

creating  
a world  
with more  
birthdays.

I'm making it happen.



THE OFFICIAL SPONSOR OF BIRTHDAYS.<sup>TM</sup>



## Help create a world with more birthdays by celebrating yours.

Your birthday is the one day that is all about you and celebrating your life. Although many people think of birthdays as a reminder that they're getting older, here at the American Cancer Society, we think every birthday is a victory. Because a world with more birthdays is a world with less cancer – and that's definitely something to celebrate!

You can make your birthday mean even more this year by celebrating your birthday with the American Cancer Society. This birthday kit will give you all the tips and tools you need to dedicate your special day to helping create a world with more birthdays. In this kit you will find:

- Ideas for making your birthday more meaningful
- Delicious, healthy recipes for birthday parties and get-togethers
- Birthday gift ideas with health and wellness in mind
- A donation form that will allow your friends and family to make a gift to the fight against cancer instead of giving you a birthday gift this year

We are honored to celebrate your birthday with you. And we thank you for joining the movement to create more birthdays and save lives!

# Making your birthday more meaningful.

By celebrating your birthday with the American Cancer Society, you can make your birthday celebration mean more by helping create a world with more birthdays for everyone. Can you take one day – your birthday – to join our fight?

With you on our side, we'll be able to save lives and give people more candles to light. Here's how you can help:

## **Declare the American Cancer Society the official sponsor of your birthday.**

We know we can't create a world with more birthdays all on our own. Join us by visiting [morebirthdays.com](http://morebirthdays.com) to declare the American Cancer Society the official sponsor of your birthday. And download our Facebook application, which lets you join the front lines in our fight by encouraging your friends to join the movement for more birthdays.

## **Plan a birthday celebration with friends and family, American Cancer Society-style.**

We believe every birthday is cause for celebration, and that every celebration can help people live longer, healthier lives. Plan a birthday celebration and keep us in mind. When you invite your guests, explain why the American Cancer Society is the official sponsor of your birthday, and ask them to make a gift to the American Cancer Society instead of giving you a birthday gift this year. You can create a personalized birthday Web page at [morebirthdays.com](http://morebirthdays.com) that allows friends and loved ones to make an online contribution in your honor to fight cancer. There's also a donation form on the last page of this Birthday Kit that allows you to gather donations offline. Set a goal, challenge your friends and loved ones, and help create a world with more birthdays.

## **Make it healthy.**

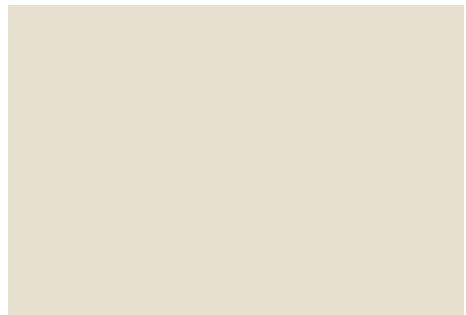
An important part of creating a world with more birthdays is to help people stay well so they never get cancer in the first place. When you celebrate your birthday with the American Cancer Society this year, make healthy choices that will help you and your guests have more birthdays in the future. Check out the "Make it Healthy" section of this Birthday Kit for delicious yet healthy recipes for your next birthday celebration.

## **Make it memorable.**

We know that birthday celebrations need to be more than just healthy – they need to be fun! Below are some ideas to get you started as you plan your next birthday celebration:

- Start an annual tradition. Celebrate in the same place every year, make a traditional meal, or plan an activity you can do on every birthday.
- Celebrate a life. If you're marking a milestone birthday, show a photo slideshow or short film of the honoree's life. The funnier the pictures, the better!
- Be seasonal. Think about the seasons when you're planning your celebration. Plan a picnic for a spring birthday, a hike for an autumn occasion, or ice-skating in the winter months.
- Pick a fun theme, and go all out! Themes are more exciting when all parts of your celebration fit in. Think about what kinds of decorations, costumes, foods, and activities could fit together to create a great themed party.
- Preserve your memories. Ask guests to take digital pictures and send them to you after the party so you can create a birthday scrapbook.

# Make it Healthy.



A big part of the American Cancer Society's effort to create more birthdays is helping people stay well by making healthy choices in their daily lives.

