

2018

TALKING POINTS AND KEY MESSAGES



TALKING POINTS AND KEY MESSAGES

This document includes Talking Points intended for use in informal and formal engagements by staff and constituents on behalf of The Leukemia & Lymphoma Society (LLS) intended to allow them to speak knowledgeably, conversationally and succinctly about our mission and impact.

Feedback from the field and elsewhere indicates that, while accurate messaging and background is critical, it is in the day-to-day conversations that these kinds of talking points are most needed for consistent, confident communication about LLS.

The Talking Points are followed by comprehensive messages meant as background and deeper content for reference and accuracy checks. The messages can be pulled from to create personalized, tailored Talking Points for anyone connected to LLS.

We've aimed to cover the vast territory across mission and revenue. While the Messages are served up in individual sections, we don't think or speak about LLS in silos. We speak about LLS holistically, and in response to specific questions. Thus, we encourage you to pick from the Messages to create tailored Elevator Speeches with relevant Talking Points.

Our research advances and wins have elevated the need for lay language, as we are asked increasingly to speak about all of our mission pillars, along with our campaigns. These advances reinforce the need for us to speak with credibility and comfort about our research agenda and new treatments we are pioneering.

We welcome ongoing feedback on the content most needed to have at the ready.

Table of Contents

LLS Elevator Speeches	3-10
LLS: Who we are and our impact	
LLS's impact in breakthrough cancer research	
LLS's impact in patient support	
LLS's impact in advocacy	
LLS's mission: What we do	
How LLS fights blood cancers	
LLS: Why we do what we do	
Why LLS's blood cancer research is the gateway to cancer cures	
LLS's impact on other cancers and serious diseases	
LLS's role in advancing the newest cancer approaches and innovations (immunotherapy)	
LLS's role in advancing the newest cancer approaches and innovations (precision medicine)	
How LLS's mission pillars work together to help patients	
How LLS provides financial support to patients	
How LLS raises funds to support our mission	
LLS's advocacy efforts to lower the cost of cancer care	
LLS's advocacy efforts to ensures patients have access to care	
How LLS allocates funds to our mission	
LLS's new brand platform	
LLS's new awareness campaign	
Key Mission Messages	10-13
Our mission pillars	
• Research	
• Patient Support & Education	
• Advocacy & Policy	
How much goes to our mission	
Beat AML	
Genomics/Precision Medicine	
Immunotherapy	
CAR T-Cell Immunotherapy	
Therapy Acceleration Program	
Our advocacy to lower the cost of cancer care	
Our advocacy to ensure patients have access to care	
How we support patients	
Clinical Trial Support Center	
Myeloma Link	
Co-Pay Assistance	
How We Raise Funds to Support Our Mission	15-17
LLS Masterbrand Campaign Statements	18
Statements for email, chapter website, ads, newsletters	
Statements for signage, banners, social, out-of-home	

LLS ELEVATOR SPEECHES

The following seven pages contain cards that can be cut out and carried.



LLS: Who We Are and Our Impact

- The Leukemia & Lymphoma Society has helped millions impacted by cancer throughout our almost 70 year history, funding breakthrough research to advance lifesaving treatments and cures, and providing support and advocacy for patients.
- With our investment of more than \$1.2 billion in research since we started in 1949, we are leaders in advancing breakthroughs in immunotherapy, genomics and personalized medicine.
- More than 65 years of fighting blood cancers has led us to a game changing belief. The cures for cancer are in our blood.
- The treatments developed for blood cancers are now helping people affected by many different types of cancer.



LLS: Who We Are and Our Impact

- The Leukemia & Lymphoma Society is the world's largest nonprofit fighting blood cancer. We are leading the way to cancer cures.
- We have invested more than \$1.2 billion in research in our almost 70-year history, leading to breakthroughs in cancer treatment. In fact, the treatment approaches pioneered in the blood cancers are now helping patients with other cancers and diseases.
- We're also the leading source of free education and support services for patients. This past year alone, we engaged with more than 18,000 patients and caregivers through our free call center, providing information about their diagnosis, directing them to resources and helping them search for appropriate clinical trials.
- Our policy team in Washington, DC, is hard at work advocating on behalf of cancer patients, and pushing for legislation to protect patients and ensure they have access to affordable quality care.



