

# news release

## For Immediate Release

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### **CANCER SURVIVORS AND THEIR SUPPORTERS WILL LIGHT THE NIGHT AT PENN'S LANDING**

**PHILADELPHIA (July 18, 2007)** – Over 785,829 Americans are living with blood cancers. Show your support and register for The Leukemia & Lymphoma Society's Light The Night annual fundraising Walk on Saturday, September 29, 2007 in Philadelphia.

This year's Light the Night Walk will be held at 4:30 p.m. at The Great Plaza at Penn's Landing to raise money for blood cancer research and patient services. Teams of co-workers, families and friends walk together in twilight holding illuminated balloons – white for survivors and red for supporters. The Walk, which commemorates lives touched by blood cancer, is a community celebration, with music, refreshments and family activities.

“Every five minutes someone in the United States is newly diagnosed with leukemia, lymphoma or myeloma, and every 10 minutes, someone dies from these cancers,” said Krystn Kuckelman, Light The Night Director. “We are looking forward to another successful walk this year and are grateful to our donors who are lending their support. Their participation will help the Society advance its mission to find cures and improve the quality of life for patients.”

Last year, more than \$33 million was raised through Light The Night Walks in more than 260 communities nationwide. For more information or to register, please call Dana Chipko, Philadelphia campaign manager, at 610-521-8274 ext. 260 or visit [www.lightthenight.org/epa](http://www.lightthenight.org/epa).

#### ***About The Leukemia & Lymphoma Society***

The Leukemia & Lymphoma Society®, headquartered in White Plains, NY, with 66 chapters in the United States and Canada, is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. The Society's mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. Since its founding in 1949, the Society has invested more than \$424 million in research specifically targeting leukemia, lymphoma and myeloma. Last year alone, the Society made 2.5 million contacts with patients, caregivers and healthcare professionals.

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