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Users from around the world logged into Second Life, a multiplayer 3-D Internet community where people create animated characters called avatars, and participated in the American Cancer Society's third annual Second Life Relay for Life. Nearly 2,000 avatars participated in the overnight fundraising walk in July, raising over \$100,000. The ACS also opened a virtual office to serve as an interactive cancer information resource center, a meeting space for peer support groups, and headquarters for in-world event planning.