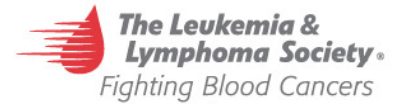




# LIGHT THE NIGHT

## AT A GLANCE

**Light The Night® Walk** is an evening of fun, refreshments, music, entertainment, inspiration, kids games, camaraderie and hope. It stands apart from other events as a visually stunning display of hope; survivors carry illuminated white balloons, friends and family red balloons as a sign of support, and gold balloons in remembrance of a loved one lost to blood cancer. Light The Night is the fastest growing signature fund and awareness raising event in the United States.



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*A powerhouse among nonprofits searching for cancer cures*

### Walk is open to all:

No particular level of fitness is required. Strollers and well behaved dogs on leashes are welcome.



### The need is critical:

- ♦ Every 4 minutes - someone new is diagnosed with blood cancer.
- ♦ Every 10 minutes, someone dies.
- ♦ Leukemia causes more deaths than any other cancer among children under the age of 20.

**"We all know someone with cancer. It's time to walk the talk. Please join us and raise funds for lifesaving cancer research."** – Tina Fey, Light The Night Walk National Spokesperson

## Light The Night Walk: Warner Center Park – October 3<sup>rd</sup>, 2009

**Participants** register online, by phone or mail. Walkers seek donations from friends, family, co-workers and employers to sponsor their participation. LLS seeks national, regional and local event sponsors, as well as corporate sponsors and balloon sales partners.

### Contribution to Community:

In 2008 the Greater Los Angeles Light The Night campaign raised nearly \$1 Million dollars in the fight against blood cancer. \$90,000 in Patient Aid was distributed locally, and \$8 Million was committed to Greater Los Angeles researchers.

### Contact Person:

Kathryn Scott, Campaign Director 310.846.4703  
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### About LLS:

The Leukemia & Lymphoma Society (LLS) is the world's largest health organization dedicated to funding blood cancer research and providing education and patient services. Founded in 1949, we are relentless in pursuit of our mission: *Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.*