



## 2009 Walk Dates

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



National Supporting Sponsors  
 Bristol-Myers Squibb Cephalon  
 Genentech Biogen Idec MICHAEL C. FINA  
 MILLENNIUM Quest Diagnostics

## Mission Moment

### Light The Night: A Family Affair!

Many families get involved with Light The Night and fundraise together! Karen Gobler and her two children, Ben & Laura (both age 8), are a perfect example of trying to make a difference while working together. For the past two years, Karen and her family have participated in the Boston Light The Night Walk on the Millennium: The Takeda Oncology Company team. The largest team both years, Millennium has raised over \$35,000 with close to 550 walkers during that time. This year, Millennium: The Takeda Oncology Company is a National Supporting Sponsor of the campaign as well!

Light The Night interviewed Karen and her 8-year old twins to see what the annual event means to them and their family:

#### How did you become involved with Light The Night?

*(Karen):* I learned about Light The Night in 2007 when I walked for the first time on the Millennium team. It was very warm, both in temperature and spirit! I'm touched by all of the support for patients and survivors. Each story is more amazing than the next.

#### What is your favorite part of the Walk?

*(Karen):* I like to look around the Common and watch the parade of balloons in all different colors. No one walks alone. Everyone is joined together in unity to support a terrific cause. It's not just fundraising, but extending the visibility and awareness for a terrific organization.

#### How do you fundraise and who do you ask for donations?

*(Ben):* Each week I get money from my parents for charity and put it in my money eating dinosaur. Every couple of months we empty it and give it to places like Light The Night.

*(Lauren):* Every Friday I get money from my parents that I put in a piggy bank and I save it up for lots of things and one of them is for Light The Night.

#### What makes this event special for you?

*(Ben):* This event is special to me because you don't get to do Light The Night every day!

*(Lauren):* I like the event because there are lots of yummy foods to eat. I also get balloons and I can say that I walked a mile.

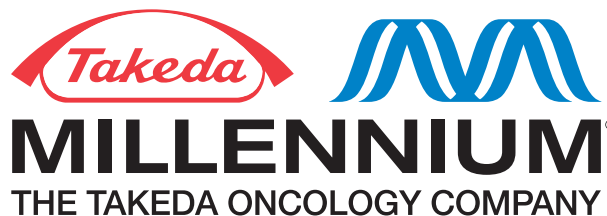
#### What is your favorite park of the Walk?

*(Ben):* When I'm walking, I like to look ahead at all of the other light up balloons. I am proud to tell people that I walked a mile today for people with cancer.

*(Lauren):* My favorite park is getting exercise while helping people! □



Above: 2008 Millennium: The Takeda Oncology Company Walk Team

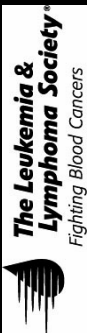


### What's Inside:

- Come Watch the Boston Bruins Legends "Lace Up" their skates! Pg. 2**
- LLS Celebrates its 60th Birthday! Pg. 2**
- Become a Top Fundraising Club Member! Pg. 2**

May  
2009

Newsletter





## Like Hockey?

**What:** Lace Up for Leukemia is a tri-part event that includes a skate-a-thon, a survivor skate, and an exhibition hockey game between the Boston Bruins Black & Gold Legends Alumni team and "Team Lace Up", a group of fundraising participants who have pledged to raise at least \$1,200 to participate.

**When:** Saturday, May 2, 2009;

1:00 p.m. : Skate-A-thon  
2:00 p.m.: Survivor Skate  
2:30 p.m.: Exhibition Hockey Game

**Where:** Northstar Youth Forum, 15 Bridle Lane, Westborough, MA

**How:** Tickets to the event are \$10 at the door; \$5 for children under 10. Survivors get in free.

Contact Rebecca Longworth, [Rebecca.Longworth@lls.org](mailto:Rebecca.Longworth@lls.org) or 508-810-1318

## Happy 60th Birthday LLS!

1949-2009



The Leukemia & Lymphoma Society is celebrating 60 years of helping patients live better, longer lives!

- An LLS-funded researcher developed Gleevec, a pill for chronic myelogenous leukemia (CML). Now, 95% of newly diagnosed, chronic-phase CML patients survive more than five years with good quality of life.
- LLS support was instrumental in the development of Velcade, the targeted treatment for patients with multiple myeloma, now also approved for mantle cell lymphoma patients.
- LLS-funded researchers discovered the value of combining Rituxin with standard chemo, resulting in the first survival rate improvement in 25 years for diffuse large B-cell lymphoma.

## Become a Member of a Top Fundraising Club!

**Bright Lights Club:**  
Participants Raising over \$1,000

The Bright Lights Club members have pledged to single-handedly raise a minimum of \$1,000 each for this year's Walk. Bright Lights Club members receive a number of special benefits including:

- Personalized support from the Light The Night Walk Staff
- Official Bright Lights Club pin and sticker
- Official Bright Lights Club long-sleeve t-shirt
- Recognition in Light The Night newsletters
- Certificate of Achievement
- Name listed on the MA Light The Night website
- Separate registration on Walk Night



# Bright Lights



**For more information or to join one of these clubs, please contact:**

**Corie Hoffberger**  
[Corie.Hoffberger@lls.org](mailto:Corie.Hoffberger@lls.org)  
508-810-1317

The Shining Stars Club is for the outstanding fundraiser that raises between \$5,000 and \$9,999. The Shining Stars Club members receive a number of benefits including:

- Personalized Support from Light The Night Walk Staff
- Exclusive Shining Stars incentive prize
- Recognition in Light The Night newsletter
- Podium recognition on the night of your Walk
- Certificate of Achievement
- Name listed on MA Light The Night Website
- Separate Registration on Walk Night

**Shining Stars Club:**  
Participants Raising over \$5,000



**Winner's Circle Club:**  
Participants Raising over \$10,000

Winner's Circle Club members have raised \$10,000 or more! These members receive the following special benefits:

- Personalized support from the Light The Night Walk Staff
- Winner's Circle Beige Nike windbreaker
- Special recognition in Light The Night newsletters
- Special stage recognition on the night of your Walk
- Certificate of Achievement signed by Chapter Director
- Separate Registration on Walk Night

