



# BRING LIGHT

to the darkness of cancer

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# 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

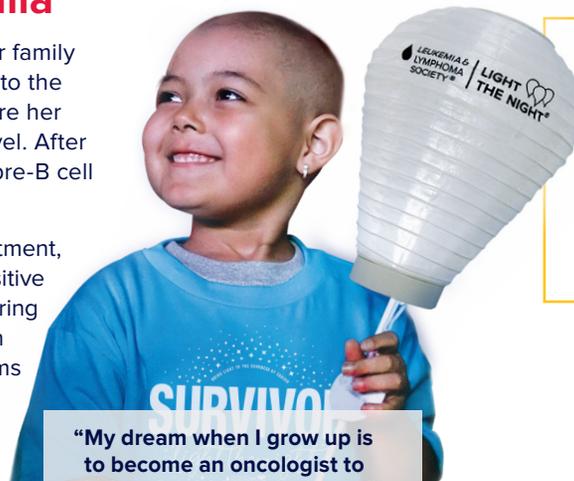
for joining a Light The Night team!

- 1 Register online at [LightTheNight.org/Register](http://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!
- 6 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!

