

**For media information:**  
Dana Urrutia  
770-236-8703, ext 3638  
dana@tillmanallengreer.com

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## **All Are Our Heroes**

*Song project sparks a worldwide following,  
A message of faith, hope and love to benefit the American Cancer Society*

LAWRENCEVILLE -- What began as a single song inspired by Gwinnett's Relay for Life celebration is fast becoming an anthem and cause for all those touched by cancer, rallying a worldwide following of thousands committed to fight the disease and find a cure.

*All Are Our Heroes* was first written by David Greer, a local media and marketing entrepreneur. He soon brought in young Rachel Farley as a co-writer and singer, and the two collaborated on what is proving to be a magical piece of work.

The song is already the touchpoint for the All Are Our Heroes Facebook Group, more than 6,500 strong and growing hourly, with members from 48 states, Washington, D.C. and 21 countries. Supporters can download the song or order a CD at [AllAreOurHeroes.com](http://AllAreOurHeroes.com), with all proceeds benefiting the American Cancer Society.

"The mission is to bring people around the world together to inspire participation and support for cancer advocacy, prevention and research," plans Greer. "I'm a dreamer and if you're going to dream, dream big."

### **Inspired by Battles Unspoken, Triumphs Unknown**

"All Are Our Heroes -- that's what I thought. I reflected on the faces of the people I see walking in the Survivor's Walk at our local Relay for Life. Young, old, man, woman and child -- their battles unspoken, their triumphs unknown. Some people smile at life's darkest hour," says Greer, whose thoughts quickly became lyrics.

Greer, along with his wife Kelly, is the founder and publisher of *Gwinnett Magazine*, and president of Tillman Allen Greer, a marketing and media firm based in Lawrenceville. For many years, they've been committed supporters of the American Cancer Society and Gwinnett's Relay for Life. *Gwinnett Magazine* has featured cover stories and "profiles in courage" of cancer survivors to help educate, celebrate and support the vital work done in our community.

Rachel, just 14 and from Lawrenceville, is an up-and-coming country music artist, who folks in-the-know believe will one day be a household name. "I still cry when she sings it," says Greer. "Hearing the words sung with such emotion and identifying with the lyrics just honors and memorializes all the people I thought about when I initially wrote it."

Within days, the song was introduced to enthusiastic officials from the Gwinnett unit of the American Cancer Society (ACS). Weeks later, state and regional ACS leadership gave a listen – and their wholehearted support.

### **Telling Stories of Courage & Survivorship**

Greer has rallied creative talents inside his firm and within the music industry to the cause. Tillman Allen Greer is donating professional time and talent to bring both the song and the stories of the heroes it represents to the public in a host of ways. A documentary featuring the song and interviews with many remarkable Gwinnett cancer survivors is now in production. Those interviews will also be featured in *Gwinnett Magazine* and the survivors – of all ages and from all walks of life -- will be followed throughout the year, in print and online.

While thousands are embracing the project online, Greer, Rachel and some generous – and talented -- friends headed to the recording studio to bring *All Are Our Heroes* to life.

Singer-songwriter Shawn Mullins, Grammy nominated for his number one hit *Lullaby*, joined the Heroes team to produce the song. In early February, Mullins brought his band into Tree Sound Studios in Norcross; Tree Leaf Music is donating studio time for the project. Joining Mullins and Rachel were some inspirational back-up singers – six young childhood cancer survivors who add their voices to the song's ending chorus.

Corporate and business leaders are also joining the dream, with their support enabling a broader reach for the effort. Presenting sponsors include [Gary Martin Hays and Associates](#) and [Elekta](#), a healthcare company pioneering significant innovations for the treatment of cancer and brain disorders. Other sponsors include [Allgood Pest Solutions](#), [Primerica](#), [Tree Leaf Music](#) and

[Suburban Hematology-Oncology Associates](#), plus numerous others who've donated professional services.

### **Walking with Heroes**

On May 8, plans are for Rachel to step onstage at Gwinnett's Relay for Life at the Gwinnett County Fairgrounds to perform *All Are Our Heroes* live, just as the luminary ceremony gets underway. As she sings, and as they walk, the thousands gathered will see – and remember -- the heroes the song brings to life.

It's an event Greer looks forward to, but it is just one milestone in a personal commitment without an end-date. "I don't know what the ultimate outcome will be. I just know with certainty that I've got to be walking down this path."

Visit [AllAreOurHeroes.com](#) to support the heroes and join the dreamers.

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### **About All Are Our Heroes**

The All Are Our Heroes song 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.AllAreOurHeroes.com](#).

### **About the American Cancer Society**

The Atlanta-based American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer through research, education, advocacy and service. For information about cancer, call 24 hours day, seven days a week 1.800.ACS.2345 or log onto [www.cancer.org](#). For more information about Relay for Life, visit [www.RelayForLife.org](#).