

# NEWS RELEASE

For Immediate Release

**Contact:**  
Rachel Newcomer  
Rachel.Newcomer@lls.org  
(404)720-7804

## **Students Join the Fight Against Blood Cancer**

### *Local Schools are signing up for The Leukemia & Lymphoma Society's Student Series, a Life-Saving Fundraising Program*

**Atlanta, Georgia (July 31, 2019)** – Leukemia affects more children than any other cancer, so The Leukemia & Lymphoma Society's (LLS) Student Series program provides a meaningful way for kids to help kids. These programs engage millions of students from thousands of schools across the U.S., from elementary through high school, to teach them how to set and reach goals and the value of community involvement with programs they design to raise funds to support the LLS mission: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.

Student Series is a series of service learning, character education and philanthropy programs where students gain the unique experience of helping thousands of people in their fight against blood cancers. Programs are tailored to each school level so students can grow with the Student Series and have an even greater impact on the lives of patients:

- **Collect For Cures®** is a program for public and private high school students to demonstrate leadership, creativity and teamwork to make an impact and raise money for blood cancer research. Through the Collect For Cures program high school students can earn service hours and/or a unique experience to utilize on a job/college applications. The program has been successfully run in more than 400+ high schools across Georgia through a sports team or a student club/organization.

To provide inspiration and motivation during their campaign, students raise funds in honor of children who are local blood cancer survivors, also known as the "Honored Heroes".

They are local student survivors of leukemia, lymphoma or myeloma. Posters of Honored Heroes are included in the materials as a way to help students connect to the mission of LLS and students are encouraged to write letters to their Honored Hero.



Testimonial from Veterans High School in Kathleen, GA: This amazing high school has participated in Collect For Cures for 8 years and raised over \$10,000 during the 2018-2019 school year. Dr. Bowers stated, "First off, we are proud to be a PUBLIC school with students of diverse cultural and economic backgrounds. This is not to diminish the generosity of students and parents of means but it is a consideration. Our students GIVE. Here at VHS, we value the underdog and champion the cause of Right. My personal favorite part is watching them get excited about making a difference for someone they have never met nor will ever meet. The give because they can, they give because they care. We are raising the next generation of adults and civic leaders. If we are going to build a better world, it is going to take efforts by individuals and charities to make it so. It allows our students the chance to be involved with helping their state and community. These are not trite considerations but rather some of the more meaningful actions they can take during the school year."

Since it began in 1993, Student Series has helped LLS invest almost \$1.2 billion in research to advance breakthrough cancer treatments that are saving lives today, and improving the quality of life for patients and their families.

Registering for LLS's Student Series Programs is fast and easy at <https://www.studentseries.org/school-registration> Teachers, parents and school administrators may also call their local LLS chapter for more information. Contact your local chapter contact, Rachel Newcomer, at (404)720-7804.

### **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, provides free information and support services, and is the voice for all blood cancer patients seeking access to quality, affordable, coordinated care.

Founded in 1949 and headquartered in Rye Brook, NY, LLS has chapters throughout the United States and Canada. To learn more, visit [www.LLS.org](http://www.LLS.org). Patients should contact the Information Resource Center at (800) 955-4572, Monday through Friday, 9 a.m. to 9 p.m. ET.

For additional information visit [lls.org/lls-newsnetwork](https://lls.org/lls-newsnetwork). Follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

**BEATING  
CANCER  
IS IN  
OUR BLOOD.**

---