

Kimberly Laro Honored for Her Work on "Making Strides"

American Cancer Society bestows its highest honor

Press release

Five New Hampshire residents have been awarded the Sandra C. Labaree Award by the New England Division of the American Cancer Society. This volunteer award is the most honored accolade by the New England Division.

The 2014 recipients are Lisa Brunelle, Glen; Larry Disenhof, Salem; Steve Juster, Londonderry; Kimberly Laro, Andover; and Donna Wilbur, Concord.

What follows is the letter by American Cancer Society staffer George Samaras in which he nominated Andover's Kimberly Laro for this prestigious award.

"Kimberly Laro of Andover is the Public Relations Chair for Making Strides Against Breast Cancer (MS-ABC) in Concord. She has used every avenue to promote the American Cancer Society. She has written numerous articles, spoken at events and on the radio, convinced the whole City of Concord to go 'Pink,' as well as being a fantastic resource to the media.

"Kimberly is never one to say no. She developed a public relations presentation for other Public Relations Chairs to learn from the incredible impact she has had with her promotion efforts. She gave tips like: Put your media kit on a

zip drive, so it will be easier for the media to use. (Her zip drives were pink!)

"Kimberly has spoken at MSABC training events for new volunteers as well as developed a video for Strides meeting that leaves the audience filled with compassion and the enthusiasm to help finish the fight against cancer.

"I cannot think of anyone more deserving of recognition than Kimberly Laro. Here is what her fellow volunteer and friend Kathi Russ has to say about Kimberly: 'Kimberly Laro: A true reflection of Making Strides Against Breast Cancer. Kimberly's sincere dedication, endless energy, creative expression, and talents have truly impacted the success of Making Strides in Concord.'

"Kimberly has grown with the American Cancer Society. She has been a team leader, volunteer chair of Publicity, and for two years event chair of Making Strides in Concord. She led our community to two record-breaking years of fundraising, raising over \$1.1 million for the American Cancer Society in those two years. She continues to be the volunteer Director of Publicity today.

"She is extraordinarily generous with her time and resources, helping our community to embrace more people and raise more money to help the American Cancer Society fund research and programs to support people



Kimberly Laro of Andover received the highest award of the New England Division of the American Cancer Society for her tireless work on the annual Making Strides event in Concord.

with cancer. Her focus on properly branding Making Strides and sharing the mission and messages of the American Cancer Society, combined with her gift of sincere writing and the understanding that fundraising with heart is a critical component of our success, make her incredibly effective.

"Kimberly has been a Making Strides participant on Sarah's Soldiers for 14 years. She often starts her comments with, 'I am a Sarah's Soldier. This team is what brought me to Making Strides 14 years ago and keeps me coming back. Our team honors my friend Sarah, who lost her battle with breast cancer at 24.'

"She continues, 'I feel an obligation to make strides against breast cancer, because I can. There are many things in life you don't get a choice in, like being diagnosed with cancer. By participating in Making Strides, I am making a choice to make a difference in the lives of so many who have been touched by breast cancer.

"I am amazed by the generosity of people, doing and giving whatever they can to support this event. I am inspired by all the cancer survivors who make strides.

"I believe there are two ways to become a survivor: You can survive the disease, or you can survive the loss. Survivors have given so much to this disease, physically and emotionally, but

they continue to give back and inspire us all.

"Making Strides Against Breast Cancer is not about one of us. It is about all of us, as breast cancer affects far too many of us. There is strength in our numbers, both in the comfort and support we can offer each other, and in the difference we can make in the fight against breast cancer by allowing the American Cancer Society to help people get well, stay well, and fight back against breast cancer.'

"It is an honor for us to nominate Kimberly Laro for the Sandra C. Labaree Volunteer Values Award."

About the Award

The Sandra C. Labaree Volunteer Values Award recognizes and honors those volunteers whose actions and service in the fight against cancer most exemplify the American Cancer Society's organizational values. These awards are very special reminders of the power volunteers have to save lives and reduce suffering from cancer. They are also imbued with special meaning because they are named in honor of the late Sandy Labaree, a Society volunteer from Maine and founding member of the New England Division Board.

For more information, please visit Cancer.org or call us at 800 227-2345.

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Emily Laro, daughter of Roger Jr. and Kimberly Laro, recently received her Associates degree in Veterinary Technology from Great Bay Community College. Emily is employed as a Veterinary Technician at Blackwater Veterinary Services in Salisbury.