Whether you're planning a party for a child, an adult, or yourself, there are fun and creative ways to make your celebration one that will help create more birthdays for years to come.

## **Get Active.**

To get your guests moving, pick an action-oriented theme for your birthday celebration – pool parties, soccer games, dance parties, or scavenger hunts are great fun for kids and grown-ups alike. There's nothing like a little healthy competition!

## **Be Prepared.**

If you're hosting an outdoor party, have sunscreen (at least SPF 15) and extra hats on hand for guests who might have forgotten them. If you're hosting your celebration indoors, find a smoke-free restaurant or venue or have it at your house and remind guests that cigarettes aren't welcome.

## **Stay Food-Smart.**

We know birthdays are about celebrating, but you can have your cake and stay healthy, too. There are plenty of healthy and delicious foods you can choose to share with your guests. Consider serving low-fat snacks like popcorn, pretzels, and baked chips and salsa and healthy meal options like grilled chicken or shrimp skewers. You can bake healthier, too, by making your birthday cake from scratch so you can control the ingredients and make smart substitutions like swapping butter for applesauce. Check out the recipes below from our *Eat-Right Cookbook* for ideas, and be creative!

1. Minted Melon Balls
2. Zucchini Bites
3. Crispy Shrimp Sensations
4. Red, Yellow, and Green Dip with Parmesan Pita Triangles
5. Skewered Shrimp, Chicken, and Pineapple with Honey-Orange Dipping Sauce
6. Pineapple, Peach, and Jalapeno Salsa
7. Blue-Ribbon Sun-Dried Tomato Dip
8. Turkey Sausage Bites with Sweet Hot Mustard Sauce
9. Crostini
10. Crunchy "Oven-Fried" Chicken Nuggets

## Minted Melon Balls

2 cups watermelon, seedless or seeds removed	2 tablespoons sugar
2 cups cantaloupe	2 teaspoons lime juice
2 cups honeydew melon	3 tablespoons fresh mint, chopped finely
1/4 cup water	

Scoop out watermelon, cantaloupe, and honeydew melon meat with a melon baller. In a small saucepan over medium heat, bring water, sugar, and lime juice to a boil. Boil 2 minutes and remove from heat. Cool completely. Toss sugar mixture together with melon and mint. Chill well.

Serves 8. Approximate per serving: 60 calories; 0 grams of fat

"Celebrate!" Healthy Entertaining for Any Occasion (#943700) p. 23

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## Zucchini Bites

Cooking spray	1/2 teaspoon garlic salt
2 medium zucchini, cut into 3/4-inch rounds	1/2 teaspoon paprika
1/2 cup reduced fat baking mix	2 tablespoons grated Parmesan cheese

Preheat oven to 350 degrees F. Heat cast-iron skillet or cookie sheet in oven for 2 minutes. Remove from oven. Spray both sides of zucchini slices with cooking spray. Coat with baking mix. Place zucchini slices in skillet or on cookie sheet and sprinkle with garlic salt, paprika, and Parmesan cheese. Bake for 15 minutes until slightly browned. Serve immediately. Makes approximately 24 zucchini slices.

Serves 8. Approximate per serving: 60 calories; 2.5 grams of fat

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## Crispy Shrimp Sensations

1 pound medium shrimp, peeled and deveined (about 24)	1 teaspoon paprika
1/4 cup cornstarch	1/4 teaspoon salt
1 tablespoon water	1/4 teaspoon pepper
2 large egg whites	Cooking spray
1-1/2 cups finely crushed reduced-fat buttery crackers (about 35 crackers), such as Ritz	1 12-ounce bottle cocktail sauce
	Lemon wedges

Preheat broiler. Place shrimp and cornstarch in a resealable plastic bag. Close bag and shake to coat. In a small bowl, combine water and egg whites; beat until foamy. In another small bowl, combine cracker crumbs, paprika, salt, and pepper. Dip shrimp in egg white mixture, then coat with crumb mixture. Place shrimp on a baking sheet coated with cooking spray. Spray shrimp with a light coat of cooking spray. Broil 5 minutes or until shrimp are done, turning once. Serve with cocktail sauce and lemon wedges.

