

## Summer 2009 Text for Central California Team Ties Newsletter

### Did You Know?

We constantly strive to make our Team in Training program the best it can be, which means that we are constantly making updates. Every season is a new experience. How long has it been since you were part of the Team? Let's get you caught up!

Did you know that....

- there are many volunteering opportunities with the Team? There are definite privileges to volunteering, so contact the office to see what is available.
- LLS has become the third largest generator of private funding among all national health care organizations?
- in an effort to recognize our participant's personal honorees we have developed a Personal Honoree recognition program?
- to recognize those fundraisers that go above and beyond their fundraising minimum, we are not only offering fundraising incentives, but have created the MISSION 2015 Challenge where those participants who pledge to raise \$1,000 over their fundraising minimum are treated to numerous incentives and special recognition throughout the season?
- the wildly successful Nike Women's Marathon has instituted a lottery system for their registration process, but all fundraisers through Team in Training are guaranteed a slot?

Learn about all of these changes and more by joining us once again! Info meetings for the Fall season begin April 23! Click [HERE](#) for more information.

### **60<sup>th</sup> Anniversary of The Leukemia & Lymphoma Society**

This year marks the 60<sup>th</sup> anniversary of The Leukemia & Lymphoma Society. In that time, fundraisers like you have made a vast difference in the quality of life for patients and their families. We have a lot of work to do before a cure is found, but we have come a long way in sixty years.

Thanks to innovative research, funded in part by LLS, survival rates have doubled, or even tripled. In fact, blood cancer survival rates rose by as much as four-fold from 1960 to 2000.

Much of this good news is due, in part, to innovations from LLS. Take Gleevec for example. Ten years ago the five year survival rate for patients with Chronic Myelogenous Leukemia (CML) was under 50%. Because of the research of Brian Druker, an LLS-funded researcher, the survival rate is now 95%. Those of you who were part of the 1998 through 2000 teams were part of that discovery because of your fundraising.

Due to innovations, LLS has been able to fund Therapy Acceleration programs as well; partnering with bio technology companies, to facilitate rapid development of promising

new therapies that might otherwise go unfunded and stay on the shelf. This also helps with getting more patients to clinical trial.

### **Currently in Summer and Heading for Fall**

Teams are currently training for our Summer 2009 season. In addition to our normal summer offerings, we were thrilled to announce a new event to the summer lineup this year: the Seattle Rock 'n' Roll Marathon and Half in Seattle, Washington! This inaugural marathon and half is a wonderful addition to Elite Racing's family of Rock 'n' Roll events. We have received a huge response and are happy to be training 25 people for the event, to be held June 27.

We are already planning for our Fall season and the Nike Women's Marathon in San Francisco this October. In just a few short years, Nike has become a wildly popular event, so much so that they have instituted a lottery system for their race registration. However, fundraising Team in Training participants and mentors are guaranteed a race entry!

To get involved with Nike, or our triathlon offering – The Triathlon at Pacific Grove – check out our Fall Info Meetings dates and RSVP today! Meetings begin April 23. Click [HERE](#) for more information.

### **20<sup>th</sup> Anniversary Race Jerseys**

As many of you know, 2008 marked the 20<sup>th</sup> Anniversary of Team in Training. To date, we have raised over \$900 million dollars and trained over 380,000 athletes!

A special logo was developed for the anniversary year and was featured on all jerseys for the 2008 events. There are quite a few of these Team jerseys left through our national supplier, which is a huge benefit for you!

Purple singlets, tees and triathlon singlets are only \$5.00 each. Orders are first come, first served, so act quickly to purchase a bit of TNT nostalgia! The deadline to place an order is Friday, March 20. Payment is due before the order is placed. Contact the LLS Office at 435-1482 for more information, or click here to place your order.

### **Ten Years of Honorees**

Last year was a year of anniversaries, as 2008 marked the 20<sup>th</sup> anniversary of TNT , it also saw the 10<sup>th</sup> anniversary of our Central California Chapter. Over those years, we have had the privilege to meet and get to know so many courageous people and their families who have shared their lives and their stories with us.

This past year we made an attempt to touch base with all of our honorees and/or their families. We were able to reach many people; many took time to tell us where the path of life has taken them since they were with the Team. There were also times that we reached families who shared stories of their loved ones; the brave battles they fought and the loss in their lives.

Please click [HERE](#) to visit the Chapter website and read the stories.