

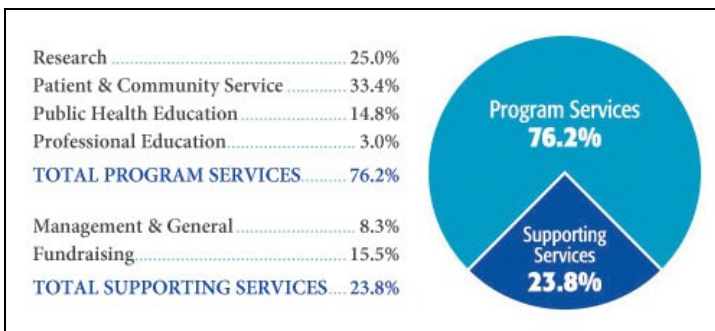


Your Dollars Hard At Work

It's that time of year. Time to start fundraising and spreading the word about the Light The Night Walk to family, friends and co-workers. For some it might be the first time you are raising money for The Leukemia & Lymphoma Society (LLS), for others you consider yourselves "old pros" now. Whichever end of the spectrum you fall on, it's safe to say that you have all wondered at some point "where does all the money go?"

Patient Services

Everyone knows times are tough for families across the country, and especially in Michigan. So, with your funds, LLS is doing our part to help families with financial aid. The financial aid programs help pay co-pays, travel expenses and related medical expenses. Sometimes these funds mean the difference between heat in the winter or attending a critical doctors appointment.



Additionally, support for the heart and soul is essential too. LLS offers support groups for patients; a back-to-school re-entry program to help kids understand what their classmate may be experiencing; and bucket loads of information from

Research

In addition to funding grants worldwide, LLS has granted over \$4.2 million dollars to 9 University of Michigan and Wayne State University researchers in 2010. These researchers are working toward finding cures; focusing on targeted therapies that will eliminate the need to drug entire areas or the entire body and target the cancerous area; and on additional superior forms of treatment, like the oral chemotherapy, discovered 10 years ago by LLS, called *Gleevec*.

professionals and written materials to ease the mind when patients and families just need to know more.

So whether you are a Champion For Cures or a Bright Lights Club Member, know that you can say with confidence that the money that you raise for LLS is helping to find a cure and save lives each and every day!



Shine Above The Rest

Looking for some extra recognition for all of your hard fundraising work? Look no further! LLS wants to recognize someone very special...YOU!

Want to be a shining star? Here's your chance! LLS invites you to join the Bright Lights club! How? Raise \$1,000, all on your own, and you'll be recognized amongst our hottest, most influential fundraisers on the red carpet at the Victory Celebration Party on December 3! You'll also receive lots of cool prizes and incentives, including an exclusive long-sleeve t-shirt, certificate and pin. For more information about the Bright Lights Club, visit www.lightthenight.org/what/club.

Goal Get 'Em

Last year you blew away our fundraising goal in one of the worst economies in Michigan. We believe you can do it again!

Metro Detroit: \$239,400
Ann Arbor: \$77,770
Downriver: \$70,710

Keep an eye out in our fall newsletter to see how awesome you did!

Are You A Champion for Cures?

New in 2010, all walkers are encouraged to raise \$100 and become a Champion for Cures. By reaching that goal, you'll receive a wristband that entitles you to:

- Walk t-shirt
- Illuminated balloon
- Food

Contact us today with questions or to receive fundraising ideas!

A Day In The Life Of A Light The Night Walker

You've fundraised for weeks, now the big day has arrived. What to expect when you're walking.

You're filled with excitement and wonder as you arrive at your very first Light The Night Walk. You've worked hard at becoming a Champion For Cures by fundraising at work and on Facebook, now the day has arrived to celebrate your success.

Is the first stop the registration tent? No, you attended Bank Days so you already turned in your funds, have your t-shirt and wristband, and have a very cool, decorated team banner. Skip that tent, and go straight to the balloon tent. This is where the magic is created for the night. You pick up your blinking balloon; then the smell of dinner can't keep you away—it's off to the food tent. You also find some delicious fruit and snacking goodness. Yum!

Oh, here comes your family. They're pulling you over to see one niece on the inflatable slide while the other is getting fairy dust in her hair by a princess. Although you're a grown-up, you consider getting your face painted but decide on a quick massage instead. You could use some work on your shoulders today. But there's no time to waste, there's still much to see and do.

You can't help but notice the big banner that reads "Patient Support: Ask Us." Your friend is a survivor and your cousin just got diagnosed, so you certainly have to check this area out. You're delighted to see that your friend will receive a survivor shirt and goodie bag. How fun, everyone loves free goodies! And you meet the Patient Services Manager to ask about support for your friend. Your family finally tears themselves away from the kids area to join you in time to sign the dedication banner. You write, "We are brave, we are bold and we will beat this!"

You check your watch to make sure you don't miss the program. It starts at 6:45 pm and you want a great seat. But, there's still time to get a quick team photo. You can't miss the opportunity to get your son in a picture. How can he say no when you're there to celebrate such an incredible day? But where is he? You search for a few minutes to find him getting his mouth swabbed at the bone marrow drive tent. Gotta love everyone on that list! They're the ones who saved my friend's life by signing up to donate their bone marrow for her transplant. After dragging the family over, you finally get your team photo.

Now, let the ceremony of emotion and pride begin. You see all of the awesome teams and sponsors present their super-huge checks, and think *wow, those are some dedicated people!* Then, after a moment of reflection and commemoration for those who weren't so fortunate, I watch my friend hold her balloon high with pride. It's finally time to walk. I've been waiting all summer for this. Let the lights shine bright and make a stand.

