

**LEUKEMIA CAUSES
MORE DEATHS THAN
ANY OTHER CANCER**
among children, adolescents and
young adults under the age of 20.

There could be a child in your community right now who needs our help.

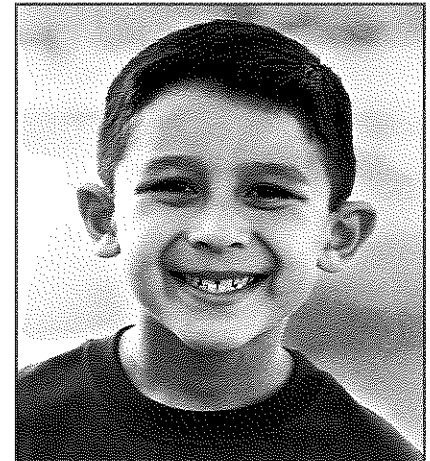
Your child and their school have signed on to raise funds in the fight against blood cancer with The Leukemia & Lymphoma Society's (LLS) Student Series. Thank you in advance for helping your child understand how they are saving lives just by turning in a few dollars.

FUNDRAISING IS EASY IF YOU FOLLOW THESE STEPS.

ONLINE: Visit www.studentseries.org and create your child's page.



1. Click on "Donate to or Find a Participating School."
2. Enter your child's school name.
3. Create your child's online page by clicking on "Join Your School Team" or "Join Your Classroom Team."
4. **Start Raising Money!** Share your child's personal online fundraising link through email and social media! Students who raise over \$100 online will receive a commemorative t-shirt.



Meet Roel
leukemia survivor

In March 2011, just before his 2nd birthday, Roel was diagnosed with acute lymphoblastic leukemia. After more than 3 years of chemotherapy, Roel remains in remission. That's a great thing, because his busy schedule of bike riding and spending time with his family at the beach does not allow any more time for cancer.

COLLECT:

Overturn every pillow and couch cushion to help your child find loose change. **Remember they can collect dollars, checks and change**, so encourage them to bring their collection box or envelope everywhere they go!

Make sure they bring in their collection box or envelope many times so they can help fill up their classroom boxes.

By collecting donations, LLS is able to fund more effective therapies. **In the 1960's the survival rate for the most common form of childhood leukemia was 3%. Today it's approximately 90% thanks to many research advances funded by programs like Student Series.**

CELEBRATE:

Help your child celebrate being AMAZING. LLS has invested more than \$1 billion in research to advance therapies that save lives. That includes more than \$397,613 from Kentucky & Southern Indiana. That is A LOT of Pennies!!

Thank you, and thanks to your child, for helping LLS create a world without blood cancers.

Sincerely,

Shelia Gustafson
Kentucky & Southern Indiana Chapter
502.719.0555
shelia.gustafson@lls.org

Thank you to our local sponsors



UKHealthCare
Markey Cancer Center

Kentucky's Only NCI-Designated Center

BE AMAZING. Raise money, earn great prizes and help save lives.

DONATE ONLINE: STUDENTSERIES.ORG/KY