

Media Release

FOR IMMEDIATE RELEASE



Shine a light on blood cancer this Spring

More than 35,000 Australians will unite to walk together and to shine a light on blood cancer at the annual Light the Night event across the country this October.

The Leukaemia Foundation's beautiful lantern walk is the only event in Australia that truly brings the country's blood cancer community together at local events, with crowds creating a sea of glowing support for Australians affected by blood cancer.

Participants carry lanterns in symbolic colours of blue, white and gold on a beautiful, reflective walk.

Gold ... to remember loved ones lost

White ... to honour those battling the disease, and those who have won the fight

Blue ... to show support and hope for a cure for the future

Leukaemia Foundation CEO Bill Petch urged Australians to come together for an unforgettable experience in support of the blood cancer community to help work towards a future free from the disease.

"This is an opportunity for the community to band together and transform the darkness into an ocean of support to give hope to all those Australians impacted by blood cancer," he said.

"Light the Night is a time for Australians to walk beside friends and family in support, to reflect on your own blood cancer journey, or to remember loved ones lost."

Every day another 35 Australians are diagnosed with a blood cancer – the equivalent to one Aussie every 41 minutes.

Blood cancer still claims more lives than breast cancer and melanoma and sadly an Australian loses their life to blood cancer every two hours.

Mr Petch said research is improving survival – but there's still a long way to go.

"The Leukaemia Foundation's commitment to advancing blood cancer research is as strong as ever," he said.

"Since 2002, the Leukaemia Foundation has invested more than \$47 million into research, producing ground-breaking results and supporting the academic and research career of almost every senior haematologist in Australia.

"But with 100,000 Australians living with blood cancer or related disorders and diagnosis rates on the rise, more research into understanding the causes, better treatments and cure for blood cancer is urgently needed.

My Petch said funds raised by Light the Night would be directed into the Leukaemia Foundation's National Research Program to continue the fight for a cure.

For all media enquiries, please email media@leukaemia.org.au or contact Gail Heritage on 0410 755 514.

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"Light the Night lantern holders can become part of the solution, helping to support research to help more Aussies survive blood cancer and live a better quality of life."

Australians are invited to find out more about their local event details and locations and to become a part of Light the Night today by signing up now at www.lightthenight.org.au Australians can also reserve lanterns to pick up on the night, or lanterns can be purchased at the event.

ENDS

About The Leukaemia Foundation

The Leukaemia Foundation is the only national charity dedicated to helping more Australians survive blood cancer and live a better quality of life. Leukaemia, lymphoma, myeloma and related blood disorders are all types of blood cancer, which can develop in anyone, of any age, at any time.

More than 100,000 Australians are living with blood cancer or related disorders, and the equivalent of one person every 41 minutes is diagnosed. Although research is improving survival, sadly an Australian loses their life to blood cancer every two hours, claiming more lives than breast cancer and melanoma. For more information please visit www.leukaemia.org.au

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