



MOMS IN TRAINING

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SPONSORSHIP OPPORTUNITIES

2014

The Leukemia & Lymphoma Society
Western Pennsylvania/ West Virginia Chapter
333 East Carson Street
Suite 441
Pittsburgh, PA 15219
Jordan Corcoran- 412-395-2886

Moms In Training (MNT) At A Glance:

Moms in Training started in the Leukemia and Lymphoma Society's New York City chapter in 2012. This team formed with a goal to bring NYC moms together, get in shape, and most importantly, raise funds in the fight against cancer. Within its first year, MNT raised over \$70,000!

We are launching this program here at our Western Pennsylvania & West Virginia chapter this fall! Our chapter goal is to recruit 40 moms for our program.

How can YOU help with this program?

Join as a Corporate Sponsor of the Pittsburgh's MNT!

- You can support Moms In Training through promotion in a dedicated email, Facebook post, and Twitter messages.
- Distribution of collateral/flyers to customers (sample attached)
- Make an in-kind donation for our upcoming Moms In Training online auction
- Offer a discount for moms shopping your website purchasing your products

Benefits to our Sponsors and Partners include:

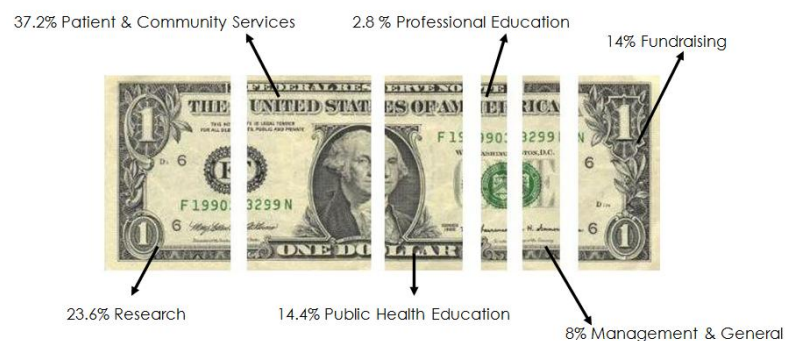
- Inclusion of your logo on LLS's Moms In Training Facebook & Twitter pages
- Featured in weekly email to all Moms In Training participants
- Opportunity for a representative to attend a Moms In Training events to speak about your products (Mission Mover and Go Team Sponsors only)
- Opportunity to give out cards, coupons, etc. to moms on the Moms In Training TEAM
- Opportunity to make a difference in the lives of cancer patients bringing us closer to a cure!



Did you know?

Blood Cancers are the number one disease killer of children but strike ten times as many adults?

LLS is investing in research! Over \$68 million was invested last year. We remain one of the only organizations to still provide direct financial aid and co-pay assistance to patients. Last year we helped close to 14,000 patients providing more than \$44.2 million in co-pay assistance.



LLS Research Works!

Chronic Myelogenous Leukemia

- 1980's: Five-year survival rate was 55%.
- Today: With the use of the LLS-funded drug Gleevec, the five-year survival rate is 95%.

Acute Lymphocytic Leukemia—the most common childhood leukemia

- 1960's: Complete cure rate was 23%.
- Today: Complete cure rate is 93%.

Myeloma

- 1970's: Five-year survival rate was 26%.
- Today: Five-year survival rate is 75%.

Non-Hodgkin Lymphoma

- 1980's: Five-year survival rate was 50%.
- Today: Five-year survival rate is 63%.

Please send this form and payment to:

The Leukemia & Lymphoma Society
333 East Carson Street, Suite 441
Pittsburgh, PA 15219
ATTN: Moms In Training Program

Contact Jordan Corcoran:

Email:
Jordan.Corcoran@lls.org

Phone:
412-395-2886

Fax:
412-395-2888



MNT SPONSORSHIP INTEREST FORM

Company Name: _____

Contact Name: _____

Address: _____

Contact: _____

Phone: _____

Fax: _____

Email: _____

We want to help others by becoming a:

In addition to the sponsor benefits listed in on the MNT informational page sponsor benefits include:

