



On Friday, October 12th We LIGHT THE NIGHT!

It's Almost Walk Night!

The Light The Night Walk is almost here - and we thank you for your support thus far. To ensure that your Walk is a great experience, please make note of the following:

Before the Walk

- Seal all donations and matching gift forms into a completed Light The Night collection envelope (If you don't already have one, envelopes will be available at the Walk)
- Notify your Walk team, family, or friends where to meet before the Walk

Directions

NEW LOCATION: The Fox Valley Light The Night Walk is located at Fox Valley Technical College in Appleton at 1825 N Bluemound Dr, Appleton, WI 54912 in the soccer fields near the North Parking Lot. [Click here for directions](#)

Parking

Parking is free and available right on site in the available parking lots. The closest lots are the North and West Lots.

Map Site of the Area

[**Click here to see a site map of the walk site at Fox Valley Technical College**](#)

Registration/Check-In

Check-In begins at 5:00 PM at the Registration Tent shown on the site map. Please bring any donations you have to the registration tent - make sure to place in a sealed envelope once you arrive if not already. If you have reached your \$100 to become a Champion for Cures, you will receive a food and t-shirt ticket at Registration to redeem. If you have reached your \$1,000 to become a Bright Light, you will receive your Bright Lights Shirt and pass to the Bright Lights Club Lounge.

Patients and survivors will receive all benefits (T-shirt and ticket for food) regardless of the fundraising level achieved (Survivor T-Shirt can be picked up in the Mission/Vendor Tent)

Walk Route

The Light The Night walk route is about 2 miles long. It can get dark, so please be sure to bring your flashlights as we light up the night.

Schedule of Events

[**Click here to see a schedule of events for the evening.**](#)

Festivities & Details



Food at the Jersey Mike's Boardwalk: Champions for Cures raising \$100 or more will receive a Food Ticket at Registration to redeem at the Food Tent. You will receive your choice of: Turkey, Ham or Veggie Subs, cookie and a soda courtesy of Jersey Mike's.

Food Tickets will be available for purchase for \$5. Tickets can be purchased at the Food Ticket Tent next to the Jersey Mike's Boardwalk.

Survivors - Food Ticket can be picked up in the Registration Tent

Kids Glow Zone: Children will enjoy fun and activities in the Kids Zone area. Come grab some fun trinkets, glow necklaces and more!

Shining Light Selfie Station: Everyone loves taking a selfie...memorialize the LTN celebration at the selfie station and take a selfie with fun props!



BloodCenter of Wisconsin Innovation Station: Innovation and research ensure that more lives are saved. Visit the BloodCenter of Wisconsin Innovation Station to learn more about research advancements and the importance of blood donation.

Interested in learning something new about yourself? Have your blood typed at the Walk. Visit the Innovation Station to be directed inside of Fox Valley Technical College where you can visit the Blood Typing area!

Walgreens

Walgreens Glam Station: Children will be pampered by Walgreens Beauty Consultants in the Glam Station sponsored by Walgreens.

Mission/Vendor Tent: Stop by our mission and vendor area to learn more about LLS, other events and great organizations. Survivors can pick up their Survivor Shirt here. And don't forget to visit all our great vendors: Be The Match, Genentech, LLS patient information, AstraZeneca and Walgreens.

Survivor T-Shirt can be picked up in the Mission/Vendor Tent

BE THE MATCH [Register Here for Be The Match!](#) Complete the online registration and Be The Match will mail you a swab kit to complete at home in 3-7 days. Swab your cheeks. *Then return your kit in the mail or to the Be The Match table in the Mission tent at the Walk!*



Green Bay Packers Bright Lights Club Lounge: Our Bright Lights Members (those who have raised \$1,000 or more) are invited to kick off the Walk with a special celebration in our Bright Light Club Lounge sponsored by the Green Bay Packers. A Bright Lights Club pass is necessary to come to this tent and can be picked up at Registration.



Gustman Subaru Poster Decorating Station: While in the Mission Tent, don't forget to stop by the banner decorating station sponsored by Gustman Subaru.

Lanterns: Don't forget to stop by the Lantern Tent before the opening ceremony and pick up your illuminated lantern: Red for Supporters, White for Survivors, Gold for In Memory.



Team Photo Spot: Gather your team and or loved ones and be sure to get your photo taken before you head out on the Walk. There are bleachers for photos.

NOTE: There will be a special Survivor photo to take place at 6:00 PM at the photo area, so please join us!