Serves 8. Approximate per serving: 310 calories; 4.5 grams of fat

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## Red, Yellow, and Green Dip with Parmesan Pita Triangles

### Dip:

8 Roma tomatoes, seeded and diced  
2 large green tomatoes, seeded and diced  
2 yellow peppers, seeded and diced  
1/4 teaspoon salt  
1 teaspoon olive oil  
1 tablespoon fresh oregano, chopped  
2 teaspoons grated Parmesan cheese

### Pita triangles:

6 whole-wheat pita bread pockets, cut into triangles  
Cooking spray  
1 tablespoon grated Parmesan cheese

Preheat oven to 400 degrees F.

**TO PREPARE DIP:** In a small bowl mix together all dip ingredients except for cheese. Place dip in serving bowl, sprinkle with cheese, and chill.

**TO PREPARE PITA:** Place pita triangles on cooking sheet, lightly coat with cooking spray, and sprinkle with remaining Parmesan cheese. Bake 10 minutes until crispy and lightly browned. Cool slightly and serve with dip.

Serves 8. Approximate per serving: 179 calories; 2.5 grams of fat  
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## Skewered Shrimp, Chicken, and Pineapple with Honey Orange Dipping Sauce

### For skewers:

12 large shrimp (31 to 40 count; about 6 ounces), cleaned, deveined, tails on  
4 skinless, boneless chicken breasts, cut into 1-1/2-inch cubes  
2 cups pineapple chunks  
2 tablespoons pineapple juice  
1/2 teaspoon garlic salt  
Wooden skewers, soaked in water

### Sauce:

2 teaspoons cornstarch  
1/4 teaspoon lemon juice  
1 cup orange juice  
2 tablespoons honey  
1 dash pepper

**TO PREPARE SKEWERS:** Thread shrimp, chicken, and pineapple on water-soaked wooden skewers, alternating shrimp and chicken with pineapple chunks. Place in shallow dish and sprinkle with pineapple juice. Heat grill to medium, place skewers on grill surface, and sprinkle with garlic salt. Cook 2 to 3 minutes per side until shrimp turns pink and chicken is completely cooked through. Remove from grill to a serving platter.

**TO PREPARE SAUCE:** Dissolve cornstarch in lemon juice. In a small saucepan stir together orange juice, honey, and pepper. Bring to boil and add cornstarch mixture. Cook 2 to 3 minutes until thickened. Remove from heat. Serve skewers with dipping sauce

Serves 8. Approximate per serving: 200 calories; 2 grams of fat  
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## Pineapple, Peach, and Jalapeño Salsa

2 cups pineapple, chopped finely  
2 cups peaches, chopped finely  
4 pickled jalapeno slices, minced

2 scallions, chopped finely, divided  
1/4 teaspoon garlic salt

In a medium bowl, mix all ingredients together except for 1 tablespoon of scallions. Transfer to serving bowl, top with remaining scallions, and chill 1 hour. Before you add more jalapenos, remember that the salsa will get hotter as it sits. Serve this sweet-hot salsa with salty tortilla chips.

Serves 8. Approximate per serving: 48 calories, 0 grams of fat

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## Blue-Ribbon Sun-Dried Tomato Dip

1 3-ounce package sun-dried tomatoes, packed without oil  
(about 2 cups)  
1 cup of boiling water  
1/3 cup fresh basil leaves (do not substitute dried basil)  
2 tablespoons balsamic vinegar  
2 tablespoons Italian-style tomato paste

1 tablespoon olive oil  
1/8 teaspoon salt  
1/8 teaspoon pepper  
1 15-ounce can white beans, drained  
1 garlic clove, minced  
4 whole-wheat pitas

**TO PREPARE DIP:** Bring 1 cup of water to a boil. In a medium bowl, combine dried tomatoes and boiling water. Let stand for at least 15 minutes. Drain tomatoes, reserving 1/2 cup of soaking water. In a food processor, blend softened tomatoes, reserved water, fresh basil, and remaining ingredients (vinegar through garlic); process until smooth. Makes approximately 2-1/2 cups.

**TO PREPARE PITA CHIPS:** Cut pita bread into bite-sized chips, separating the bread where the pocket would be. Arrange pieces on a cookie sheet and broil for 4 to 6 minutes, watching carefully. When pita is golden brown, remove from broiler. Serve with dip.

