



The Leukemia & Lymphoma Society

National Supporting Sponsors



July 2009

Newsletter



2009 Walk Dates

- Northampton, MA: September 13th
Look Memorial Park
- Boston, MA: October 15th
Boston Common
- Nashua, NH: September 26th
Greeley Park
- Wakefield, MA: October 18th
Lake Quannapowitt
- York, ME: October 3rd
York Beach Ball Field
- Worcester, MA: October 25th
Assumption College



Mission Moment

Elbit Systems of America: Taking Steps Toward Cures

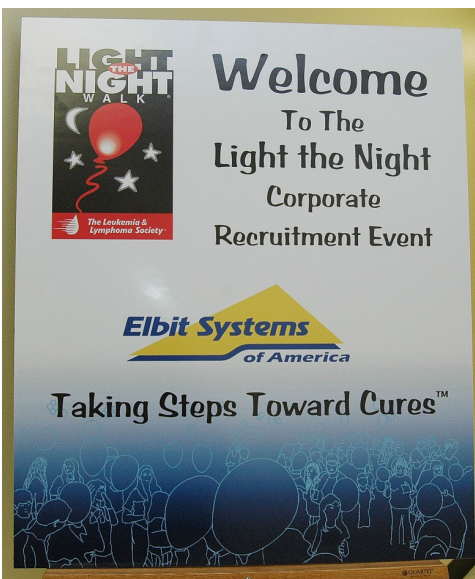
The Southern New Hampshire business community kicked off the 2009 Nashua Light The Night Walk this past month as Elbit Systems of America and Yuval Ramon, Vice President and COO of Elbit Systems and 2009 Nashua Corporate Walk Chair, hosted a recruitment breakfast in their Merrimack office. The June 17th event was a tremendous success with over 40 attendees and 12 new companies represented.

Kicking off the speaking portion of the event was Sharon Klein, Executive Director of the Massachusetts Chapter of The Leukemia & Lymphoma Society (LLS). After sharing a brief history of our organization and its mission, Sharon welcomed to the podium Yuval Ramon, a leader within the Elbit community and a champion of LLS and Light The Night. Mr. Ramon shared his personal connection to LLS and his motivation for joining the fight against blood cancers.

Ten years ago, while working for Elbit Systems in their Fort Worth, Texas office, the wife of one of Mr. Ramon's colleagues was diagnosed with a blood cancer. As a display of support, over 300 Elbit Systems employees and family members formed a walk team for the local Light The Night Walk and raised funds in her honor. Today, Mr. Ramon's colleague (the current CEO of Elbit Systems of America) proudly walks alongside his

wife who valiantly battled and survived her cancer, and he actively encourages all of his employees to partner with Light The Night in some capacity as well. Inspired by this story of survival and in recognition of all those currently battling one of these diseases, Mr. Ramon has enlisted the support of all Elbit Systems employees in the South-

throughout her journey and of her partnership with The Leukemia & Lymphoma Society. She has participated in Light The Night for several years, and passionately encouraged everyone in attendance to join her at the Nashua event this fall.



ern New Hampshire office location as well as local business and community leaders to participate in the annual Nashua Walk.

Deana Horne, the 2009 Nashua Light The Night Honored Hero, followed Yuval Ramon and shared the story of her personal cancer journey. On March 3, 2000, Deana was diagnosed with Acute Myelogenous Leukemia. After being diagnosed, she was immediately hospitalized and began an intense chemotherapy regimen. Even with less than a 10% chance of survival, it took her body only one course of treatment to go into remission. Today, 9 years post-diagnosis, Deana reflects a great deal on how her cancer diagnosis has changed her life. In her brief presentation, she spoke of the friendships she established

