



The Leukemia & Lymphoma Society's Team In Training **COWTOWN RUNDOWN!**

Team In Training now offers you a chance to get your corporation involved!
Train with Team In Training to walk or run the Cowtown 10K and make a difference in the lives of blood cancer patients.

Did You Know?

- Obesity & overweight employees cost U.S. employers more than \$13 billion annually
- Average corporation saves \$4,800 yearly in health care costs on active employees vs. inactive employees
- Nearly three-quarters of Americans prefer to work for companies supportive of charitable causes

What is Team In Training's Cowtown Rundown Program?

For over 23 years, The Leukemia & Lymphoma Society's Team In Training (TNT) program has been unparalleled in training people from first timers to seasoned athletes achieve their best at marathons, half marathons, triathlons, 100-mile century bike rides and hike adventures. TNT is the world's first, best and largest charity sports training program. The Cowtown Rundown program will offer an event your employees can get excited about, jumpstarting their wellness programs for the New Year and training for a 10K Run or Walk. This program is for everyone, runners, non-runners, fast or slow!

Our goal for the Cowtown Rundown is to provide a 10K training program that will engage all levels of fitness and prepare them for The Cowtown 10K on February 25, 2012. This program will help employees start a healthy regular exercise routine and will focus on building an individualized fitness program for a lifetime. During this process we will also engage them in our mission to provide a volunteer component.

Benefits?

Along with a customized six week training program, expert coaching and support every step of the way, TNT will improve morale and facilitate team building, promote a healthier lifestyle, collectively give back to the community and make a difference in the lives of cancer patients.

Other benefits include daily training calendars, group trainings with certified coaches, clinics on everything from nutrition to gear, personalized online fundraising page and support, incentives and the greatest benefit of all-knowing that you'll be helping cure blood cancers.

End results?

- More productive employees who feel good about themselves while helping to raise funds to fight cancer
- Health care costs decrease as loyalty to the company increases
- Corporate commitment: two-thirds of consumers will switch to a brand that supports a cause they champion

Your corporation or group can start training soon for the following event:

- The Cowtown 10K
- Run or Walk
- February 25, 2012
- Fort Worth, Texas



Please consult the TNT staff at your local chapter for additional details at 866-510-TEAM.

The Leukemia & Lymphoma Society is the world's largest voluntary health organization dedicated to funding blood cancer research and providing education and patient services. Since its founding in 1949, LLS has invested more than \$900 million in research specifically targeting leukemia, lymphoma and myeloma. LLS also offers support groups, financial aid, co-pay assistance, information and advocacy programs for patients and their families.

Source: 2004 Harris Interactive Study; 2004 Deloitte & Touche USA LLP; U.S. Dept. of Health and Human Services; 2004 Cone Corporate Citizen Study; American Journal of Health.