

news release

For Immediate Release

Contact: Andrea Greif
(914) 821-8958
andrea.greif@lls.org

New Year, New Look for Light The Night® Walk Web Site

White Plains, N.Y. (March 10, 2009) – The Light The Night Walk Web site, www.lightthenight.org, has gotten a facelift for 2009!

The site has a fresh new look, with images that bring the Walk night experience to the user. It incorporates tools that make registration and fundraising easier, and features improved navigation. The new site also makes it easier to search for participants, teams and Walk sites.

The Leukemia & Lymphoma Society (LLS) holds Walks each fall in approximately 230 communities across the United States and Canada. Participants carry illuminated balloons to honor and commemorate lives touched by blood cancer.

“The new site design is going to enhance the experience for our participants,” said Nancy L. Klein, LLS’s chief marketing and revenue officer. “It tells the Walk story in an inspiring way and simplifies the registration and donation process.”

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society® (LLS) is the world’s largest voluntary health agency dedicated to blood cancer. LLS’s mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

Founded in 1949 and headquartered in White Plains, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org or contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET. www.lls.org.