

LIGHT THE NIGHT TIMES

The Official Newsletter of the 19th Annual Light The Night

Light the Night is right



around the corner!

SURVIVOR CIRCLE

SHARE YOUR
SURVIVOR STRENGTH



All cancer survivors and current patients are invited to participate. The parade will take place at 7:00 p.m. during the pre-walk ceremonies.

Advance reservations are required. Please fill out and return the form attached.

HAVE YOU SET A GOAL WITH YOUR TEAM?

The national average is \$300 per walker. Aim high & encourage your team to beat it! Remember that the funds you and your team members raise will support blood cancer research & local patient aid & services!

Meet

BELLA'S BRIGADE

On April 23, 2016, 4 year old Isabella "Bella" Phelan was diagnosed with A.L.L., Acute Lymphoblastic Leukemia. Bella is now 5 years old and doing well, with her 1 year anniversary of remission coming up on August 23rd, 2017. Bella's mom and dad, Jamie and Michael, along with all of their family and friends, are eternally thankful to God and the research efforts that have been made over the past decades to be able to provide Bella with treatment that rid her body of the A.L.L., and continues to keep her healthy!



Bella's Brigade was formed, initially for the 2016 Light the Night Walk, but now, for every fundraising effort going forward. Thanks to LLS' funding, many other people, children and adults alike, will benefit from the ground-breaking cancer research that is being conducted to find cures to blood cancers, and Bella's Brigade is proud to be part of this ongoing endeavor!

Use this formula to calculate your
Minimum Team Goal amount (MTGA):

#of walkers on your team x
each walker's individual goal = MTGA

Social Media



Have you been using social media to promote your team and update your friends, family, and coworkers on your progress?

Post the link to your personal or team page on your social media sites so your friends and followers can easily donate and watch you reach your goal!

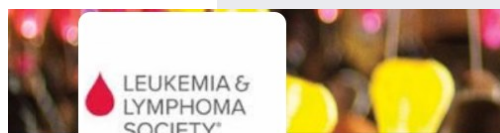
It's easy and effective!

facebook



Light The Night Walk - Western & Central NY Chapter
@wcnylightthenight

TAKE STEPS TO END CANCER REGISTER TODAY



WCNY LLS
@WCNYLLS

The Western & Central New York Chapter of the Leukemia & Lymphoma Society. Our goal is to cure leukemia, lymphoma, Hodgkin's disease, and myeloma. You can help!

TWEETS 100 FOLLOWERS 302

Tweets Team In Training @WCNYLLS

Light The Night Walk - Western & Central NY Chapter added 2 new photos.

We're social too!
Tag us and use #LightTheNightWCNY

eTools

Sign in to your personal account on your team page to keep track of your progress, check up on teammates, and customize your fundraising page!

To Access eTools

1. Go to <http://www.lightthenight.org/wcny/>
2. Click "Sign in" on upper right

For technical support or trouble shooting call 888-557-7177

* Make sure to include your team's fundraising goal on your team page in addition to your personal goal!

Paper Icons and Retail Campaigns In Our Community

Special thanks to the following businesses that will be selling Light The Night paper icons to help raise funds to fight blood cancers!

Noco Energy Corp

September 1– 30



Kenyon's Variety Stores

Now– September 30



Global Franchise Group

Great American Cookies, Marble Slab Creamery, Maggie Moo's, & Pretzelmaker

August 15 - October 15



Burlington Coat Factory

September 7 - November 30



*Special thanks to Burlington Coat Factory, an Honored Friend of LLS for 15 years & still going strong! Their long-term support has truly made an impact in the lives of local patients and their families!

Fundraising Opportunities

Paper Icons

Paper icons make a great fundraiser for any restaurant or retail location. They can even be sold around the office.

Contact the chapter to request a paper icon kit.



Candy Bars or Canisters

A Box of 50 Niagara Chocolates candy bars can be purchased from LLS for \$25. Sell at garage sales, sporting events, etc.

Canisters can be used to collect spare change at local businesses, coffee shops, etc. where people pay with cash. Visit the chapter to pick up candy or canisters.



Did you know

- **\$50** helps fund LLS educational materials for healthcare providers and their patients
- **\$150** helps fund general lab supplies for one week to help LLS-funded researchers conduct laboratory work needed to develop blood cancer treatments
- **\$250** helps defray the costs of treatment related travel for a patient



"When Molly was 5, she developed a lump and a rash around her nose and hands. We took her to a dermatologist who tested Molly's blood. We found out that she had blasts in her blood and got her to the hospital. Molly was diagnosed with acute lymphoblastic leukemia (ALL).

Chemotherapy started the next day and after 28 days, Molly was in remission. Through hair loss, frequent weight changes and hospital stays, Molly faced the battle with positivity, humor and strength.

Molly was also the 2015 Light The Night Honored Hero for Nebraska Walks in Omaha and Lincoln. Being quite shy at the Lincoln Walk, Molly warmed up after she realized that she was going to get to lead a huge "parade" in her honor. Molly walked with her whole family. We look forward to when she's 5 years cancer free!"

