

WHAT:

When you or someone you love hears the words “you have cancer,” it’s one of the darkest moments in your life. The Leukemia & Lymphoma Society’s (LLS) Light The Night campaign brings light to the darkness of a cancer diagnosis through its mission to end blood cancers. Light The Night is a series of fundraising campaigns benefiting LLS’s funding of research to find blood cancer cures. Friends, families and co-workers gather together to celebrate, honor or remember those touched by cancer. Walk participants carry illuminated lanterns – white in honor of survivors and the power of research, red in support of patients and finding cures, and gold in remembrance of those who have been lost.

WHY:

LLS works tirelessly to find cures and ensure patients can access the lifesaving treatments they need. When someone experiences the fear and uncertainty of a cancer diagnosis, LLS provides hope, compassion, education and support. And we are making an impact in the cancer community. Many treatments funded by LLS are now helping patients with other cancers and serious diseases.

HOW:

Register, Raise Funds and Walk.

- **Register:** Join as an individual, as a member of a community or corporate team, or even as a team captain. Whatever you choose, be sure to ask everyone you know to join, too.
- **Raise Money:** Raise money through your fundraising page, social media or the old-fashioned way of asking friends and family to help. Check out our helpful hints to get started.
- **Walk:** Light The Night with us! Celebrate with your family and friends at the walk and join in the Opening Ceremony, Survivor Circle and Remembrance Pavilion.

WHO:

Local and national corporate teams, friends and family teams, individuals, retail partners and sponsors participate in nearly 140 communities. The Walk is open for all to join and help find cancer cures.

WHEN AND WHERE:

Held on evenings in markets across the United States and Canada. For more information about dates, locations and times, contact your local LLS chapter, call **877.LTN.WALK** or visit www.LightTheNight.org.

For additional information:

Light The Night contact: Coker Powell, Senior Vice President, Light The Night, at Coker.Powell@lls.org

Media contact: Linda Heaney, Director, Public Relations, 914.821.8208 or Linda.Heaney@lls.org