

news release

For Immediate Release

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**Record-Breaking Year for The Leukemia & Lymphoma Society's
Man & Woman of the Year Campaign Garners \$11.5 Million to Support Mission**

Ohio Man and California Woman Win National Titles

White Plains, NY (July 12, 2010) - A record-breaking number of candidates from across the country enabled The Leukemia & Lymphoma Society's (LLS) 2010 Man & Woman of the Year campaign to raise more money for blood cancer research and patient services than ever in the history of the program. More than 640 candidates raised over \$11.5 million to support the LLS mission.

Out of those candidates, one man, Bob Mills of Beavercreek, OH, and one woman, Janice Bender of Manhattan Beach, CA, emerged as the highest fundraisers in the country, earning them the title of national Man of the Year and Woman of the Year.

In fact, Mills broke the record for the highest fundraiser in the history of the program, which had its start in 1990. His team, Ally's Army Battles Cancer raised \$430,507, thanks to the generosity of more than 500 donors and sponsors. In March 2009, Mills lost his wife, Marcy, to metastatic bladder cancer, after 40 years of marriage. Shortly thereafter, his oldest grandchild, Ally, was diagnosed with acute lymphocytic leukemia (ALL), at age 7. Bob assembled his team in her honor. The effort included a major letter writing campaign and online donation campaign, solicitation of sponsors and several fundraisers as well.

"I know times are tough but I never cease to be amazed at the many ways I have been blessed in my life and I am anguished by the pain and suffering of my beautiful granddaughter and all the other granddaughters and grandsons so courageously battling these devastating cancers," said Mills, chairman of Synergy and the Mills Development Companies.

Bender credits the dedication of her entire team of more than 20 "Women Across America," and in particular her three co-chairpersons, Jeanne Gardner, Laura Hirschmann, and Lisa Weber, with surpassing their goal of raising \$100,000. In fact, they raised \$133,000 through a variety of innovative fundraisers, including a flip-cup tournament, a Philly-inspired beef 'n' beer event and a live auction.

Bender, who is the twin sister of Gail Sperling, the community outreach manager for the Orange County Inland Empire Chapter of LLS, is passionate about finding cures for blood cancers, and got involved with LLS to honor their mother, who died from a blood cancer seven years ago. “I wish she were alive to see what we are doing – she would be so proud,” Bender said.

The Man & Woman of the Year campaign is a 10-week fundraising program in which participants compete to raise the most money to support the LLS mission of finding cures for leukemia, lymphoma and myeloma and providing education and support to patients and their families. Every dollar counts as a vote toward the title.

About The Leukemia & Lymphoma Society

The Leukemia & Lymphoma Society[®] (LLS) is the world’s largest voluntary health agency dedicated to blood cancer. The LLS mission: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. LLS funds lifesaving blood cancer research around the world and provides free information and support services.

Founded in 1949 and headquartered in White Plains, NY, LLS has chapters throughout the United States and Canada. To learn more, visit www.LLS.org or contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 6 p.m. ET. www.lls.org.