

Media Release

FOR IMMEDIATE RELEASE

Like never before, Australians stand together to support people affected by blood cancer

This year, Australians will come together to Light the Night in a new and special way as the Leukaemia Foundation's 13th annual lantern lighting ceremony is thoughtfully reimagined following the new world of COVID-19 restrictions.

Australians affected by blood cancer in communities all over the country are invited to host their own Light the Night gatherings at home or at their preferred location with friends and family on Saturday, October 10. Those participating will join thousands of other private events across the country to take part in a new virtual lantern lighting ceremony – brought to life via video stream.

Usually involving large crowds and an evening lantern walk, Light the Night will now light the night skies in loungerooms, backyards, in hospitals and at local parks across the nation, with participants encouraged to follow all government restrictions and advice relating to COVID-19.

Australians are invited to light the three coloured lanterns that symbolise the different ways blood cancer has touched their life:

- **White** ... in honor of your own blood cancer journey.
- **Gold** ... in memory of a loved one lost to blood cancer.
- **Blue** ... to show your support for someone facing blood cancer.

Leukaemia Foundation Acting General Manager – Supporters Rachael Lance said the Leukaemia Foundation is inviting Australians touched by blood cancer to register now and fundraise to receive an official lantern ahead of the night.

“How families choose to Light the Night is limited only by their imaginations. A family dinner party, a sunset barbeque with close friends, a twilight picnic in the backyard or bedside in hospital with a loved one... it's up to you!” Ms Lance said.

“We invite all Australians touched by blood cancer to join us for this very special event that gives us all a chance to reflect, remember and share hope for a future free of blood cancer. Since Light the Night started in Australia, over 380,000 lanterns have been lit by people impacted by blood cancer – a figure that demonstrates just how important this night is to the blood cancer community.”

PRINCIPAL PARTNER



MAJOR PARTNER



LOGISTICS PARTNER



DIGITAL PARTNER



KEY PARTNER



Ms Lance said the Leukaemia Foundation anticipates that the reinvention of Light the Night due to the COVID-19 environment will inspire even more Australians to take part in the event.

“In previous years, holding a Light the Night event at a specific location, time and day has prevented some people from attending – especially those who are immunocompromised during treatment. Now that we can all Light the Night – *at home*... more people will be able to participate from the comfort of their chosen location – be it at their own home, a local community space or their own hospital bed,” she said.

“It will be one national moment for the blood cancer community to come together – regardless of where you live, or your stage of treatment. Everyone will be able to join in and be part of this shared moment of hope and unity.”

Those hosting the night for their loved ones will need to register their personal event and invite their friends and family to join them by signing up. They can then share their blood cancer stories via their personal fundraising page and fundraise \$100 each to receive an official lantern to light on the night.

On Saturday, October 10 at 8pm local time, registered participants will be able to stream the official ceremony from lightthenight.org.au or via YouTube as well as explore a glowing map of Australia that will feature thousands of Instagram posts from across the country through the hashtag #LightTheNightAU. Everyone is encouraged to tag #LightTheNightAU and their city or suburb (eg: #Sydney) to appear on the map.

The map is already live at the website lightthenight.org.au.

Currently, there are more than 110,000 Australians diagnosed with blood cancer and the Leukaemia Foundation’s latest *Blood Cancer in Australia* report confirms that in just 15 years, by 2035, this number will more than double to 275,000 people.¹

Light the Night is both an opportunity for Australia’s blood cancer community to unite and our platform to raise the funds to help the Leukaemia Foundation to cure and conquer blood cancer.

“Funds raised through this special event helps to provide families facing blood cancer with the care they need to make it through every scary, uncertain moment that follows a diagnosis,” Ms Lance said.

“Donations also help to transform these fears into hope in life-changing ways by furthering the work of brilliant research scientists. This research is already saving lives right now as it continues to discover faster diagnostics and even better treatments for people with blood cancer.

¹ <https://www.leukaemia.org.au/how-we-can-help/advocacy-and-policy/state-of-the-nation-my-life-counts/state-of-the-nation-download/>

PRINCIPAL PARTNER



MAJOR PARTNER



LOGISTICS PARTNER



DIGITAL PARTNER



KEY PARTNER



Leukaemia
Foundation®

Light
the
Night

“The lighting of lanterns symbolises the hope we share for a future free of blood cancer and the support of a community that understands the darkness a blood cancer brings to the lives of everyone impacted.”

“We Light the Night to give hope to everyone touched by blood cancer now, and to cure and conquer blood cancer into the future.”

This year shine a light on blood cancer in your own special way. Visit lightthenight.org.au or phone 1800 500 088.

About the Leukaemia Foundation:

The Leukaemia Foundation stands with Australia to help cure and conquer blood cancer – with care. Together we are attacking every blood cancer, from every direction, in every way we can.

We stand beside every Australian to be their voice and their someone-to-turn-to, fighting to get them access to the best care. We also accelerate research that's delivering rapid advancements in blood cancer diagnosis and treatments.

Plus, we provide services and support that empower people living with any blood cancer to live well after diagnosis. You can learn more about the Leukaemia Foundation and blood cancer at leukaemia.org.au

PRINCIPAL PARTNER



MAJOR PARTNER



LOGISTICS PARTNER

SIMON
National Carriers

DIGITAL PARTNER

KOJO

KEY PARTNER



Light the Night



Blood cancer facts and stats

Blood cancer is one of the **most commonly** diagnosed cancers in Australia.

More than 110,000 people are living with blood cancer or a related blood disorder in Australia today.

Every year, **more than 15,000** Australians will be newly diagnosed with blood cancer such as leukaemia, lymphoma and myeloma.

This is equivalent to **41 people** every day or one person every 36 minutes.

Blood cancer **does not discriminate**. It can develop in anyone, can occur at any age and at any stage of life.

Blood cancer is the **most commonly** diagnosed childhood cancer.

Blood cancer is on the rise. Over the past 10 years, incidence of blood cancer has increased by **approximately 30%**.



More support for Australians living with blood cancer is urgently needed, as we brace for the numbers to soar to 275,000 by 2035.

More research is needed to understand the causes of blood cancer and to find better treatments and ultimately, a cure.

People living with blood cancer have the best chance to survive and to live well when they are diagnosed quickly and treated with the best therapies for their specific type of cancer.

How to be part of Light the Night

1

Sign up and register your event at lightthenight.org.au.

2

Share your event page and invite your closest friends and family to join you for a special gathering on Saturday, 10 October 2020.

3

Fundraise to receive an official lantern to light on the night.

4

Gather with your loved ones and be part of the virtual lantern ceremony at nightfall.

5

Share your experience and connection to blood cancer by tagging #LightTheNightAU and your hometown (eg: #Sydney)

PRINCIPAL PARTNER



MAJOR PARTNER



LOGISTICS PARTNER



DIGITAL PARTNER



KEY PARTNER

