

# news release

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**Judith von Seldeneck of The Diversified Search, Named Corporate Chair  
For The Leukemia & Lymphoma Society's Light The Night Walk**  
*Urges Local Businesses Take the First Step to Help a Good Cause*

Philadelphia (April 14, 2009) – The Eastern Pennsylvania Chapter of The Leukemia & Lymphoma Society (LLS) named Judith von Seldeneck corporate chair of its 2009 Philadelphia Light The Night® Walk, the LLS annual fundraising event each fall to raise money for cancer research and patient services. von Seldeneck is hosting a free breakfast event on Wednesday, May 27<sup>th</sup> at The Union League from 7:30 a.m. – 8:30 a.m. for guests to learn how they can be involved.

LLS holds walks each fall in approximately 230 communities across the United States and Canada. Participants at the walks carry illuminated balloons – white for survivors, red for supporters, and gold to remember those who have died – to honor and commemorate lives touched by blood cancer. The Philadelphia Walk will take place on October 24<sup>th</sup> at FDR Park in South Philadelphia.

“Light The Night is a great way to build a spirit of caring and cooperation among employees as they help others,” said von Seldeneck. “I am honored to serve as the chair to and look forward to encouraging commitment from local businesses and corporations.”

The funds raised through corporate and individual contributions help to find cures and better therapies for leukemia, lymphoma, Hodgkin’s disease and myeloma, and to provide information, education and support for patients and their families.

“Light The Night Walk gives hope to patients and their families and lets them know they are not alone in their battle against cancer,” said Dana Chipko, Campaign Director.

To find out more about forming a team or participating in a Light The Night walk, or to attend the corporate breakfast on May 27<sup>th</sup>, contact the Eastern Pennsylvania Chapter at 610-238-0360 or [www.lightthenight.org/epa](http://www.lightthenight.org/epa).

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

The Leukemia & Lymphoma Society® (LLS) is the world’s largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

Founded in 1949 and headquartered in White Plains, NY, LLS has chapters throughout the United States and Canada. To learn more, visit [www.LLS.org](http://www.LLS.org) or contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET. [www.lls.org](http://www.lls.org).

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