



LEUKEMIA &  
LYMPHOMA  
SOCIETY®

LIGHT  
THE NIGHT®

## What is the Light The Night?

The Leukemia & Lymphoma Society's Light The Night Walks are an annual event to raise funds for cures. Light The Night is the nation's night to pay tribute and bring hope to people battling cancer. People form teams of friends, families, and coworkers. Walking at twilight, they hold illuminated lanterns – white for survivors, red for supporters, and gold for those walking in memory of a loved one. More than a walk, the evening includes music, food, and family activities.

Anyone can participate – children, adults, and seniors are welcome. This is a casual walk with no fitness requirements. There is no cost to register for this event, however fundraising is encouraged.

Funds raised through Light The Night support our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

## Three Ways to Participate

### Sponsorship

Financial contributions made in your company's name will give you the broadest exposure and provide valuable access to our audiences. A range of levels are available, from national presenting sponsor to local site sponsor. In-kind donations of goods and services are also valued.

### Corporate Teams

Free registration to form a corporate Light The Night Walk team gives employees experience working as a team to achieve an important goal – experience that will build morale and add employee value. Not to mention an incentive based reward program.

### Retail Partnership

Retail partnership is a wonderful way to make a difference in the fight against cancer. Not only is it an opportunity for your staff to partner with your customers, but it shows your customers that you care at no cost to you.





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## The Facts

- Every three minutes someone is diagnosed with a blood cancer.
- Every 10 minutes someone dies.
- Leukemia is the leading cause of cancer death of children and young adults under the age of 20.

## How Your Dollars Are Used

The Leukemia & Lymphoma Society is at the forefront of the fight to cure cancer. We are the largest nonprofit dedicated to creating a world without blood cancers. Since 1949, we've invested nearly \$1.3 billion in groundbreaking research, pioneering many of today's most innovative approaches.

**Research:** LLS supports research in the U.S., Canada, and around the world. LLS currently has research commitments of more than \$22 million invested in Texas.

**Patient Services:** LLS provides a range of services, such as family support groups, an extensive educational website, free seminars and conferences, direct patient financial aid and co-pay assistance.

**Education:** LLS serves as the world's foremost source of information on blood cancers including an Information Resource Center, an extensive collection of free educational materials, professional education and an award-winning website.

**Advocacy:** LLS's advocacy program has a strong voice in Washington, DC representing the healthcare and medical research interests of patients and their families to policy makers at all levels of government.

