



October 6, 2018 Piedmont Park

In “The Meadow” at the Charles Allen Gate Entrance

5:30pm Festival Begins / Check In Opens
7:30pm (approx.) Opening Ceremony Begins
(Walk and Fireworks to follow)

Day of Event Questions

How To Get To Light The Night?

MARTA is a convenient way to get to the event via the Midtown and Arts Center Stations on the Red and Gold rail lines.

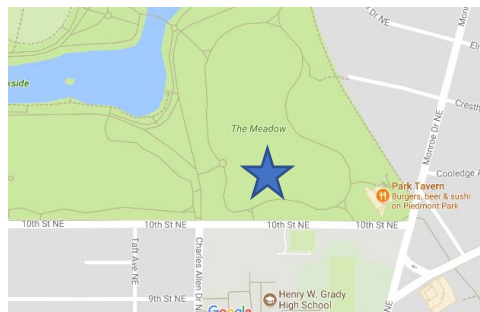
- For more info go to: <https://martaguide.com/2010/05/01/arts-center-marta-station/> or <https://martaguide.com/2010/02/13/midtown-marta-station/>
- The closest free MARTA parking lot is the Lindbergh Center Station on the Red and Gold lines. For more info go to: <https://martaguide.com/2010/02/10/lindbergh-marta-station/>

Walk / Ride the Beltline Eastside Trail from Inman Park or The Old Fourth Ward straight into Piedmont Park. For more info go to: <https://beltline.org/trails/eastside-trail/>

Where is the Festival Location?

Light The Night is in “The Meadow” of Piedmont Park. The Meadow is behind Park Tavern located at 500 10th St NE, Atlanta, GA 30309.

- The best entrance to the park is at the 10th Street and Charles Allen Dr NE intersection at the Charles Allen Gate. For more information go to: <https://www.google.com/maps/place/Piedmont+Park/@33.7865546,-84.3780744,16z/data=!4m5!3m4!1s0x88f504395064ac19:0xf3aeea4ef52f350e!8m2!3d33.7857655!4d-84.374271?hl=en>



Where do I park?

Light The Night is a car-less event, so all patrons are encouraged to bicycle, walk, take LYFT or take MARTA to the festival. (ADA Parking is available in surrounding paid and private lots.)

Use Spot Hero to pay for a parking spot in advance! <https://spothero.com>

Midtown Atlanta has some great information at <http://www.midtownatlanta.org/traffic-committee/>



MIDTOWN GARDEN DISTRICT

We want your visit to Midtown to be an enjoyable one.

Please note the following parking restrictions, when visiting friends and businesses in our neighborhood.

PERMIT PARKING ONLY

- M-F: 5 pm - 9 pm
Sat.Sun: 9 am - 9 pm
- 7 days, 5 pm - 5 am
- 4 hours max (retail)
- Residential only 24/7
- M-F: 5 pm - 5 am
Sat.Sun: 1 pm - 3 am
- M-F: 5 pm - 9 pm
Sat.Sun: 9 am - 9 pm
30% open parking
- Proposed Parking



How does Registration work?

We highly recommend everyone to register on the website (www.lightthenight.org/events/atlanta) below by October 1st. Anyone registered after October 1st may be asked to register again on site at the event.

All participants registration online by October 1st will receive a lantern at the event.

New participant registration will be available at the event on October 6th. Please note on-site registration will take longer than those registration via the website.

Is there food at the Walk?

Walkers who raise \$100 or more and all patients and survivors will receive an illuminated lantern, a Light The Night t-shirt and a wristband which entitles the walker to food.

Food trucks will be present with food for purchase.

Small snacks and water will be available to all attendees while supplies last.

Will my team members receive a t-shirt and food the night of the Walk?

Any team member who becomes a Champion For Cures and raises \$100 or more will receive these benefits. All \$100+ fundraisers will get the official Light The Night Shirt and Chick-fil-A meal!

- To qualify you must have fundraised \$100 by October 6th at the time of check in.

- If you meet this fundraising level within 48 hours of the event it is recommended you bring the email confirming the donations with you and present at the check in tent.
- You will receive a wristband at check in to get your shirt and food at the event.