After Deana concluded, the mayor of Nashua, the Honorable Donna Lee Lozeau, unexpectedly spoke as well. Mayor Lozeau shared her reasons for partnering with LLS and Light The Night. Twenty years ago, her nephew was diagnosed with a blood cancer. And then recently, her sister-in-law was diagnosed. While her nephew survived, her sister-in-law unfortunately lost her courageous battle last month due to non-cancer related complications. Mayor Lozeau highlighted LLS's accomplishments over the years, noting that patients and families can actually see and feel the progress in research being made. Having watched her nephew undergo treatment 20 years ago, and then her sister-in-law just recently, Mayor Lozeau observed notable improvements in the entire treatment process. Not only are researchers and physicians finding more effective methods of destroying the cancerous cells, but they are also, at the same time, helping to markedly improve the quality of life of patients

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as they undergo their treatments. You can see your dollars at work, the mayor noted.

After watching the Light The Night video, Campaign Director, Dara Croci, concluded the breakfast by thanking everyone for attending. The success of the entire event can be marked by the 10 new teams that signed up that morning.

If you'd like to get your company involved in your local walk, please contact a member of the Light The Night Staff at 508-810-1342.



Left: Yuwal Ramon

Center: Mayor Lozeau

Right: Deana Horne



Want some advice from a Light The Night Peer?

Join us on an upcoming Team Captain mentor call!

The Team Captain mentor program is designed to provide peer-to-peer guidance for team captains in the areas of teambuilding and fundraising. Mentors are experienced team captains (either corporate or friends & family) who have successfully recruited walkers, developed a fundraising plan and raised significant funds through multiple channels. Join us on one of our upcoming Team Captain Mentor calls to learn how you can further the success of your Light The Night Walk Team!

Wednesday, July 1st: 3:00 p.m. EST

Dial-in #: 1-866-546-6812

Code: 4043726706

Agenda:

- Building a Successful Team
- Recruiting Co-Captains
- Recruiting Walkers



Wednesday, July 15th: 3:00 p.m. EST

Dial-in #: 1-866-546-6812

Code: 4043726706

Agenda:

- Fundraising Ideas for Corporate Teams
- Building your Corporate Team and registering walkers
- Encouraging Individual Fundraising of employees
 - Executive endorsement
 - Internal incentives
- Vendor letter
- Creating Wrap-events within your company

Thursday, July 16th: 3:00 p.m. EST

Dial-in #: 1-866-546-6812

Code: 4043726706

Agenda:

- Fundraising Ideas for Friend & Family Teams
- Building your F&F Team and registering walkers
- Letter writing and online fundraising
- Updates throughout the campaign via online fundraising page of social networking
- Wrap-events
- Expanding to other cities and walks

Friday, July 17th: 3:00 p.m. EST

Dial-in #: 1-866-546-6812

Code: 4043726706

Agenda:

- Retail Partner sales—steps for success
- Incentives for cashiers or sales staff
- Encouraging manager participation

A Special Gift of Appreciation for Team Captains...

Extraordinary achievements always involve extra effort. We know that it is your hard work and commitment that will help make the 2009 Walk an extraordinary success. Because of your efforts, blood cancer patients will live better, longer lives.

To express the gratitude of all patients and their families, we are offering a very special gift:

All team captains with a team of 10 or more members who each raise \$100 or more will receive a \$10 gift card from LLS Photo Gifts, an online store where you can select from over 300 great gift items, and have them personalized with a photo of your choice. For every 10 additional walkers who each raise \$100 or more, LLS will add another \$10 to the gift card. And LLS will even pick up shipping and handling!*

So start forming your team...set a fundraising goal...and make sure that each walker on your team knows that a minimum fundraising goal of \$100 will earn them an illuminated balloon and commemorative t-shirt for Walk night.

This gift applies to all funds raised through December 31, 2009. Your gift will arrive in January 2010.

**LLS will provide a maximum of \$5 shipping and handling fee for all orders.*

Happy 60th Birthday LLS!

1949-2009



- LLS-funded researchers are exploring new ways to predict and lessen the adverse long-term effects of blood cancer treatments.
- LLS is accelerating the development of new discoveries in its pipeline by finding and funding applied research, paving the way for FDA approval.