Serves 8. Approximate per serving: 21 calories; 0.6 fat

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## Turkey Sausage Bites with Sweet Hot Mustard Sauce

### Sausage bites:

1-1/4 cups turkey breakfast sausage (patties or links with casings removed)  
1 teaspoon canola oil  
1 small onion, diced finely  
1/2 green pepper, cored, seeded, and diced finely  
1 cup reduced-fat baking mix  
1/4 cup skim or 1% milk  
1/2 teaspoon Dijon mustard  
1/2 teaspoon honey  
1/2 teaspoon garlic salt

### Sauce:

1/4 cup honey  
2 teaspoons Dijon mustard  
1/2 teaspoon horseradish  
Dash of hot sauce

Preheat oven to 450 degrees F.

**TO PREPARE THE SAUSAGE:** Chop sausage into small pieces. In a nonstick or cast iron skillet, heat canola oil; cook sausage until browned. Remove sausage from pan, drain on paper towels, and set aside. Add onions and peppers to skillet and saute until tender. In a medium bowl, combine baking mix with milk. Mix in mustard, honey, sausage, onions, and peppers. Form mixture into teaspoon-sized balls and place on an ungreased cookie sheet. Sprinkle with garlic salt and bake for about 10 minutes until golden brown. Makes approximately 16 bites.

**TO PREPARE SAUCE:** Mix ingredients together in a small saucepan over medium-high heat. Serve turkey bites and sauce warm.

Serves 8. Approximate per serving: 120 calories; 5 grams of fat

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## Crostini

1 loaf Italian bread, sliced into 1/2-inch rounds  
1 garlic clove, peeled, cut in half  
Cooking spray

1/2 tablespoon garlic salt  
1 tablespoon rosemary (fresh or dried)  
1 tablespoon olive oil

Preheat broiler. Arrange bread slices on cookie sheet. Rub each round with half of a garlic clove. Discard clove. Spray rounds with cooking spray, then sprinkle with garlic salt and rosemary. Drizzle with olive oil and broil 2 to 3 minutes or until lightly browned.

Serves 8. Approximate per serving: 90 calories; 2.5 grams of fat

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## **Crunchy “Oven-Fried” Chicken Nuggets**

10 classic or whole-grain Melba toasts (2 pouches)	1/4 teaspoon salt
1 tablespoon canola oil	1/4 teaspoon garlic powder
1 egg	1 pound boneless, skinless chicken breasts,
1 teaspoon Dijon mustard	cut into 2-inch “nuggets”
1/4 teaspoon dried oregano	

Preheat the oven to 400 degrees F. Place a cooling rack on a rimmed baking sheet. In a food processor, pulse the Melba toast until pieces are about 1/8 inch in size, with some smaller and larger pieces. Don’t over process. Add oil and pulse once or twice, or until crumbs are just moistened. (You can also use a rolling pin or a meat mallet to crush the toasts by hand in a zip-top bag. Simply mix the oil and crumbs together in a bowl.) Transfer crumbs to a plate. In a bowl, beat egg. Add mustard, oregano, salt, and garlic powder and beat to combine. Dip chicken in egg mixture, then in crumbs, pressing to coat all sides of the meat. Place on the rack. Bake for 15 minutes, or until cooked through.

Serves 4. Approximate per serving: 230 calories; 8 grams of fat

*The Great American Eat-Right Cookbook (#965300) p. 28*

# Give the gift of more birthdays.

Joining the movement to create a world with more birthdays isn't limited to your own special celebration. By giving birthday gifts to friends and loved ones throughout the year with health and wellness in mind, you can help the people you care about look forward to more candles to light. Below are some creative gift ideas to help people stay well:

## **For cooks or want-to-be cooks:**

- Package flavored oils and vinegars in a large bowl made for salads.
- Create a basket filled with healthy cooking utensils such as an apple corer, zester, lemon/lime juicer, garlic crusher, ginger, and nutmeg graters.
- For the portion size conscious cook (and eater), consider giving a food scale, measuring cups, and/or attractive measuring spoons.

## **For foodies:**

- Create a basket with cheese, crackers, and fresh fruit, with perhaps a decorative cheese spreader.
- Package dried fruits and nuts in a unique serving dish with pretty cocktail napkins.
- Collect your favorite healthy recipes and give them in a recipe journal so they can also record their own.
- Give a cooking class gift certificate.
- Give a subscription to a favorite healthy cooking magazine.
- Give a gift certificate to your favorite local healthy restaurant.