LLS: Who We Are and Our Impact

- LLS is the largest nonprofit dedicated to fighting blood cancers. We work to find cures and ensure patients can access the lifesaving treatments they need. Our work has helped millions impacted by cancer.
- We've seen an average decline of 20 percent in blood cancer death rates since the 1990s.
- The five-year survival rate for children with the most commonly diagnosed pediatric leukemia, acute lymphoblastic leukemia (ALL), has improved from 3 percent in 1964 to more than 90 percent today.



LLS's Impact In Breakthrough Cancer Research

- LLS is at the forefront of the fight to cure cancer.
- In our almost 70 year history, LLS has pioneered major advances in treatment, leading to significant increases in survival rates.
- Since the 1960s, survival rates for many blood cancer patients have doubled, tripled or even quadrupled.
- Our long-term vision and investment in research is paying off. Last year alone, there were 18 new treatments approved by the FDA for blood cancer patients; LLS supported 15 of them.



LLS's Impact In Patient Support

- When someone experiences the fear and uncertainty of a cancer diagnosis, LLS provides hope, guidance, education and support.
- Our patient support team works to provide free support, information and education to the patients who need it most.
- Last year alone, our Information Specialists answered more than 18,000 inquiries from patients and caregivers seeking support, information and resources.
- Since we opened our co-pay financial assistance program, we've provided \$362 million to patients in financial need.
- We are there for patients throughout their cancer experience – before, during and after their diagnosis and treatment.



LLS's Impact In Advocacy

- LLS advocates for legislation at the state and federal levels, driving policies that accelerate new treatments and ensure patients have access to care, so that they can live longer, healthier lives.
- We have more than 100,000 volunteer advocates who are a powerful voice for cancer patients and survivors, many of whom share their personal stories with their policymakers.
- On the state level, our advocacy work has led to Oral Parity laws in 43 states, which ensure patients taking oral cancer medications at home do not face higher out-of-pocket costs than patients treated in a clinic.
- Our efforts help increase federal research funds, speed the review and approval process of new therapies, and protect patient access to lifesaving treatments.



LLS's Mission: What We Do

- The mission of The Leukemia & Lymphoma Society (LLS) is: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.
- Though LLS is known for funding groundbreaking research to find better treatments and cures, we do so much more.
- We provide free information, education and support services for those who have been impacted by blood cancer.
- We fight for lifesaving policy changes at the state and federal level to ensure access to quality, affordable, coordinated care.
- We are committed to working tirelessly toward our mission every single day, until we find a cure



How LLS Fights Blood Cancers

- Cutting edge research will help us achieve an end to blood cancers by advancing new and better treatments and cures for patients.
- Contributing to nearly every advancement in blood cancer treatment in recent decades, LLS has invested more than \$1.2 billion in cancer research, with groundbreaking results.
- We are leaders in advancing breakthroughs in immunotherapy, genomics and personalized medicine.
- Once new therapies are discovered, we advocate at the federal and state legislative levels to ensure that they are available to the patients who need them.
- In the meantime, patients need help before, during and after their diagnosis and treatment. LLS is the leading nonprofit that does just that with free education and support.



LLS: Why We Do What We Do

- Cancer is a heck of an opponent. And blood cancers are the third leading cancer killer of Americans.
- About every three minutes, a person in the United States is diagnosed with a blood cancer. Every nine minutes, someone dies from one.
- We are invested in finding cures for the nearly 1.3 million people in the U.S. who are living with, or are in remission from, leukemia, lymphoma or myeloma.
- Nevertheless more than one third of blood cancer patients still do not survive five years after their diagnosis. There's more work to be done and we will keep fighting to create a world without blood cancers.
- More than 65 years of fighting blood cancers has led us to a game changing belief. The cures for cancer are in our blood.



Why LLS's Blood Cancer Research Is the Gateway to Cancer Cures

- Did you know that blood cells are easier to access and study than cancer cells in solid tumors?
- That's why many lifesaving cancer discoveries – including chemotherapy and many immunotherapies – started in blood cancer.
- More than 65 years of fighting blood cancers has led us to a game changing belief. The cures for cancer are in our blood.
- Breakthroughs in blood cancer research are now being applied to other kinds of cancers and serious diseases.
- While our goal is to cure blood cancers, our work is fueling scientific and medical breakthroughs across the cancer landscape.



