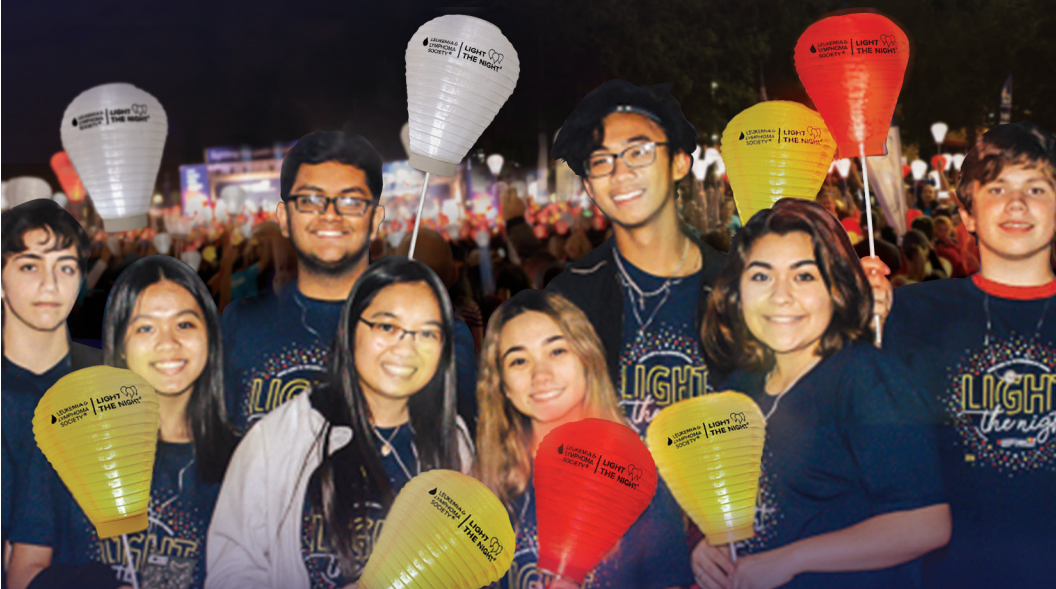




PARTICIPANT HANDBOOK



BRING LIGHT

to the darkness of cancer

HONORED FRIEND

Burlington

NATIONAL PRESENTING SPONSOR OF SURVIVORSHIP & HOPE



An AbbVie Company



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LEADING LIGHTS



Trusted since 1901



LUMINARY



Empowering the Financial World



A GILEAD Company



RETAIL PARTNERS



LIGHT THE NIGHT

An evening fundraising 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 Mission

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

Our Impact

INVESTED NEARLY

\$1.3B

IN GROUND-BREAKING
RESEARCH SINCE 1949

DISTRIBUTED

\$431M

IN CO-PAY FINANCIAL
ASSISTANCE

HELPED ADVANCE

37

BLOOD CANCER
THERAPIES SINCE 2017

THANK YOU

for joining a Light The Night team!

1

Register online at
LightTheNight.org/Register

2

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

- **Ask in person.**
A personal request is
always best!
- **Connect your fundraising**
page to a Facebook Fundraiser
through your Fundraising Tools
to reach all of your friends on
social media.
- **There are many ways to ask.**
But most importantly, just ask!

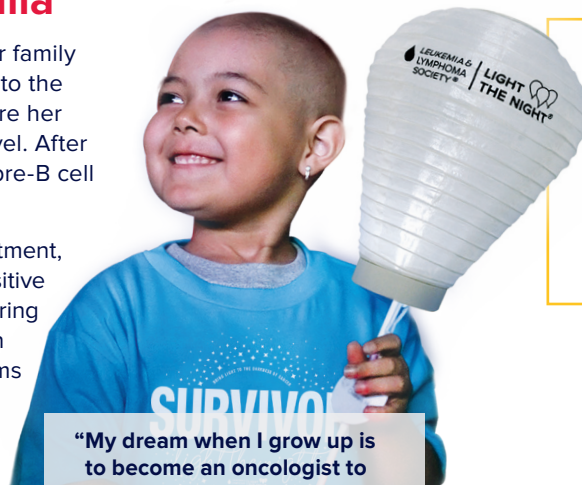
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Celebrate your fundraising
accomplishments with
your team at Light The Night!

Our Inspiration—Meet Thalia

Thalia's fight started February 2018 with what her family thought was the flu. She ended up being rushed to the hospital and admitted into the PICU the day before her 5th birthday for an extremely low hemoglobin level. After a bone marrow biopsy, she was diagnosed with pre-B cell acute lymphoblastic leukemia.

There were many ups and downs through her treatment, but no matter what she always seemed to stay positive with a big bright beautiful smile on her face reassuring everyone everything would be OK. Thalia is now in the maintenance phase of her treatment and dreams of becoming an oncologist when she grows up so she can help other kids with cancer.



**"My dream when I grow up is
to become an oncologist to
help other kids with cancer."**

— Thalia

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!

Does your company have a matching gift program?

If the answer is **"yes,"** then make sure to submit all qualifying donations to easily achieve & surpass your goal!