Remembrance Pavilion: We encourage all participants to join us in the Remembrance Pavilion, a powerful reminder of how far we have come and how much work is left to be done. The Remembrance Pavilion will be open to everyone during all hours of the event (except during the Opening Ceremony). The pavilion is a multimedia experience where you'll be able to spend some quiet moments

thinking about those we've lost but also connect with your fellow participants in a powerful way. **Be sure to bring photos of anyone you'd like to honor to place on our Remembrance Boards and we'll have markers and paper for you to leave your messages of hope and remembrance.**



Lantern Lighting (6:45 PM): As the sun begins to set, join us for a brief presentation. We will fill the evening with hope for a cure. Learn about LLS and Light The Night. During a special moment in the Opening Ceremony, survivors will be asked to move toward the center of our community with their white lanterns, where a special Circle of Survivors will be positioned. We will recognize as many survivors as possible during the ceremony, so if you are a survivor [PLEASE CLICK HERE and tell us why YOU Light The Night.](#)





Agropur Hydration Station: Visit our Hydration Station sponsored by Agropur. You will come across it part way through the Walk route. Make sure to stop for some water and snacks.

Post Walk Celebration: Join the after party to celebrate our 2018 success as you cross the finish line! Enjoy the celebration and our post Walk announcements!

Weather

The Walk will take place rain or shine. Dress for the appropriate weather - bring umbrellas or ponchos as we get ready to light up Appleton! Please watch the Website, Facebook and your emails for more details if we have extreme weather conditions. We will update with any Walk status changes if necessary.



FAQs

Does everyone have to register?

Yes, all walkers must visit the Registration tent if they have not registered, if you have donations to turn in, or if you reached Champions for Cures or Bright Lights.

Is there food available?

All Walkers who are Champions for Cures – who raise \$100 or more - will receive a Food Ticket for your choice of: Turkey, Ham or Veggie Subs courtesy of Jersey Mike's. Food ticket can be picked up at Registration. *Food Tickets will also be available for purchase (\$5 per ticket)– Food Tickets can be purchased near the Food Tent.*

Do I get a T-Shirt?

All walkers who raise \$100 or more receive a ticket for a t-shirt. Redeem your ticket at the T-Shirt Tent. All survivors regardless of fundraising level, receive a Survivor T-Shirt which can be found in the Mission Tent. (Sizes available: Youth XS-L, Adult S-3X - smaller and larger sizes in minimal quantities)

Team Captains!

Please check your team rosters - are your members raising their funds? Please remind them that the team total does NOT guarantee a food ticket and a t-shirt. Only walkers who have \$100 under their own name will receive a food ticket and a t-shirt. If you have group donations, please make sure that you allot them accordingly.

Funds must be raised by individual walkers NOT as a team effort, meaning that a team who collectively raises \$1,000 does not automatically receive 10 food tickets and t-shirts. Each member must have \$100 allocated in their account to receive the food ticket and t-shirt.

What about my incentives?

All participants raising \$250 or more will receive a notification email this fall with details on selecting one item at or below the level achieved. The exclusive Light The Night recognition items are offered as a thank you for your efforts and you

may choose to donate back to The Leukemia & Lymphoma Society at no cost to the organization.

Can I run, skate or bike the route?

For the safety of walkers, neither running, skating or cycling are allowed at the Walk. The Walk is designed for families, so we ask that you please be careful when passing walkers. We deeply value the safety of our participants.

What if my team gets separated?

We recommend that each captain choose a spot near the finish line to meet up with your teammates after the Walk.

[Click here for other Frequently Asked Questions!](#)

Questions?

For questions, please call 262-785-4275 or email megan.kreuter@lls.org

We're looking forward to seeing you on Friday, October 12th!

FUNDRAISING REMINDER:

Don't ease up these last remaining days! There is nothing like a deadline to motivate donors. Remind friends, family and co-workers why you're walking on Thursday and ask them to support you today!

It's not too late. People can give right now. You can make a difference right now.

Asking for \$5, \$10, or \$20 from a handful of folks can make a huge difference in the fight against blood cancer. Let them know their contribution counts and every life is worth the effort!

THANK YOU TO OUR LOCAL SPONSORS!

LOCAL SPONSORS

GENERAC



BLOODCENTER
of WISCONSIN™
PART OF VERSITI

KOPPERS

Froedtert & MEDICAL COLLEGE of WISCONSIN



C.H. ROBINSON

Batteries
+ Bulbs

Walgreens

Special Thanks to our other generous partners:

Aurora Cancer Care, Agropur, Green Bay Packers, Gustman Subaru, HSA Bank, Isthmus Engineering & Manufac
Johnson Controls, Inc., MGIC Investment Corporation, River Run, U.W. Carbone Cancer Center