LLS's Impact on Other Cancers and Serious Diseases

- Many lifesaving breakthroughs started in blood cancers and are now helping patients with other cancers and serious diseases.
- It turns out blood cells are easier to access and study than solid tumor cells.
- In fact, many therapies initially approved for blood cancers are now being tested for other cancers – including breast, lung, pancreatic and prostate cancer.
- Further, innovations in immunotherapy and precision medicine that started in blood cancer research are now helping patients with other cancers.



LLS's Role in Advancing the Newest Cancer Approaches and Innovations (Immunotherapy)

- Research supported by LLS contributed to nearly every new blood cancer treatment and innovative approach in recent decades, including immunotherapy.
- Just last year we witnessed a historic victory for cancer patients when a revolutionary immunotherapy was approved, ushering in a new era in the treatment of cancer.
- LLS invested \$40 million over 20 years to bring to market the now FDA-approved CAR (chimeric antigen receptor) T-cell immunotherapy, which is providing hope for patients who had no other options.
- Our long-term investment in research has resulted in a significant breakthrough leading to higher survival rates and lives saved.



LLS's Role in Advancing the Newest Cancer Approaches and Innovations (Precision Medicine)

- Research supported by LLS contributed to nearly every new blood cancer treatment and innovative approach in recent decades, including precision medicine.
- In 1995, Brian Druker, MD of Oregon Health & Science University, had a revolutionary idea for a drug that would target only cancer while leaving healthy cells unharmed. Most funders thought his concept crazy, but LLS supported his bold research.
- Dr. Druker's genius and LLS's faith led to Gleevec, FDA-approved in 2001, launching the precision medicine era and an entirely new type of drug.
- Before Gleevec, most patients with chronic myeloid leukemia (CML) survived less than 5 years. Now, more than 90 percent survive many years and with good quality of life.



How LLS's Mission Pillars Work Together to Help Patients

- LLS is a champion for patients and their families.
- We fight for the best care by funding innovative research and advocating for policies, while also providing support and education.
- Our mission pillars work together to help patients access new treatment options, understand the complexities of treatments, navigate the healthcare landscape and meet the cost of care.
- Our work has helped millions impacted by cancer.
- While our investment in research will help us achieve an end to blood cancers, we must advocate for patients to access these treatments while providing education and support throughout their cancer experience.



How LLS Provides Financial Support to Patients

- Day in and day out, we hear from patients and their families about their struggles to access affordable, high-quality and coordinated care.
- In addition to our advocacy efforts to fight the rising cost of cancer care, we provide programs, resources and financial assistance to help patients in need with cancer-related expenses.
- Our *Co-pay Assistance Program* offers financial support toward the cost of insurance co-payments and/or insurance premium costs for prescription drugs.
- Our *Susan Lang Pay-It-Forward Patient Travel Assistance Program* provides blood cancer patients assistance for ground transportation, air travel and lodging related expenses.



How LLS Raises Funds to Support Our Mission

- Through our campaigns, participants help us support lifesaving research, patient support and education, and advocacy efforts that benefit blood cancer patients.
- LLS is at the forefront of the fight to cure cancer.
- With five signature fundraising campaigns, our volunteers can run, hike, walk, sail, build teams and gain lifelong learning skills while raising funds to drive forward our mission to end blood cancers.
- We are also grateful for the individuals, foundations and corporations that generously support our mission.



LLS's Advocacy Efforts to Lower the Cost of Cancer Care

- The cost of cancer care has been steadily rising and patients are bearing more of the financial burden, paying larger portions out of their own pockets for their care.
- In fact, the majority of calls to our Information Resource Center are related to financial hardship.
- At LLS, we believe that every player in the healthcare system needs to work toward putting patients first.
- We are advocating for policy recommendations and new reforms to lower overall costs and financial distress for cancer patients.



LLS's Advocacy Efforts to Ensure Patients Have Access to Care

- While innovations in cancer therapy hold remarkable potential for cures, accessing these drugs is increasingly difficult.
- Simply put, therapies can't help patients who can't get them.
- LLS is a voice for patients in federal and state legislatures, working with lawmakers on efforts across the country to ensure fair access to quality, affordable care.
- We fight for patient rights, working for policies that guarantee patients have access to safe, effective treatments without unreasonable costs, obstacles or delays.



