



When we walk, cancer runs.

Step up and take the Executive Challenge!

WHAT IS THE EXECUTIVE CHALLENGE?

The Light The Night Executive Challenge is a competition among participating corporate executives in the Eastern Pennsylvania area to raise funds for The Leukemia & Lymphoma Society's mission! YOU can be the top Light The Night fundraising executive! In 2017, our Executive Challengers raised a combined \$8 Million nationally to support our mission, helping us all get closer to living a world without blood cancers. On average, a participating executive will personally raise \$4,600.

Beginning on September 10th and ending on November 10th, all registered Executive Challenge members will receive weekly updates from our Challenge Chair, Kathleen Meriwether, Partner/Principal & LLS National Board Member, so you can see how you stack up against the competition!

GETTING INVOLVED

Joining the Challenge is simple – follow these proven steps to success:

- ◆ Set a fundraising goal and launch your effort by making a personal contribution
- ◆ Reach out to your network to solicit donations from your clients, customers, vendors and personal contacts. In this busy world reminders are always appreciated, so ask more than once to get a response!

PARTICIPATION BENEFITS

We have some great prizes for our top executives, both nationally and locally, that will end December 31, 2018.

National Recognition includes:

- ◆ Challenge participants raising \$10,000 or more will be highlighted in a national ad in Forbes Magazine to run in February 2019. The top executive per region will be included with a photo.
- ◆ The top executive per region will also be included on our 2019 national Light The Night website
- ◆ Challengers who individually raise \$5,000 or more will be included in the "Executive Challenge Class of 2018" and have an LLS research grant named in your honor.

Local Recognition includes:

- ◆ Top fundraiser receives four tickets to the annual Red & White Ball, taking place Spring 2019.
- ◆ Challengers who individually raise \$5,000 or more will be highlighted in a *Philadelphia Business Journal* & *Lehigh Valley Business Journal* Ad to run in 2019.

WHO DO I CONTACT FOR MORE INFORMATION?

Please feel free to reach out to Lauren Iannucci, Sr. Director, Corporate Development, with any additional questions at 610-276.3197 or Lauren.Iannucci@lls.org.

2018 LIGHT THE NIGHT DATES

Lehigh Valley | Valley Preferred Cycling Center • Breinigsville, PA • 9/22/18

Greater BucksMont | Central Park • Doylestown, PA • 10/6/18

Chester County | Wilson Farm Park • Wayne, PA • 10/13/18

Philadelphia | Philadelphia Museum of Art • Philadelphia, PA • 10/27/18

Thank you for supporting LLS and Light The Night!