Because many of our successful teams plan events to raise funds collectively, LTN staff are available to actively assist team captains with a customized fundraising plan that (in addition to team fundraising events) encourages all walkers to strive to raise \$100 or more individually-through email, direct asks to friends and utilizing their individual online fundraising webpage.

Are dogs allowed?

Sorry, but your pets will have to stay home. Per City of Atlanta Ordinance [Section 110-70(d)], dogs / pets WILL NOT BE PERMITTED inside Piedmont Park during the event. We're sorry for any inconvenience; it's the law. Thank you for your cooperation.

Is smoking allowed in the park during the festival?

The City of Atlanta has passed a ban on smoking in outdoor parks and recreational facilities, including Piedmont Park. This means no tobacco products will be permitted anywhere in the park during the festival.

I am interested in volunteering, whom do I contact?

Here is the link to sign up for the various volunteer opportunities for the day of Light The Night as well as the set up the day before. [Click here to sign up.](#)

Are strollers, bicycles and inline skaters allowed to participate?

Strollers and wheelchairs are welcome. However, for everyone's safety, bicycles, inline skates, wheelie footwear, skateboards and scooters are not allowed.

What happens if it rains?

The Walk is held rain or shine.

How long is the route?

It is approximately 1.2 miles. A leisurely pace is the norm on this Walk, which takes under an hour to complete. The Walk route is: right on 10th Street out of the Charles Allen Gate, right on Juniper St, Right on 12th St, back into the park ending at the top of The Meadow.

What is Light The Night Walk?

The Leukemia & Lymphoma Society's Light The Night Walk funds lifesaving research and support for people battling cancer. Friends, families and co-workers form fundraising teams, and millions of consumers help by donating at retail outlets. These efforts culminate in inspirational, memorable evening walks in nearly two hundred communities each fall across North America.

Does every walker get a lantern?

Yes, while supplies last. Priority will be given to those who registered online by October 1st.

What do the lantern colors mean?

During the Walk, walkers carry illuminated lanterns in three colors: white lanterns are carried by survivors; red lanterns by supporters; gold ones are carried by walkers who are walking in memory of loved ones lost to cancer.

Can I turn in money at the event?

Yes, but we recommend getting it to a Light The Night Staff member in advance to ensure a smooth check in experience. You can...

1. Mail donations to the office at 2859 Paces Ferry Road SE, Suite 725, Atlanta, GA 30339.
*Include your name and your team name to ensure you receive credit.
2. Bring donations to "Bank Day" at the local office. The office is located at 2859 Paces Ferry Road SE, Suite 725, Atlanta, GA 30339. You can also receive your wrist band and t-shirt at this time to avoid waiting in line at the event.
 - a. Monday (9/24) and Tuesday (9/25) 7:30am – 6:00pm
 - b. Wednesday (9/26) and Thursday (9/27) – 9am – 6:30pm

I am a sponsor and need information on load in.

Please contact our event logistics representative, Bevin Patrick at bevin@premiereventslive.com.

Team and Fundraising Questions

How can I become a Champion For Cures by raising \$100 or more?

Raising \$100 or more is easy! Send your online fundraising webpage to 20 or more people and ask each person for a donation. Even if only half of the people donate \$10 or more, you will have raised \$100 and most likely more. Last year, our average Light The Night participant raised \$300+! You can do it!

Are patients and survivors expected to fundraise?

Just like our other walkers, patients and survivors have an opportunity to raise \$100 or more and become a Champion for Cures. Many of our highest individual fundraisers are patients and survivors.

Patients/survivors who do not raise \$100 or more and want to attend the Walk are encouraged to attend and participate as guests of LLS. Patients and survivors receive all benefits (t-shirt, lantern and wristband for food) regardless of the fundraising level achieved. This applies to patients only, not their family members or team members.

What is the Bright Lights Club?

You can become a member of our Bright Lights Club by raising \$1,000 or more, which will have a significant impact in creating a world without blood cancer. Last year, our Bright Lights Club members raised \$22.5 million to support our mission. To learn more about Bright Lights and how you can raise \$1,000 or more, contact your local Chapter.

