



2011 Light The Night Walk®

WHAT: The Light The Night Walk is The Leukemia & Lymphoma Society's annual fundraising walk and the nation's night to pay tribute and bring hope to people battling cancer. In 2010, the Walk raised more than \$45 million for research and patient services. The Suncoast Chapter raised over \$357,000 in 2010.

Our goal in 2011 is \$400,000.

WHY: To raise funds to support The Leukemia & Lymphoma Society's (LLS) efforts to cure leukemia, lymphoma and myeloma, and provide education and services for patients and their families.

HOW: Participants walk along a one- to two-mile route in their communities. Those who raise \$100 or more are called **Champions for Cures**, and carry lighted balloons— white for survivors, red for supporters and gold balloons in memory of loved ones lost. Dedication banners and remembrance ceremonies provide an opportunity to display a name or message, honoring or commemorating a family member or friend with cancer.

WHO: Last year, in approximately 230 communities, corporate and family & friends fundraising teams participated in a Light The Night Walk. The Walk campaign welcomes corporate involvement on both the local and national level. The Walk is open to all; it does not require a particular level of fitness.

WHEN & WHERE:

Light The Night Walk— Sarasota

Saturday, October 1

Check In & Festivities: 5:30 p.m.

Walk Begins: 7:15 p.m.

Ken Thompson Park

1700 Ken Thompson Parkway

Sarasota, FL 34236

CORPORATE SUPPORT: Light The Night's 2011 National Associate Sponsors in the United States are: Bristol-Myers Squibb, Celgene Corporation, Cephalon Inc., Genetech/Biogen Idec, Millennium: The Takeda Oncology Company and Quest Diagnostics. Corporate support through team fundraising and retail sales includes: Burlington Coat Factory, our 2011 Top Fundraising National Partner; and Carter's through retail programs and associate fundraising.

FOR ADDITIONAL INFORMATION... or to register, contact Kaeleen Weiser at (813) 963-6461 x 25 or visit www.lightthenight.org/sun

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® is the world's largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services. Founded in 1949 and headquartered in White Plains, NY, LLS has chapters throughout the USA and Canada. To learn more, visit www.LLS.org or contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET. www.lls.org