How LLS Allocates Funds to Our Mission

- Through our campaigns, participants help us support lifesaving research, patient support and education, and advocacy efforts that benefit blood cancer patients.
- LLS is at the forefront of the fight to cure cancer.
- With five signature fundraising campaigns, our volunteers can run, hike, walk, sail, build teams and gain lifelong learning skills while raising funds to drive forward our mission to end blood cancers.
- We are also grateful for the individuals, foundations and corporations that generously support our mission.



LLS's New Brand Platform

- The Leukemia & Lymphoma Society is known and respected for our track record in finding cures for blood cancers and for helping patients with blood cancers and their families.
- Our tremendous success in accelerating new breakthrough treatments has led us to a pivotal moment in our history, and our impact on patients.
- The work that LLS is doing in the blood cancers not only is advancing lifesaving treatments and cures for the 1.3 million Americans with a blood cancer, but, importantly, it is helping patients with other cancers, including bone, prostate, brain, breast and ovarian cancers.
- That's why we're the only organization that can say beating cancer is in our blood. Not only is the blood the starting place to find cures for cancer, but it is in our DNA – it is what we do at LLS, the first and largest nonprofit health organization in the world dedicated to fighting blood cancers.



LLS's New Awareness Campaign

- LLS has made great progress for patients and, quite frankly, we're not getting the credit we deserve. Our awareness is very low compared to our competitors.
- But we can't wait any longer to claim our place in the cancer arena. Patients, researchers, healthcare providers and donors need to know about us.
- It has become clear to us that LLS resonates when we connect the dots to our impact, in the blood cancers and beyond.
- Thus, we have evolved Someday Is Today to a new brand platform— one that firmly establishes LLS's leadership in curing cancers.
- LLS's bold pronouncement – 'Beating Cancer Is in Our Blood' — puts LLS in its rightful position as a leader in advancing lifesaving therapies and patient support, and drives home the role of blood cancer research in curing cancers.

Our Mission Pillars

LLS is the largest nonprofit dedicated to fighting blood cancers. We focus on three key areas:

- **Research.** We are the largest nonprofit funder of blood cancer research; we've invested more than \$1.2 billion in breakthrough research since 1949.
- **Advocacy.** We advocate at the state and federal level for policies to protect blood cancer patients' access to affordable care and the most appropriate treatment.
- **Education & Support.** We are the leading source of free information and support for blood cancer patients, caregivers and healthcare professionals.

Research

Compared to any other blood cancer nonprofit, LLS is the largest funder of research and currently supports more than 250 research grants, a more than \$200 million annual commitment.

- We've invested more than \$1.2 billion in research since we started in 1949.
- We've helped advance nearly every therapy used to treat blood cancer patients today.
- We have funded many of today's most promising advances, including targeted therapies and immunotherapies.
- There is no way to prevent or screen for most blood cancers, so we focus on finding cures.
- We prioritize research based on unmet medical needs, and support it at every stage – from bench to bedside.

Education & Support

LLS is the leading source of free blood cancer education and support for patients, survivors, caregivers, families and healthcare professionals. LLS helps patients navigate their cancer treatments and access quality and coordinated care.

- Our Information Specialists work one-on-one with patients and caregivers to provide free personalized information and support tailored to their specific diagnosis and needs.
- The nurses in our Clinical Trial Support Center help caregivers and patients find and enroll in appropriate clinical trials.
- We provide free educational resources and programs, including disease booklets, educational workshops, webcasts, podcasts, teleconferences and more.
- We offer free support services, including local support groups, a peer-to-peer program, facilitated online chats, personalized nutrition consults and an online social network called LLS Community.
- We provide need-based financial assistance to defray some of the costs of insurance, prescription drugs and required travel for those in treatment.

Advocacy & Policy

LLS advocates at the state and federal level for policies to ensure patients have access to affordable care and the most appropriate treatment:

- We mobilize our network of more than 100,000 volunteer advocates who are a powerful voice for cancer patients and survivors, many of whom share their personal stories with their policymakers.
- We drive policies that accelerate new treatments to patients and ensure they have access to quality, affordable care so that they can live longer, healthier lives.
- We've advanced laws in 43 states to ensure patients taking oral medications at home do not face higher out-of-pocket costs than patients treated in a clinic. We're pushing to secure similar laws in more states and at the federal level.