We will beat this stupid cancer!



Abke's Anchors walk in memory of Cletus in 2009

Everything's Bigger At Texas, Including Their Hearts

Texas Roadhouse has been a national retail partner for Light The Night in the past, but for the first time this year, many of the Michigan Texas Roadhouse restaurants are on board to help with our relentless fight to cure blood cancers.



The Roseville store has been moving along in their campaign so far and sold 180 paper balloon coupons! They

found some creative ways to get people to donate, like having free samples of their new fried pickles at the door with a hostess who had paper balloons ready to be purchased.

The Madison Heights store sold paper balloon coupons for over a month and raised \$1,754! The store has been enthusiastic about Light The Night from the very start and we are incredibly excited to have their support!

Texas Roadhouse of Westland and Taylor plan to jump on board for the cause soon. It will be a chance for all of the stores to show off their spirit and drive to help Light The Night raise money for our mission, and see which store can come out on top! If you would like to help out any of these restaurants in their efforts, be sure to stop by and purchase a paper balloon, enjoy some great food, and take pleasure in some Light The Night fun all at the same time!

Please give a warm welcome to...

These new teams who've started their efforts with a fundraising bang!

Abernathy
ACA
Aidan's Army
AK Psi Mu Nu
Bea's Buddies & Kaitlin's Krusaders
Believe In Tomorrow
Bennett Optometry
Cruz Reyes
Families For A Cure
Foley & Lardner
Jack's Mannequin
Jerilynn's Team
Kin For A Kure
Lawrence Tech
Little Steps
Love for Adrianna
Lymphoma Sucks
Mansour Cancer Fighters
Miller Time
Natalie...Everything's Nice
No Hair Day
Oakland University—SNAOU
Scupine
ShakeAndBake
Sissy's Sweethearts
St. John Macomb Rehab
Stop It!
Team Angie
Team Chuck Bush
Team Costello
Team CSA
Team Danny
Team Louie
Team Rango
Team Schultz
The Dorsey Team
Victoria
Walk for Meme
Will Power
Zaire is Healed



Surfing the Social Media Wave

Recently, Light The Night has stepped up their social media game! Be sure to join us online, but in the meantime, check out some pictures and quotes we've collected from all of you!

Kerry Rivard-Allor says...

I walk as a 13 year Survivor of NHL. I walk because I am relentless in my fight and for a cure. I also recall being on the stage last year as a survivor. Looking out at all of the people and the balloons. The support given to me through so many is awesome. I walk this one night to bring awareness to a disease that affects so many today. I walk because I CAN!

Susan Schrupf Little says...

I walk for my son Jeremiah, who has been in remission for 3 years from NHL. I walk for a cure so if he comes out of remission there is a cure ready and waiting for him. I walk for all of the people I have met these last 5 years who have been affected by blood cancers. Gold balloons are sad reminders of the ones who didn't have a cure. The white balloons are encouraging to see so many who are still with us. The red balloons show how many people are working for a cure, relentless for a cure!!!

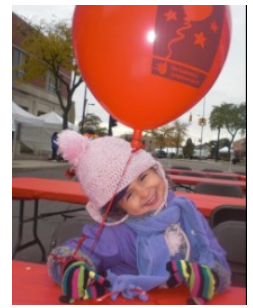


Photo submitted by Leslee Cardinal



Photo submitted by Austin Chapman

Join Us!

Facebook—search “Light The Night—Michigan”

Twitter—twitter.com/ltn_michigan

Tumblr Blog—lightthenightwalk2010.tumblr.com

IMPORTANT DATES—Mark Your Calendar!

Bank Days—Turn in funds raised, pick up your t-shirt(s) and team banner.

Tuesday, 9/14 • 9 AM—8 PM, LLS Office (1471 E. 12 Mile, Madison Heights)

Monday, 9/20 • 9 AM—8 PM, LLS Office (1471 E. 12 Mile, Madison Heights)

Tuesday, 10/5 • 5—8 PM, Big Boy (3366 Biddle Ave., Wyandotte)

Victory Celebration Party—All walkers who raise \$250+ will be invited to celebrate your successes with appetizers, entertainment and awards.

Friday, 12/3 • 7—9 PM, Skyline Club (2000 Town Center, Southfield)

And The Award Goes To...

These teams who are on top of the fundraising polls (so far)!

Macquarie Group, \$3,600+

Johnson Controls, \$3,400+

Lawrence Tech, \$2,600+

Walk for Meme, \$2,300+

Jerilynn's Team, \$2,100+

Hayley's Hero's, \$1,900+

ShakeAndBake, \$1,800+

Team Nazareno, \$1,800+

Will Power, \$1,700+

Stephen's Soldiers, \$1,600+



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Macquarie Group Foundation



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- Nino Salvaggio's
- Pas Photography
- Phil Brabbs
- Royal Oak Fire Department
- Sandy's Land Face Painting
- Sound N'Fx Entertainment
- Tea Party Castle
- The Michigan Center for Capoeira
- The Waxines
- Traci's Therapeutic Massage
- USAAC
- Wacky Zone
- Walled Lake Credit Union
- Wolverine Packing Company

RELENTLESS FOR A CURE

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Thank you, over and over again!

The Light The Night staff would like to extend our sincere appreciation to our incredible volunteer leadership team:

Jason Costello, President & Co-Founder
Cabrio Properties

Dr. Lewis Walker, President & CEO
Lawrence Tech University