

BRING LIGHT

to the darkness of cancer

PARTICIPANT HANDBOOK



LEADING LIGHTS



Walgreens













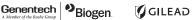


























Our Mission

Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Our Impact

Research

We have **invested** more than

\$1 billion

in cancer research since 1949.

\$50**-**\$70 million

has been **invested annually** over the past decade.

Education & Support

Nearly

2,000 inquiries

per month come in to LLS's Information Specialists from people seeking support.

More than

\$323 million distributed in co-pay financial

assistance and **1,000** clinical trial searches.

Advocacy

Advanced laws in

43 states

and Washington, D.C.

Helped pass the

21st Century Cures Act

into law, ensuring reform that will enable the FDA to speed the review and approval of new therapies.

Light The Night is an evening community event supporting The Leukemia & Lymphoma Society's mission. Light The Night brings communities together to celebrate those who are fighting, honor those we have lost, and raise funds to cure blood cancers once and for all.

Our Inspiration

Meet Jordyn, lymphoma survivor

In September 2013, our 6-year-old daughter Jordyn was diagnosed with T-cell lymphoblastic lymphoma—a diagnosis no parent ever wants to hear. Within a day of diagnosis, she had already started chemotherapy. Numerous lumbar punctures and blood transfusions soon followed. Our life had changed in an instant.

Today, Jordyn is in remission, and she's a vibrant, happy and healthy 9-year-old girl.

Joe & Christine, Jordyn's Parents



THANK YOU

for joining a Light The Night team!

- 1 Register online at LightTheNight.org
- Strive to raise at least \$300 for the Leukemia & Lymphoma Society, helping your team raise \$4,000(+) as a collective group.
- 3 Jump-start your personal fundraising by making a personal donation.
- 4 Customize your Light the Night fundraising page
 Share a personal picture and story showcasing your motivation in curing blood cancers.
- (5) Ask others for donations
 - a. Ask others in person.A personal request is always best!
 - b. Share your Light The Night fundraising page via email, text & social media to receive online gifts.

There are many ways to ask for donations. But most importantly, just ask!

(6) Celebrate with your team at Light The Night!

Shine Even Brighter...Become a Bright Light

Light The Night participants raising \$1,000(+) are BRIGHT LIGHTS! As a Bright Light, you will receive special recognition at Light the Night, along with a special apparel item to showcase your "brightness"!

Ask your local Light The Night staff partner for additional details AND for personalized fundraising coaching to help you achieve \$1,000 and beyond! We are here to help you!