Elise & Chris, Molly's parents

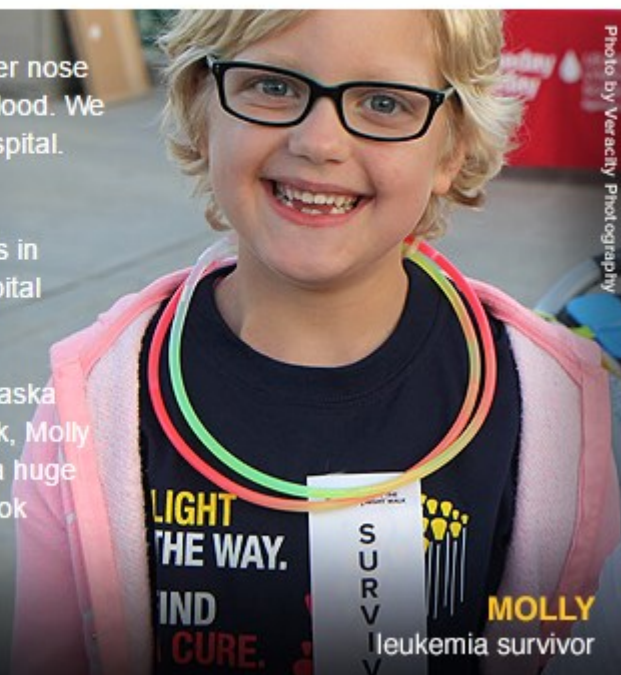


Photo by Veracity Photography

Download the My LLS app!

Introducing My LLS—a new, free mobile app for iPhone®, iPad®, iPod touch® and Android™. My LLS makes it easy to keep track of fundraising on the go.

With My LLS, you can:

- Accept and deposit credit card and check donations and deposit them directly into your Light The Night account any time, anywhere
- Import your social network contacts to help support your efforts
- Track and communicate with team members if you're a team captain
- Track and archive goals across events and campaigns



Donations May Be Sent In Now!

Donations that you collect via cash or check will be posted to your account as well as your personal & team websites. Funds may be sent to our Chapter Office:

The Leukemia & Lymphoma Society
4043 Maple Road, Suite 105, Amherst, NY 14226
Attn: Light The Night

Please include a note that states your team name and the team member(s) who should receive credit for the donation. Once we receive the funds, we will post your donations.

**Please DO NOT mail cash. Convert to a check or money order.*



Include your own personal story

Many people participate in Light The Night in honor or in memory of someone touched by cancer. Share your connection to the LLS mission to underscore the importance of raising much-needed funds to find cures. You can also add a personal picture to your fundraising page.

Already Reached your Champion For Cures Goal?

Check out our great 2017 Fundraising Incentives to see additional prizes you can qualify for!

2017 Light the Night Incentives

All participants raising \$250+ will have the chance to receive special recognition gifts based on their fundraising level

 \$100 Light The Night™ T-Shirt	 \$250 Swivel Lid Stainless Steel Tumbler OR Portable Charger	 \$500 Canvas Cooler OR Full Zip Hoodie	 \$1,000 Heavyweight Canvas Tote OR Microfleece Full Zip Jacket <small>*Available in Men's and Ladies' sizes</small>
 \$2,500 Bluetooth Speaker OR Tech Backpack & Power Bank	 \$5,000 Shell Jacket OR Drop Bottom Wheeled Duffel <small>*Available in Men's and Ladies' sizes</small>	 \$10,000 Wagon Cooler OR Folding Tailgating Grill	

Looking for an even bigger challenge? Join the Club!

Become a member of the
Bright Lights Top
Fundraising Club for
exclusive prizes and
recognition by
raising **\$1000** or more.

Light The Night Executive Challenge

The Light The Night Executive Challenge is a national fundraising competition among participating corporate executives in the Western & Central New York Chapter to raise funds for The Leukemia & Lymphoma Society. On average a participating executive will personally raise \$2,500 this year.

Step Up and declare your support for ending cancer!

We invite you to Step Up and declare your support for ending cancer! To join the Executive Challenge, please contact Nancy Hails or Luann Burgio at [800-784-2368](tel:800-784-2368).

Participation Benefits

There are several ways our top Executive Challengers will be recognized, both nationally and locally.

- Challenge participants individually raising **\$5,000** or more will be listed in a national ad in **Forbes Magazine** to run in **February 2018**. The top executive per region will be included in the ad with a photo.
- The top executive per region will also be included on our 2018 national Light The Night website.
- Challengers who individually raise **\$5,000** or more will be included in the "Executive Challenge Class of 2017" and have an LLS research grant named in your honor.



As an important executive leader
You are cordially invited to join the

Light The Night Executive Challenge

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All funds raised through the Executive Challenge are part of The Leukemia & Lymphoma Society's Light the Night Walk, which will be taking place in Buffalo, Rochester and Syracuse in September. Funds raised from Light the Night benefit life-saving research, provides support and services, and helps our patients navigate through their cancer journey.

The top 3 Executive Challengers will be acknowledged at the Walk, and any Challenger raising \$5,000 or more will be featured in the February issue of Forbes Magazine with other executive leaders nationwide.

Please help us bring light to the darkness of cancer...

Join the Executive Challenge today!

2017 Walk Dates:

Syracuse – September 14***Rochester-September 15***Buffalo- September 22

EXECUTIVE CHALLENGE

Lightthenight.org/wcny

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Yes, count me in! I want to help make a difference in the lives of blood cancer patients and their families!

I would like to join with leaders in our community as a 2017 Executive Challenger for Light The Night.

Please contact me at:

Name: _____ Title: _____

Company Name: _____ Address: _____

Phone: _____ Best Time to contact: _____

Preferred E-mail: _____

Please return this form to:	The Leukemia & Lymphoma Society 4043 Maple Road, Suite 105 Amherst, NY 14226	or call Luann at 716-249-3001 for more information
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19th Annual Light The Night Walk
Friday, September 22, 2017
Delaware Park

Registration: 5:00 p.m. Walk Begins: 7:30 p.m.

Local Presenting Sponsor



Local Sponsors



THANK YOU FOR YOUR SUPPORT!

YOUR FUNDRAISING EFFORTS ARE HELPING US WALK TO THE END OF CANCER!