Beat AML

- LLS is taking on one of the most daunting challenges in blood cancer: acute myeloid leukemia (AML), which claims the lives of more than 10,000 patients each year.
- More than one quarter of our research budget is invested in AML, and it is paying off. In 2017 alone, four new AML treatments were approved.
- In 2016, LLS launched its groundbreaking collaborative clinical trial called the Beat AML® Master Clinical Trial.
- LLS convened leading researchers, cancer centers, pharmaceutical companies and the FDA to simultaneously test several new therapies for AML patients.
- This is a precision medicine approach to treatment – patients are assigned to a targeted therapy based on their genetic profile.
- The trial enrolls newly diagnosed patients who are 60 years of age or older because these patients are unable to tolerate standard chemotherapy.
- As a patients-first organization, LLS is uniquely positioned to bring together all of the players in the healthcare ecosystem to make this collaboration happen.
- We are the trusted convener, bringing together a diverse collaboration between stakeholders with a common goal of improving outcomes for patients and changing the treatment paradigm.
- We are also a leader in AML research – we've invested in this disease from the beginning, and a quarter of our research budget is dedicated to taking on AML.

Genomics/Precision Medicine

- LLS has funded research driving forward innovations in genomics and precision medicine. Today, genomics and our rapidly growing understanding of the biology of cancer are creating profound opportunities for new cures for blood cancer.
- Almost every week, scientists identify new molecular pathways, as well as genetic mutations, cellular inhibitors, and stimulants that play important roles in cancer.
- These discoveries give researchers a vast range of novel ways to precisely find and attack cancer while reducing toxicity and damaging side effects. Most importantly, they give patients new hope for cures.

Immunotherapy

- LLS has championed the field of immunotherapy, which uses the body's own immune system to kill the cancer, offering the potential of gentler, more lasting treatments and cures.
- One approach, chimeric antigen receptor (CAR-T) T-cell immunotherapy, is very promising, and two LLS-funded immunotherapies for blood cancer were recently approved by the U.S. Food & Drug Administration (FDA).
- Recognizing the tremendous potential of immunotherapy, LLS was an early supporter of research in the field and has played a pivotal role in driving its development.
- LLS has also paved the way for the development of monoclonal antibodies, and is providing significant funding for cancer vaccines to treat or prevent cancer.

CAR T-Cell Immunotherapy

- In 2017, we witnessed a historic victory for patients when two revolutionary therapies were approved by the U.S. Food and Drug Administration (FDA), ushering in a new era in the treatment of cancer.
 - CAR (chimeric antigen receptor) T-cell immunotherapy is a treatment in which a patient's T-cells, the soldiers of the immune system, are genetically reprogrammed to find and kill cancer cells.
- LLS recognized the early promise of this new approach, providing \$40 million in funding for more than 15 researchers and companies around the world.
 - Over two decades, LLS invested \$21 million in the work of Carl June, M.D., of the University of Pennsylvania, and his team, who are credited with pioneering this therapy.
 - This resulted in the 2017 approval of tisagenlecleucel (Kymriah™) for children and young adults up to 25 years of age who relapsed or did not respond to therapy for acute lymphoblastic leukemia (ALL).
 - Exciting progress was made in 2018 when tisagenlecleucel (Kymriah®) received its second approval to treat certain patients with diffuse large B-cell lymphoma (DLBCL) whose cancer had worsened or returned despite two or more earlier treatments.
- LLS also invested \$2.5 million in a clinical trial by Kite, a Gilead Company, for CAR T-cell immunotherapy.
 - This resulted in the approval of axicabtagene ciloleucel (Yescarta®) for adult patients with certain types of large B-cell lymphoma who have not responded to or who have relapsed after at least two other kinds of treatment.
- LLS funds multiple research grants at other institutions to drive this therapy forward.
- Our investment is helping to advance the next phase of CAR-T – understanding why some patients respond and others don't, making the therapy safer and more effective, and eventually making it available to more patients with other types of blood cancers, such as myeloma and acute myeloid leukemia.

