



BRING LIGHT to the darkness of cancer



HONORED FRIEND

Burlington

NATIONAL PRESENTING SPONSOR OF SURVIVORSHIP & HOPE



LEADING LIGHTS



LUMINARY



Light The Night

is an evening 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

Research	Education & Support	Advocacy
We have invested more than \$1.2 billion in cancer research since 1949.	Nearly 2,000 inquiries per month come in to LLS's Information Specialists from people seeking support.	Advanced laws in 43 states and Washington, DC
\$50–\$70 million has been invested annually over the past decade.	More than \$362 million distributed in co-pay financial assistance & supported more than 79,875 patients since inception.	Helped pass the 21st Century Cures Act into law, ensuring reform that will enable the FDA to speed the review and approval of new therapies.

Our Inspiration— Meet Maeryn

In June 2016, 10-year-old Maeryn was experiencing unusual pain in her hips and knees. After seeing a specialist, she was referred to Cincinnati Children's Hospital, where she was diagnosed with pre-B cell acute lymphoblastic leukemia. She and her family spent more than a month at the hospital while she underwent chemotherapy. Some days were worse than others, but she went through her treatment with grace, strength and an upbeat attitude. Today, Maeryn is in the maintenance phase of her treatment and back to being an outgoing, creative and energetic sixth grader.



“Nothing is as scary as getting cancer, but there is a light at the end of the tunnel.” –Maeryn

THANK YOU

for joining a Light The Night team!

- ① **Register online at 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**
 - a. **Ask others in person.**
A personal request is always best!
 - b. **Share your Light The Night fundraising page**
via email, text & social media to receive online gifts.There are many ways to ask for donations. But most importantly, just ask!
- ⑥ **Celebrate with your team at Light The Night!**



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!

Southeastern Wisconsin

Thursday, October 4, 2018 • 5:00p.m.
Veterans Park • Milwaukee, WI

Madison

Thursday, October 11, 2018 • 5:00p.m.
The Duck Pond at Warner Park • Madison, WI

Appleton

Friday, October 12, 2018 • 5:00 p.m.
Fox Valley Technical College • Appleton, WI

We welcome your support!

Light The Night would not be possible without our amazing volunteers. If you are interested in becoming a volunteer, please contact your local chapter below to make a difference and shine a ray of hope on the darkness of cancer.

For event information visit:

LightTheNight.org/wisconsin Email: LTN.WIB@lls.org
Tel: 262-785-4275

JOIN US

Together we are bringing light to the darkness of cancer.

LightTheNight.org/wisconsin

Local Sponsors

