

NEWS RELEASE

For Immediate Release

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September is Leukemia, Lymphoma and Myeloma Awareness Month *The Georgia Chapter of The Leukemia & Lymphoma Society* *Announces Major Events to Commemorate*

Atlanta (August 20, 2012) – The Leukemia & Lymphoma Society (LLS) is a beacon of help and guidance to those touched by blood cancer. Each September LLS observes Leukemia, Lymphoma and Myeloma Awareness Month to shed light on these diseases and let the public know that there are resources available for blood cancer patients and their families. Additionally, LLS hosts a number of events and programs throughout the month that engage volunteers and supporters seeking inspiration to get involved with the organization.

“Awareness Month is an opportunity to increase the public’s understanding of blood cancers and encourage people to support the funding of research to find cures and education programs to help patients have the best possible outcomes throughout their cancer experience,” said Kelly Dolan, Executive Director of The Leukemia & Lymphoma Society’s Georgia Chapter.

The Georgia Chapter has several ways for the community to join them in their fight against blood cancers during the month of September. A few of these include:

- **Light The Night:** Light The Night is the nation’s night to pay tribute and bring hope to people battling cancer. People form teams of friends and family or co-workers and raise funds for cancer research. **Walks will be held in Augusta and Cumming on September 22nd, in Athens on October 5th, in Savannah on October 12th and in Atlanta on October 13th.** Visit www.lightthenight.org/ga or call (404) 720-7841 to join a Walk team or put your own Walk team together.
- **Little Heroes Prom:** The Georgia Chapter of The Leukemia & Lymphoma Society (LLS), in collaboration with the AFLAC Cancer & Blood Disorders Center of Children’s Healthcare of Atlanta, will be hosting Atlanta’s inaugural Little Heroes Prom. **The prom will be on Sunday, September 23, 2012 at the Piedmont Park Conservancy.** The event is open to pediatric blood cancer patients, ages 5-15, that are being treated at the AFLAC Cancer & Blood Disorders Center of Children’s Healthcare of Atlanta and are at least one year out from diagnosis. Contact (404) 720-7807 to learn more about this very special event.

- **School and Youth Programs:** The School and Youth programs include Pennies for Patients and Pasta for Pennies, which are service learning projects that take place in schools throughout Georgia from October to March. Last year, the program raised more than \$670,000 in Georgia alone. Visit www.schoolandyouth.org/ga or call (404) 720-7843 to learn how you can get your school involved with Pennies for Patients.
- **Team In Training:** The Leukemia & Lymphoma Society's Team In Training (TNT) program is the world's largest endurance sports training program. The program provides training to run or walk marathons and half marathons or participate in triathlons and century (100-mile) bike rides. Since 1988, more than half a million participants have helped raise more than \$1.2 billion. Visit www.teamintraining.org/ga or call (404) 720-7842 to join TNT for the Herothon Half Marathon in San Antonio, TX or the ING Miami Marathon & Half Marathon in Miami, FL. Both events take place January 27, 2012.

Since The Leukemia & Lymphoma Society (LLS) was founded in 1949, remarkable progress has been made in treating patients with blood cancers. Survival rates for many blood cancers have doubled or tripled, and in some cases quadrupled due to the organization's hard work.

Yet, more than 1 million Americans are fighting blood cancers, the third leading cause of cancer death. Every four minutes someone in the United States is diagnosed with a blood cancer, and every ten minutes someone dies.

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.

The Georgia Chapter serves patients with a variety of programs including the Patti Robinson Kaufmann First Connection Program, The Trish Greene Back to School Program for Children with Cancer and the LLS Co-Pay Assistance Program which last year provided over \$1.08 million to patients statewide. Currently, the Georgia Chapter funds \$1.07 million towards research grants in multi-year agreement with Emory Winship Cancer Institute. There were approximately 3,650 new diagnoses for blood cancer in Georgia in 2011. Visit www.lls.org/ga.

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