Therapy Acceleration Program

- Our Therapy Acceleration Program® (TAP) is a strategic initiative through which LLS partners directly with biotechnology companies and medical institutions to help accelerate the development of promising therapies.
- In its tenth year, we are currently supporting approximately 20 projects.
- Two therapies supported through TAP were approved by the FDA in 2017:

- For high-risk acute myeloid leukemia patients: Jazz Pharmaceuticals' combination therapy CPX-351 (Vyxeos™).
- For non-Hodgkin lymphoma adults who aren't responding to other treatment: axicabtagene ciloleucel (Yescarta®), a CAR (chimeric antigen receptor) T-cell immunotherapy.

How We Support Patients

- As the leading source of free blood cancer education and support for patients, survivors and caregivers, LLS helps patients navigate their cancer treatments and access quality, affordable, coordinated care.
- With robust patient-focused services and programs, we support patients and their families throughout their cancer journey to help them get the care they need.
- LLS offers patients a vast range of materials and assistance, including support groups, podcasts, peer-to-peer connections, online chats, personalized nutrition consults and booklets on blood cancers.
- Through conferences, seminars, webcasts and more, we help patients and healthcare professionals stay abreast of the latest in blood cancer research and care.

Information Specialists

- LLS Information Specialists are master's level oncology social workers, nurses and health educators who work with compassion to provide blood cancer patients and caregivers free personalized information and support tailored to their specific diagnosis and needs.
- They speak in-depth with caregivers and patients – many of them newly diagnosed – about their disease, clinical trials, how to talk to their physician and so much more.
- Information Specialists refer patients to the Clinical Trial Support Center as appropriate, which helps patients find and enroll in clinical trials.
- Information Specialists are available by phone at (800) 955-4572, and live chat or email via LLS.org – 9 a.m. to 9 p.m. ET, Monday to Friday.

Clinical Trial Support Center

- Enrolling in a clinical trial may be the best treatment option for certain patients; trials are available at every stage of treatment.
- A cancer clinical trial is a carefully controlled research study conducted by doctors to improve the care and treatment of people who have cancer.
- In our Clinical Trial Support Center (CTSC), specially trained nurses help patients find and enroll in clinical trials based on highly detailed, individualized assessments.
- Working closely with our CTSC nurses and Information Specialists, patients are provided with the information and support they need to overcome barriers to enrolling in a trial, including help with finances and lodging.
- For more information or to be connected to a nurse in the Clinical Trial Support Center, contact an Information Specialists at (800) 955-4572.

Myeloma Link

- African Americans have twice the incidence of myeloma as white Americans. LLS is dedicated to improving access to the best therapies and quality of life among African Americans with myeloma.
- Our Myeloma Link program provides critical resources and education to help African American patients navigate the treatment landscape and more effectively cope with the disease.
- In collaboration with black churches, LLS is working to raise awareness about myeloma among African Americans. The Myeloma Link program, launched in Washington, DC and Atlanta, GA, will be rolled out over time in other areas across the country.

Co-Pay Assistance

- Our *Co-pay Assistance Program* offers need-based financial support toward the cost of insurance co-payments and/or insurance premium costs for prescription drugs.
- Since we opened our co-pay financial assistance program, we've provided \$362 million to patients in financial need.

How we Raise Funds to Support our Mission...

Overarching mission message...

- Your participation in [Campaign] helps fund groundbreaking research to find cures, patient support and education, and advocacy efforts to benefit patients.
- The funds raised through [Campaign] are used by LLS for:
 - New research approaches, including precision medicine and immunotherapies that are saving lives.
 - Timely information and support for newly diagnosed blood cancer patients and families.
 - Advocacy efforts for federal and state laws and policies to enable patients to access lifesaving treatments and cures.

Team In Training

- Team In Training is the largest charity endurance training program in the world – powered by 650,000 athletes committed to creating a future without cancer.
- From sellout marathons and epic hikes to challenging triathlons and spectacular bike rides, Team In Training takes teams on a journey that expands beyond crossing the finish line – creating lifelong memories with the goal of raising funds to cure cancer.
- Team In Training has raised more than \$1.5 billion over the past 29 years, training more than 650,000 teammates.
- Now in its 30th year, Team In Training and LLS continue to innovate a platform for fundraisers to change lives, both theirs and those impacted by blood cancers.
- Recently we have expanded into cycling and climbing experiences with numerous fundraisers summiting Mount Kilimanjaro, journeying to Everest Basecamp and cycling over some of Europe's historic mountains, all while carrying on the TNT tradition of raising money and awareness for LLS.

