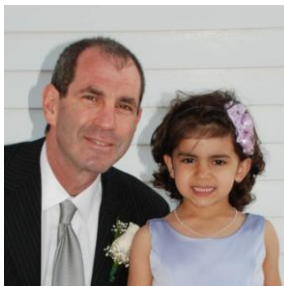




2011 Candidates and Committee Members at the Man & Woman of the Year Kickoff



2011 Man of the Year Bob Coven with Jenna, 2011 Girl of the Year Honoree at the Grand Finale



2011 Candidates and Committee Members with Girl of the Year Jenna at the Man & Woman of the Year Grand Finale

What: **Man & Woman of the Year** - statewide (and national) LLS fundraising campaign. More than 85 Connecticut Candidates have raised over \$1.3 million to date to help find cures for blood cancers.

When/Where: **Kick-off Reception, Tuesday, February 28, 2012 6:30pm-8:30pm** Join Honorary Chair CT State Treasurer Denise Nappier, your fellow candidates and our Boy and Girl of the Year as we kick-off this year's ten week campaign at the New Haven Lawn Club.

Grand Finale, Saturday, May 5, 2012 7pm-11pm Gala Reception and Dinner at Grassy Hill Country Club in Orange, CT, to celebrate the fundraising efforts of all the Candidates. Evening includes an LLS presentation, silent and live auctions and the announcement of the 2012 Man & Woman of the Year top Fundraisers.

Why: To support the Leukemia & Lymphoma Society's (LLS) mission - *to cure leukemia, lymphoma, Hodgkin's disease and myeloma and improve the quality of life of patients and their families*. Our 2012 goal is to **raise over \$340,000**. Candidates raise funds in honor of the Boy & Girl of the Year – Connecticut leukemia survivors.

Competition:

- Candidate registration deadline: **February 27, 2012**
- Judged solely on a philanthropic basis – each dollar counts as a “vote”
- Ten weeks to raise funds and be named Man or Woman of the Year
- Fundraising minimum - \$5,000 per candidate (most candidates raise \$15,000+)
- Fundraising totals are **TOP SECRET** and are not disclosed until the winners are announced at the Grand Finale.

Highlights:

- **Denise Nappier, Treasurer, State of Connecticut**, Honorary Chair
- Top Man & Woman of the Year photos in a Connecticut Magazine advertisement
- All National Top Men & Women / companies **featured in USA Today**
- All candidates featured in CT media releases during and following the campaign

Audience: People who are passionate about finding cures for leukemia, lymphoma and myeloma. From corporate presidents to marathoners, our diverse candidates have two qualities in common: humanity and zeal.

Accept the challenge: Nominate your Candidate, or become one yourself - today!

The Leukemia & Lymphoma Society - Priscilla Clark, Campaign Director
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