Does my child under the age of 16 need to register?

No. Children under the age of 16 are not required to register for the event. They will receive a lantern if they are accompanied by a parent/guardian from their household this is registered for the event.

How does fundraising make a difference?

Funding cutting-edge research and providing support services to patients and their families during their cancer journey requires resources. In order to fuel our mission, we need participants like you to help raise critical dollars. Here are just a few examples of how these funds make a difference:

- In communities across the country, LLS support groups provide patients and their families with a place to listen, learn and share with others in the same situation.
- Cancer can be overwhelming. But help is just a phone call away. LLS information resource specialists help educate and empower patients with individualized disease information and treatment options.
- In fiscal year 2015, LLS invested \$67.2 million in blood cancer research. LLS funds breakthrough therapies for patients with blood cancers that are saving lives today.

How can my company participate?

Companies participate by organizing teams of employees, including their friends, neighbors and family members, to raise money and walk in the event.

How difficult is it to organize a team?

It's very simple! Once you appoint a team captain to act as a liaison between LLS and your organization, we will provide all the materials and guidelines to ensure success in building a successful Light The Night team.

How many people do we need to form a team?

We recommend that a team consist of at least 10-15 people, with each individual walker raising funds. Encourage your team members to beat the national fundraising average of \$300, or raise \$100 or more to become a Champion For Cures. You can have a team with fewer than 10 walkers, and most teams have many more. The more walkers on a team, the more fun it is!

Is team membership limited to employees of the company?

No. Team participation is encouraged among employees' families, friends and neighbors. The magical and uplifting setting of Light The Night creates a fun, wholesome event that brings co-workers and their families together outside the office for the purpose of helping others.

Does having a team require some kind of corporate donation?

Corporate donations are encouraged but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

Can we have more than one team captain?

Yes, your team can have multiple team captains. Your company can create a friendly competition among departments or branch sites by recruiting a team captain from each department or floor. It is a great way to generate enthusiasm and friendly competition for a worthy cause.

What if some of our walkers want to participate at one Walk site and some other walkers at another?

No problem. We suggest appointing a team captain to lead a team at one Walk site and another team captain for the other Walk site.

What can senior management at my company do to facilitate building a Light The Night Walk team?

Management can encourage team participation in a number of ways:

- Sign up for the team
- Draft and distribute a company-wide memo or email endorsing Light The Night
- Authorize/host company-wide recruitment, information meetings and an internal kickoff
- Purchase team T-shirts or other incentives to promote their company's commitment to Light The Night Walk
- Recognize and reward employees who achieve fundraising milestones, such as becoming Bright Lights.
- Solicit company vendors for contributions toward the team

How are funds raised by a Light The Night team?

Individual team members are responsible for setting goals and raising funds from co-workers, friends, neighbors and family members. Each walker automatically receives an online fundraising page upon registration. You can use this page to solicit donors and have them support you via online donations. The average LTN walker raises \$300.

Teams can also conduct fundraisers such as bake sales, dress down days, lemonade stands, golf tournaments - the sky is the limit! Be creative and have fun!

How is the money collected?

Each team member is responsible for collecting funds from supporters and giving them to the team captain, who forwards them to LLS. Funds raised online are automatically credited to the walker.

When do we have to register?

The sooner the better! The sooner you get started with your recruitment efforts and fundraising activities, the more success you can have. Our major recruitment phase begins in April, and we know that some companies like to get these events on the calendar earlier in the year.

Where are fundraising tips and ideas?

When you register, we will receive your own efundraising page. This page will be filled with great fundraising tips, ideas, samples and instructions on how to customize your personal efundraising page. You can use the page as is or add your own photos and personal message. Then, email your contacts a link to your site and watch the dollars start coming in! It's fun and simple to do.

How is the money used?

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.

Can someone talk to our team about Light The Night?

Yes. LLS has staff members who would be more than happy to meet with you and your team to talk about Light The Night and help you build your team fundraising and recruitment plan. In addition, we have a Light The Night video that highlights personal stories and shows footage from previous Light The Night Walk events. Contact your local chapter to arrange a visit.