



Western & Central New York Chapter

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www.lightthenight.org/wcny

HONORED FRIEND



LEADING LIGHTS



LUMINARY



Bristol-Myers Squibb

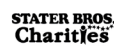
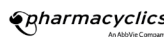
carter's



Empowering the Financial World



Genentech



September 2017—Buffalo Pre Walk Edition

LIGHT THE NIGHT TIMES



The Official Newsletter of the 19th Annual Light The Night Walk

Countdown to Light The Night



11 DAYS!

Schedule of Activities

FRIDAY, SEPTEMBER 22nd, 2017
RAIN OR SHINE!

REGISTRATION

5 - 7:15 pm. · Zoofari Courtyard

LIVE BAND featuring New York Rockin' Revue

5 - 9 p.m. - Main Stage

SILENT GIFT CARD AUCTION & PRIZE WHEEL

5 - 7:15 p.m. Fundraising Tent

REMEMBRANCE PAVILION

5 - 9 p.m.



SELFIE STATION

5-9 p.m.



OPENING CEREMONIES & SURVIVORS CIRCLE

7:00 p.m. · Main Stage

LIGHT THE NIGHT WALK

7:30 p.m. · Walk Course

*1.75 miles around Delaware Park



GRAND FINALE LASER LIGHT SHOW

8:45 p.m.. · Main Stage

STEP ONE: CREATE YOUR FUNDRAISING WEBPAGE

1. Go to www.lightthenight.org/wcny & click on "Sign In" along the top
3. Enter your username and password or click "Forgot Password"
4. Under the "Funds Raised" section on the left, edit your team goal and your individual goal as Team Captain

STEP TWO: PERSONALIZE YOUR WEBPAGE

1. Select the "Personalize Pages" tab
2. Click to select your individual or team page, then click "Edit"
3. Personalize the message on your web page with the reason you are walking
4. Add a photo of the person your team is walking in honor of, or of your team. Click on the camera icon on the editing bar, then click "Browse" to search your files for an image
- 5.

STEP THREE: E-MAIL YOUR PERSONAL LINK

1. Click on the "Email Center" tab. Click on the "Manage Address Book" tab to enter and/or import e-mail address. To import e-mail addresses, click on "Choose an Option," select your preferences, and follow the instructions.
2. Click on the "Compose E-mail" tab to personalize the template to send to your friends, family, neighbors and business associates.
3. Click on the address book icon next to the "To:" section to select which contacts you will send the email to.

Please call 888-557-7177 or email: supportservices@lls.org if you need help setting up your website.



Night of Walk Benefits

All participants must turn in a collection envelope with funds raised during Registration. Team Captains and walkers will receive appropriate coupons based on their fundraising efforts.

CHAMPIONS FOR CURES

All CHAMPIONS FOR CURES who raise \$100 or more will receive the official t-shirt the evening of the walk, an illuminated lantern, and a food/beverage wristband.



BRIGHT LIGHTS

Participants who raise \$1,000 or more will receive the very Special Bright Lights Club Scarf, in addition to the Champions for Cures t-shirt.



SURVIVOR SHIRTS

There will be a special Survivor t-shirt for all cancer survivors.

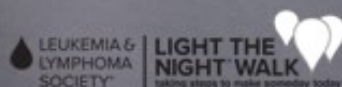
THANK YOU!

Proceeds from Light The Night Walk help advance our mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. This mission is carried out through funding extensive research for treatments and cures, government advocacy, patient assistance programs, community outreach and education programs.

ellie age 11
acute lymphocytic leukemia survivor

Because she did not have symptoms, Ellie's diagnosis of Acute Lymphocytic Leukemia (ALL) at age four was incredibly shocking. Just one month after diagnosis, she was discharged from the hospital, already in remission.

Ellie is now a healthy, very active 11 year old and a competitive gymnast, practicing 20 hours a week. Ellie is thankful to everyone who participates in the Light The Night Walk and helps kids like her fight cancer.



FUNDRAISING QUICK TIPS

Send Your Link– Send an email or follow-up email to everyone you know with your personal or team fundraising URL link!

Send a Personal Text– Text message your fundraising link to your contact list!

Post It– Post your link to all your social media sites including Facebook, Twitter, LinkedIn, Pinterest, etc. Be sure to include a short story of why you are walking!