## **For those trying to be more active:**

- Give a gift certificate to a local athletic shoe and apparel store.
- Include a step counter/pedometer with an mp3 player.
- Package a jump rope, exercise band, set of hand weights, and/or workout ball for an all around healthy workout.
- Make coupons for babysitting so your friend can work out while you watch the kids.
- Make workout buddy coupons and commit to get up three days a week to walk before work with your friend, if that's what she wants to do.
- Give a gift certificate for a tennis lesson, packaged with a water bottle and flashy colored tennis balls.
- Give a gift certificate for a golf lesson, with a book on the best public courses to play (and encourage your golfing buddy to join the USGA Walking Member Program).
- Give a gift subscription to a favorite health magazine such as *Fitness*, *Runners World*, *Walking*, *Golf Digest*, *Bicycling*, etc.
- Give an exercise mat and workout tapes or CDs for home use.

## **For those trying to be more active:**

- Volleyball net and ball
- Badminton racquets and shuttlecocks
- A yearly pass to a local or national park
- Croquet set
- Baby jogger

# With your help we are saving lives and creating a world with more birthdays.



Thanks to you, the American Cancer Society is working to create a world with more birthdays – a world where cancer never steals another year from anyone's life. And we're getting results. Eleven million people in America who are surviving cancer – and countless others who have avoided it – will celebrate another birthday this year, thanks in part to our work.

Together, we're fighting for every birthday, threatened by every cancer, in every community – including yours. "Happy Birthday" is our victory song.

When you join us in the movement to create more birthdays, this is how you're helping the American Cancer Society save lives:

## **Helping People Stay Well**

We help you celebrate more birthdays by showing you how to stay well. We save lives by encouraging people everywhere to take steps to prevent cancer or detect it early and provide you with screening recommendations and simple tips to live a healthier lifestyle.

## **Helping People Get Well**

We help you fight for more birthdays by guiding you through every step of a cancer experience if you or someone you love is faced with a diagnosis. We provide information to help

you make decisions and offer free services like transportation to and from cancer treatment or a free place to stay while receiving treatment far from home. We know that every cancer patient is a fighter – and we're in the ring with you through every round.

## **Finding Cures**

We support the best ideas of the brightest cancer researchers. Whether it's discovering medications that help people live longer and better than ever, or pioneering and promoting the most promising cancer prevention or screening tests, we've been involved in nearly every major cancer breakthrough in the last century, and every breakthrough brings us one step closer to a world with more birthdays.

## **Fighting Back**

We believe everyone deserves more birthdays and we work tirelessly to rally lawmakers and communities to join our fight to save lives from cancer. Whether it's passing smoke-free laws, increasing funding for cancer research, improving access to quality health care, or inspiring communities to take up the fight, we fight on all fronts, because the lessons we learn from one battlefield can mean victory on another.

# Honor a birthday by fighting cancer.

The American Cancer Society is the official sponsor of birthdays, because a world with more birthdays is a world with less cancer. And that's definitely something to celebrate.

You can join the movement to create a world with more birthdays by making a gift to the American Cancer Society in honor of a friend or loved one's birthday. Fill out the form below to help give everyone more candles to light.

**Please mail this form and your check to:**

American Cancer Society  
PO Box 22718  
Oklahoma City, OK 73123-1718

Date: \_\_\_\_\_ (Please PRINT all information clearly)

Enclosed is my check in the amount of \$\_\_\_\_\_ payable to the American Cancer Society.

My name: \_\_\_\_\_

Address: \_\_\_\_\_ Home phone: (\_\_\_\_\_) \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

(Receipt will be sent to the address above.)

**Type of Donation (please choose one):**

General Donation

Birthday gift in honor of: \_\_\_\_\_ (name of individual)

**Send acknowledgement card to:**

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

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

How would you like the card to be signed? \_\_\_\_\_ (name or names)

**We thank you for your support.**

Your contribution is tax-deductible.

To reduce administrative costs, your gift will be processed at a central facility.

**OFFICE USE ONLY**

Birthdays Campaign  
Campaign ID: 1-23M00G2

Source/Subsource (General): 24-32000  
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