

Cancer Center of Santa Barbara *Viva la Vida: 20 Years of Celebrating Life*

CELEBRATION



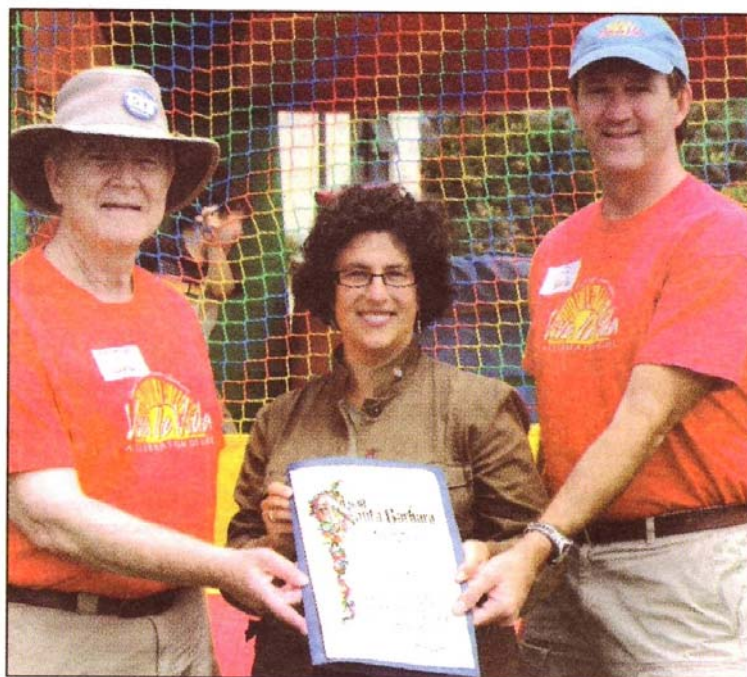
Dr. Weisenburger; Mayor Helene Schneider; Rick Scott at *Viva La Vida* 21

IN A CONTINUING EFFORT TO BRING HOPE and encouragement to those facing cancer, the Cancer Center of Santa Barbara held its annual *Viva la Vida* event for cancer patients, survivors, family members, and friends on Saturday, June 5th at Santa Barbara City College, West Campus.

The event featured festivities for the whole family, including entertainment by magicians, clowns, and a DJ. Guests of all ages participated in various crafts, activities, and games.

“The joys of life are often forgotten when you are undergoing the emotional, social, and physical challenges associated with cancer diagnosis and treatment,” said Rick Scott, President of the Cancer Center of Santa Barbara. “*Viva la Vida* is an opportunity to celebrate life and forget about the disease for a day. It’s an incredibly special event, where you meet many courageous people.”

Santa Barbara Mayor Helene Schneider presented a local cancer survivor with a proclamation declaring



Dr. Weisenburger, Volunteer; SB Mayor Helene Schneider; Rick Scott, President of the Cancer Center of SB

June 6th as National Cancer Survivors Day in our community.

Held in honor of National Cancer Survivors Day (the following day), and attracting over 1,000 attendees each year, *Viva La Vida* was created in 1990 to give those who have faced cancer a chance to get away from the day-to-day struggles and burdens of diagnosis and treatment.

The event was open to cancer patients, cancer survivors, and their families and friends. Patients received a gift to remember the day and everyone attending was be treated to a great Mexican food lunch with ice cream and cupcakes to top it off.



Participants enjoyed lunch and dessert.

The Cancer Center of Santa Barbara is an independent, not-for-profit corporation, providing state-of-the-art cancer treatment. Since 1949, through the charitable giving of families and foundations, the Cancer Center has stayed in the vanguard of comprehensive, non-surgical, outpatient cancer care. By retaining highly trained and devoted medical personnel, acquiring the latest technology and protocols, and integrating patient support and wellness programs, the Cancer Center treats those on the journey to live with, through, and beyond cancer.

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