

WHAT:

The Leukemia & Lymphoma Society's (LLS) Man & Woman of the Year is a philanthropic competition among a group of motivated and dedicated individuals in communities across the United States who fundraise to drive forward LLS's mission to end blood cancers. Candidates form powerful fundraising teams and compete in honor of local children with blood cancer. The man and woman who have raised the most funds during the 10-week campaign are awarded the prestigious title of Man or Woman of the Year in their community. The man and woman who have raised the most across the entire U.S. are recognized as the national Man and Woman of the Year.

WHY:

LLS was founded 70 years ago by a family for families, at a time when a diagnosis of leukemia was a death sentence. While survival rates have increased, new and better treatments for childhood leukemia are needed desperately so that children don't have to suffer the devastating side effects of standard treatments like chemotherapy. LLS is leading the charge for children with cancer and our work to advance cutting edge treatments such as immunotherapy and precision medicine will ensure that future generations have better treatment options and quality of life.

HOW:

By engaging influential community leaders, Man & Woman of the Year taps into the spirit of innovation and entrepreneurship that has allowed LLS to achieve great success in funding groundbreaking research to advance cancer cures. Candidates come up with creative and clever ways to raise funds, host events, and secure sponsorships throughout the campaign.

WHO:

People who are passionate about finding cures for cancer. From corporate presidents to stay-at-home parents, the diverse candidates and nominees always have two qualities in common: humanity and zeal.

WHEN AND WHERE:

In the Denver Metro area from March 4th through May 15th, 2021. For more information about dates, locations and times, visit www.mwoy.org/denver and contact your local LLS chapter staff.

For additional information:

Campaign Development Manager
Farrah Salisbury, farrah.salisbury@lls.org