk at Lori’s side allowing her to experience all this herself and be there to lean on.

And while this was happening, one of Lori’s Doctors suggested that Donna get a baseline MRI. She did so months later only to be diagnosed again in 2005. Now the sisters were overlapping treatment, surgeries and healing and finding their way, again together.

Family and friends have never ceased to rally in their support. Both are truly blessed to have never ending strength and support from their loving and devoted husbands. And through this journey of the “Freda” girls, some words come to mind in their Survivor story:

*In the face of fear we have courage. We are bold, brave and have strong vibrant spirits that our parents instilled in us. We hold compassion for so many others we have met on this journey and are inspired by them and their stories. Any uncertainty or fear we have had is turned into faith and hope in God’s love for all his children.*

Our “S” in Survivor is held in deep gratitude to Drs. Scoppetuolo, Schaefer, Spiro and Segna. These doctors and so many caring medical professionals have saved our lives.

We are Survivors each and every day. Thank you for honoring us.



Donna & Lori’s Story is Sponsored by:

*Michael & Rosemary Scoppetuolo*