



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

Burlington Coat Factory's Paper Balloon Sales Take Light The Night to New Levels...

In 2001, Burlington Coat Factory (BCF) became the first retail balloon partner of The Leukemia & Lymphoma Society's Light The Night Walk. In their first year, BCF retail locations nationwide raised an impressive \$175,000 thru sale of these iconic balloon images. Since then, Burlington Coat Factory's support of Light The Night and LLS has swelled to new levels, with 2009 marking BCF's 6th year as the top national partner of the annual nationwide event. The following is an excerpt taken from an article on Burlington Coat Factory's website:

(www.BurlingtonCoatFactory.com)

"Burlington, NJ- May 26, 2009- Burlington Coat Factory has been recognized for its outstanding efforts in the fight against blood cancers. The Company reached another milestone in 2008 by raising a record \$1.6 million for The Leukemia & Lymphoma Society.

'It's an honor for me to accept the National Partner Award on behalf of all of our dedicated employees and generous customers who came together to raise money for this committed organization,' said Thomas A. Kingsbury, Burlington Coat Factory President and CEO. 'I look forward to our continued involvement with the LLS in their search for cures for leukemia and related diseases.'

Burlington Coat Factory is the most successful Light The Night Walk national corporate partner. In 2007, the Company was the first retail partner to raise more than \$1 mil-

lion through the sale of paper icons in its stores and corporate offices. To date, the corporation has raised more than \$5 million for the LLS mission. Burlington Coat Factory employees and customers across the country form Light The Night teams to participate in LLS's nationwide walk to pay tribute and bring hope to people battling cancer and their families.



'Burlington Coat Factory has provided so much support over the years for patients and their families, and they are truly deserving of this recognition,' said John E. Walter, Leukemia & Lymphoma Society President and CEO. 'We are grateful for the corporation's commitment on behalf of our patient services initiatives and Light The Night Walk. Burlington Coat Factory's support has helped draw attention to the critical need to find cures and provide families with ongoing care and support.'

The Burlington Coat Factory balloon sales campaign has become a corporate tradition engrained in the culture and day-to-day responsibilities of all BCF employees. During the 18 week campaign (August 1 thru November 27), Burlington Coat Factory employees take part in a variety of fundraising initiatives to support LLS and our mission. Every customer who goes thru a register is offered the opportunity to purchase a Light The Night paper balloon in support of blood cancer research. Numerous retail locations also host wrap-events in their stores to raise funds including dress

down days, bake sales, raffles and more. And several of the stores choose to form Light The Night Walk teams of their own and attend the event closest to them to both walk and volunteer.

The Massachusetts Chapter of The Leukemia & Lymphoma Society has 17 Burlington Coat Factory retail locations in our tri-state territory.

Scattered throughout all three states, these retail locations have contributed significantly to the success of the Light The Night Campaign locally. In 2006, our local retail locations raised a notable \$28,958! In 2007, this number close to doubled with our local Burlington Coat Factory stores generating an impressive \$54,535 in sales and wrap events. And in 2008, these 17 retail stores raised an astonishing \$93,829 for blood cancer research and patient support. Burlington Coat Factory has set a nationwide goal of raising \$2 million in 2009. To date, a little over 3 weeks in to the campaign, retail locations nationwide have raised \$548,851, and \$27,794 locally. Burlington Coat Factory is well on its way to hitting and surpassing its 2009 goal.

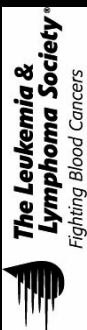
For more information about Burlington Coat Factory and their broad selection of merchandise, please visit their website: (cont. on page 2)

What's Inside:

- Burlington Coat Factory Article continued, Pg. 2**
- Day-Of Light The Night Volunteer Opportunities, Pg. 2**
- Remembrance Ceremonies, Pg. 2**

September
2009

Newsletter



www.BurlingtonCoatFactory.com. And below find a list of all Burlington Coat Factory locations in our territory! Happy shopping!

Massachusetts:

Braintree
Natick
Fall River
South Attleboro
Bridgewater
Revere
Springfield
Holyoke
Billerica
Peabody
Worcester
Shrewsbury

New Hampshire:

Manchester
Nashua
Concord

Maine:

South Portland
Bangor



Volunteers Needed!

As you can imagine, it takes a tremendous number of volunteers to make the Light The Night Walk run smoothly. Volunteers are needed to assist in areas such as:

Set Up/Break Down: Help with the set up and breakdown of the Light The Night site including tables, chairs, materials and signs. Some lifting required.

Balloon Duty: On the night of the event, fill latex balloons with helium and distribute to participants.

Check-In: Collect participant envelopes, distribute banners and tickets for incentives, and inform participants about incentive pick-up, refreshments, start time and walk route.

Incentives: Distribute t-shirts to participants.

Food/Refreshments: Help organize and serve refreshments to participants before and after the event.

Greeters: Walk around the walk site handing out fun Light the Night give-a-ways.

Accounting: Help with the counting of all money received on the night of the event. *(Please note: All accounting takes place off-site and thus volunteers will not be able to participate in the walk. Must be 18 years of older to assist with accounting.)*

If you are interested in volunteering at an upcoming event, please contact Rebecca Longworth at 508-810-1318 or Rebecca.Longworth@lls.org.

BONUS!

*All volunteers will receive a **complimentary** Light The Night volunteer t-shirt!*

Remembrance Ceremonies



On a night filled with celebration and hope, The Leukemia & Lymphoma Society would like to take the time to reflect with those who have experienced the loss of a loved one.

If you have experienced the loss of a loved one to cancer, please join us as we gather to honor and remember.

All remembrance ceremonies will take place at approximately 5:45 p.m. the night of the Walk.

Announcements will be made leading up to the ceremony by the event's DJ.

Happy 60th Birthday LLS!



1949-2009



Newly released facts and statistics:

- An estimated 912,938 people in the United States are living with, or are in remission from, leukemia, Hodgkin lymphoma, NHL or myeloma.
- In the US, an estimated 245,225 people are living with, or in remission from, leukemia.
- The relative five-year survival rate for patients with leukemia has nearly quadrupled in the last 48 years.
- There are an estimated 601,184 people living with lymphoma: 148,461 have or are in remission from Hodgkin lymphoma; 452,723 have or are in remission from non-Hodgkin lymphoma (NHL).
- The relative five year survival rate for patients with Hodgkin lymphoma more than doubled between 1960 and 2005, to just over 86%.
- The five-year relative survival rate for NHL patients rose from 31% in 1960 to nearly 69% in 2005.