Registration Details

Please ensure proper allocation of funds so that you and your team members receive any incentives they are entitled to!

IT IS MANDATORY THAT ALL PARTICIPANTS TURNING IN FUNDS HAVE A COLLECTION ENVELOPE. BOTH SIDES OF THE WALKER COLLECTION ENVELOPE MUST BE FILLED OUT COMPLETELY.

1. Distribute a walker collection envelope to each team member. *(Pre-write team name and Team Captain name on the envelopes to make it easier)*
**Additional envelopes will be available at Registration.*
2. Team members should fill out their contact information.
3. They should enclose all cash and checks, and record their funds on the front of the collection envelope.
**Please note there are columns to include online fundraising and matching gifts.*
4. Team Captains can collect walker envelopes to turn in at the walk, or the walkers can turn in their own envelopes at Registration.
5. Once envelopes are turned in, participants will receive lantern coupons, food/beverage wristbands, and t-shirts they are eligible for, based on funds raised.
6. Distribute incentives to your team members and enjoy the event!

IF YOU HAVE WALKERS ON YOUR TEAM WHO DID ALL THEIR FUNDRAISING ONLINE AND DO NOT HAVE FUNDS TO TURN IN:

1. There will be a designated line in Registration for those Walkers who have done all their fundraising in advance either online or by turning in prior to the Walk. Volunteers will look their name up on an advance listing to know how much they have in their account to determine t-shirt eligibility.
2. These Walkers will not have to fill out a Walker Collection Envelope at the Walk as they are already in our system.

TAKE STEPS TO END CANCER



With only 11 DAYS remaining until Light the Night Walk, we encourage you to make a final fundraising push before the walk.

Now is a great time to:

1. Organize one more simple, easy fundraiser such as a bake sale, car wash, or dress-down day at work!
2. Register additional team members and give them the opportunity to raise funds before the walk!
3. Make follow-up calls and text your link to possible donors!

Are you utilizing your online fundraising web page?

Go to lightthenight.org/wcny and click on "Sign In" in the top right corner to get started!

#LightTheNight

Please note*

Our office will be closed on the following days for our Light The Night Walks across the Chapter:

Thursday, September 14

Friday, September 15

Friday, September 22

How to Raise \$250 in 1 week:

- Start by Sponsoring yourself for \$50
- Ask 5 family members to Sponsor you for \$20.
- Ask 5 co-workers to Sponsor you for \$20.

Did you know...

September is Blood Cancer Awareness Month!



PARKING

FREE PARKING will be available:

- **St. George's Catholic Church** on Amherst St.,
- **St. Margaret's Parish** on 1395 Hertel Ave., and

*There will be a free shuttle to and from St. Margaret's and Delaware Park

PAID PARKING will be available for \$4 per car at: *Buffalo Zoo parking lot, at Parkside & Jewett.

*****WE ENCOURAGE ALL TEAMS TO CARPOOL**

UBER

Buffalo has Uber!! Call one for you and your team!!

Zoofari Courtyard

Located at the Buffalo Zoo in Delaware Park between the entrance of Parkside Ave and Amherst St or Parkside Ave and Jewett Pkwy

Look for our tents!

Circle of Survivors

All cancer survivors and current patients are invited to participate. The circle 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.



THANK YOU 2017

TENT SPONSORS

Benchmark Management Group

Columbus Mckinnon

Comdoc

JP Morgan Chase

Lawley Insurance

PricewaterhouseCoopers

Roswell Park Cancer Institute

Did you know...

Light The Night is dog friendly!

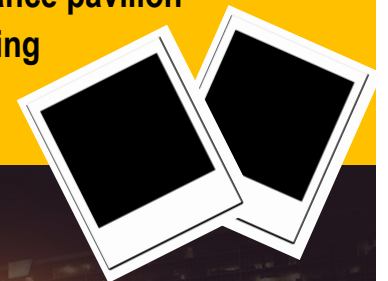
Please be sure to have your pet on a leash!



Remembrance Pavilion

Come and experience this new iconic dome!

Please bring a photo and/or a message in memory of a loved one lost to add to our remembrance pavilion throughout the evening





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

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.

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

19th Annual Light The Night Walk
Friday, September 22, 2017
Delaware Park

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

Presented By:



Thank You to Our Local Sponsors:



THANK YOU FOR YOUR SUPPORT!

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