Fast Facts

WHAT: The Leukemia & Lymphoma Society's Man & Woman of the Year campaign is a national ten-week campaign to raise funds to help find cures for blood cancers. The campaign includes individuals in the community who agree to utilize their leadership abilities and resources to conduct their own fundraising campaigns to help The Leukemia & Lymphoma Society fund blood cancer research and provide education and support services for patients and their families.

The male and female candidates who raise the most funds during the campaign will be awarded the title of the chapter's Man & Woman of the Year, respectively. Candidates are judged solely on their success in raising money, each dollar counting as one vote. Their totals are then considered for the national title. Candidates run in honor of the Boy & Girl of the Year, who are local blood cancer patient survivors and sources of inspiration to others.

WHO: People who are passionate about finding cures for leukemia, lymphoma and myeloma. From corporate presidents to ultramarathoners, the diverse candidates and nominees always have two qualities in common: humanity and zeal.

Past Candidate Traits:

Community Leader	Mission Connection	Philanthropic Minded
Ambitious	Competitive Spirit	Successful in Marketing Themselves
Social	Large Client-Base	Well-Connected in Community

HOW: The Man & Woman of the Year campaign begins with a local kickoff event in the spring. At the kickoff, candidates receive information on how to run a successful campaign, learn more about LLS's mission, get to know their fellow candidates and meet the local Boy & Girl of the Year. The kickoff also provides an opportunity for previous participants to share success stories, and allows LLS to thank Community sponsors.

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Fast Facts

The program culminates with candidates and their guests joining sponsors and other prominent community members at a Grand Finale celebration for the announcement of the Man & Woman of the Year. The outstanding achievements of all candidates are celebrated at the gala event, which includes live and silent auctions, food, cocktails and music. Following the campaign, the winners are recognized through local and national publicity.

WHY: All proceeds support the LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life for patients and their families.

FOR ADDITIONAL INFORMATION… Call Blair Fogle at (914) 216-9760 or visit www.LLS.org and click on "Participate in Events" and "Man & Woman of the Year."
Media Contact: Andrea Greif, director, Public Relations, (914) 821-8958 or greifa@lls.org .

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 or contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET. www.lls.org.