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For Immediate Release

The Heroes Project Returns

The Heroes Project returns in 2010 with 'We Light a Candle' and a goal of breaking a Guinness World Record

LAWRENCEVILLE -- The Heroes Project, a song project benefiting cancer survivors, is returning with a new song and a new goal. This year's original song, *We Light a Candle*, will be performed at the Gwinnett County Relay for Life Luminaria Ceremony on May 7 at the Gwinnett County Fairgrounds. As a tribute to cancer survivors and in memory of those lost, the Heroes Project will attempt to break the Guinness World Record for the "most candles lit in a single venue" at the event.

Founded in 2009, The Heroes Project began as the dream of Gwinnett-based entrepreneur David Greer. Greer, founder of Tillman Allen Greer, a marketing strategy and creative services firm, and his wife Kelly have long been supporters of the American Cancer Society, Relay for Life and the fight against cancer. After years of donating and volunteering, they decided that they wanted to do more and began looking for ways to use their gifts to make an even larger impact.

"This has always been something of great importance to me," Greer says. " So many people in my life, including members of my own family, have been affected by cancer, and we wanted to do more to support them in their fight. I began looking for ways to use the talents God has given us to make a difference in the lives of the survivors and the families struggling with this horrible disease."

Greer began his quest by penning lyrics and then set out to produce his first song for the project - *All Are Our*

Heroes - the proceeds of which raised thousands of dollars in donations for cancer research. *All Are Our Heroes* was only the beginning for Greer and The Heroes Project. The song quickly became an inspirational platform for all involved, rallying a worldwide following of thousands committed to fight the disease and find a cure. The Heroes Facebook and social media groups, launched in 2009, have over 10,000 members from virtually every state in the U.S. and more than 20 countries worldwide. In just one year, the project has grown from an idea and a dream into an influential voice in the fight against cancer.

Greer has just completed 2010 production on *We Light a Candle*, the celebration anthem to honor survivors, and is currently distributing CDs and downloadable versions for this year's fundraising efforts online at www.TheHeroesProject.com. The website also features video updates about the project, a sneak preview of the new song, and stories from real survivors touched by the campaign.

"Each year at the Relay, we listen to the bagpipes playing *Amazing Grace*, meet back at the stage, and light a candle in honor of those who are gone, those who are fighting and those who have survived," Greer explains. "It is the most beautiful sight you can ever behold. We wanted to write a song this year that would capture that emotion and share it with others, so they too would want to become involved in this important fight."

To help expand the reach for the effort, many of last year's corporate sponsors have returned to support The Heroes Project. Presenting sponsors are [Gary Martin Hays and Associates](#), [Elekta](#), a healthcare company pioneering significant innovations for the treatment of cancer and brain disorders, and [Gwinnett Magazine](#). Other sponsors include [Charter Business](#), [Primerica Financial Services](#), [Tree Leaf Music](#), plus numerous others who've donated professional service.

We Light a Candle, co-written by Greer and Lee Davis, will be sung by Peggie Hoskins and performed live at the 2010 Gwinnett Relay. Local country artist Rachel Farley is returning to perform *All Are Our Heroes*.

"At the Luminaria Ceremony, we want everyone to light a candle and sing this song together," Greer says, "sending a powerful message to everyone affected by cancer that 'we hear you, we love you and we are fighting with you.' There is no better way to honor the fighters and the survivors than by making this year's Luminaria Ceremony the most amazing one yet. We are asking for everyone in the area to get involved, join the dreamers and come raise their voices with us."

Visit www.TheHeroesProject.com to support the heroes and join the dreamers.

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About The Heroes Project The Heroes Project is an initiative of Tillman Allen Greer, a marketing and media firm based in Lawrenceville, Ga. Launched in 1996 by David Greer, the firm provides comprehensive marketing strategy and creative services to clients in a range of business sectors. Hear the song, meet our heroes and learn how you can get involved at www.TheHeroesProject.com.