Light The Night

- Light The Night is a powerful campaign bringing light to the darkness of cancer.
- One million friends, families and coworkers gather together, carrying illuminated lanterns in 150 inspirational evening walks across the country, to celebrate, honor or remember those touched by cancer.
- In 2016, Light The Night introduced Random Acts of Light, engaging celebrities and local heroes to surprise people touched by blood cancers with special meetings to help brighten their lives during a dark time.
- The campaign has raised more than \$700 million since 1999.

Student Series

- Student Series is a set of science-based philanthropy programs for students from kindergarten to high school.
- Our programs connect schools with local blood cancer patients, provide tangible life skills to participants and allow students to see the impact they're making in the lives of others.
- More than 13 million students and 850,000 educators in 27,000 schools across the U.S. participate annually.
- Since it began, students have raised more than \$315 million for LLS.

Man & Woman of the Year

- Man & Woman of the Year is a philanthropic competition among a group of motivated individuals in communities across the United States who fundraise to drive forward LLS's mission of ending blood cancers.
- Candidates form powerful fundraising teams and compete in honor of children who are local blood cancer survivors, the Boy & Girl of the Year, by raising funds for LLS.
- The man and woman who have raised the most funds during the ten-week campaign are awarded the prestigious title of Man or Woman of the Year in their community.
- The local winners who raise the most across the country are awarded the titles of National Man and Woman of the Year.

Students of the Year

- One of the premier fundraising programs within the Student Series is the Students of the Year campaign — a campaign that mobilized more than 400 motivated high school students across the country to raise an astounding \$6 million in its inaugural year.
- Students of the Year is a six- to eight-week initiative engaging students who are enthusiastic about volunteerism, philanthropy, community outreach and leadership.
- The candidates or teams of two to three students who raise the most for LLS at the end of the competition earn the title Students of the Year.
- The students raise funds in honor of children who are local blood cancer survivors, the Boy & Girl of the Year.

Leukemia Cup Regatta

- Leukemia Cup Regatta is a thrilling series of sailing events that combines the joy of boating with the important task of raising money to cure cancer.
- At events held at yacht clubs across North America, skippers register their boats and recruit friends and colleagues to help crew and to raise funds.
- Crew members seek donations from friends, family, coworkers and employers to sponsor their boat.
- Leukemia Cup Regatta events take place throughout the year, culminating in the Celebration Sail for participants who raise \$15,000 or more in donations to LLS.
- More than \$62 million has been raised through the Leukemia Cup Regatta series since its start 30 years ago.

LLS Masterbrand Campaign Statements

The work that LLS is doing in the blood cancers not only is advancing lifesaving treatments and cures for the 1.3 million Americans with a blood cancer, but, importantly, it is helping patients with other cancers, including bone, prostate, brain, breast and ovarian cancers. That's why we're the only organization that can say beating cancer is in our blood. Not only is the blood the starting place to find cures for cancer, but it is in our DNA – it is what we do at LLS, the first and largest nonprofit health organization in the world dedicated to fighting blood cancers.

The following are approved statements aligned with the Masterbrand “Beating Cancer is in our Blood.” This messaging can be used for email, chapter websites, ads, newsletters, signage, banners, social media and out-of-home ads.

Statements for email, chapter website, ads, newsletters

- Our work has helped millions impacted by cancer.
- The Leukemia & Lymphoma Society is at the forefront of the fight to cure cancer.
- We are leaders in advancing breakthroughs in immunotherapy, genomics and personalized medicine. This research saves lives.
- More than 65 years of fighting blood cancers has led us to a game changing belief. The cures for cancer are in our blood.
- The drugs and treatments we developed for blood cancers have helped people affected by many different types of cancer.
- Supporting LLS will not only help find the cure for blood cancer, but also enables pioneering new treatments for other cancers.
- Beating Cancer is in our Blood
- We are leading the way in immunotherapy, genomics and personalized medicine.
- These revolutionary new treatments, originally discovered through blood cancer research, are now being tested in clinical trials for other cancers.

Statements for signage, banners, social, out-of-home

- Beating Cancer is in our Blood
- The cures for cancer are in our blood
- Our work has helped millions impacted by cancer
- LLS-funded research helps save lives
- We are leading the way to cancer cures
- LLS-funded research helps find cures for cancers
- We are a leader in the fight to cure cancers