- ☐ **\$5,000 GO TEAM Sponsor** — Logo on training shirt and event day apparel; recognition in any media broadcasts and coverage; logo placement on recruitment materials virtual and print; logo on our website for 1 season
- ☐ **\$2,500 Mission Mover Sponsor** — Recognition in any media broadcasts and coverage; logo on our website for 1 season; logo placement on recruitment materials virtual and print
- ☐ **\$1,000 RED Sponsor** — Recognition in media coverage; logo on our website for 1 season
- ☐ **\$500 Contributor Sponsor** — Logo on our website for 1 season, A day on our Calendar for a Cure during the month of June, and logo on our Calendar for a Cure in the sponsors section
- ☐ **\$250 Calendar Sponsor** — A day on our Calendar For a Cure during the month of June
- ☐ **\$100 Calendar Sponsor** — A day on our Calendar For A Cure during the month of June, with proceeds of sales on that day donated to the Leukemia and Lymphoma Society
- ☐ We would like to be an in-kind donor of the online auction
Item supplied: _____ Value: _____
- ☐ We would like more information on MNT and putting a company team together! Please contact us.
- ☐ We are not able to participate; however, enclosed is our donation to help make your event a success. Amount: \$_____
- ☐ Our check is enclosed, made payable to
The Leukemia & Lymphoma Society

Frequently Asked Questions:

I know someone affected by cancer. Can I train & fundraise in honor or memory of them? Absolutely! We encourage you to honor someone you know who has been affected by ANY type of cancer.

Is my child allowed at the work-out? As long as your baby is able to remain in the stroller, you are welcome to bring your baby to the trainings! The workouts allow you to exercise with a stroller. Jogging strollers are not required.

What if I can't attend all the work-outs or participate in any of the events? The program is tailored around being flexible for moms! We encourage you to attend as many work-outs as you can. You can still participate in the program even if you are unable to participate in any of the MNT events.

When/where does this start & what do the work-outs consist of? There will be an introductory kickoff event in early June. Workouts will be every Saturday morning at the Schenley Park Oval lasting approximately 60-75 minutes. Workouts will consist of running, walking, cross-training, stretching, and occasional special classes.

I am not an athlete at all! Can I really train to complete an event? YES! We have moms of all levels who join. You have the ability to run, walk or do a run/walk combination.

How much do I have to fundraise in order to participate? We ask you to commit to raising at least \$500 by the day of your event. You will receive a fundraising website & additional staff support. There is a \$50 registration fee to join, which is credited toward your fundraising goal. The average mom has raised \$1,500!

GO



TEAM!

Battling Cancer: Mothers Racing for the Cure



Cynthia Gormezano, while undergoing cancer treatment, was cheered up by her son Haym.

Kate Davis was diagnosed with acute lymphoblastic leukemia (ALL) on January 31st, 2004.



Should you have been at Madison Square Park (MSP) in New York City on a Saturday morning, you may have seen a group of mothers wearing purple t-shirts running through the park pushing various baby strollers. These mothers weren't focused on losing "baby weight," but rather they were warriors battling cancer on all fronts.

The purple-clad women were training for today's Women's Mini 10k through The Leukemia & Lymphoma Society's (LLS) Team In Training (TNT) program, the world's largest endurance sports training program benefitting blood cancer research and patient services.

One member, Cynthia Gormezano, knows all too well the importance of raising funds for LLS through TNT. Cynthia is a 3-time Hodgkin's lymphoma survivor and long-time TNT participant.

"In May 2000, I felt a lump in my neck and knew right away it was cancer," recalled Gormezano. Her doctor found she had cancerous tumors all over her neck and chest. "I hoped it was Hodgkin's Lymphoma -the good cancer. It's an oxymoron – but you hear that a lot," she said. It was. Gormezano underwent chemotherapy and went into remission for two-and-a-half years.

In June 2001, she had another scan only to discover that her cancer was back. "I was thirty when I relapsed," she recalled. Her doctor told her if she had the standard treatment, "stem

cell transplant," she would never be able to have children because "it kicks you into menopause." She chose chemotherapy and radiation.

Gormezano then met her future husband, Meir Suissa, who promptly proposed to her on their second date. Her oncologist advised her to see her OBGYN immediately if she ever wanted to get pregnant. Nine months later, Gormezano gave birth to her son Haym, named after her father and which means life.

When Haym was 6 months old and still breastfeeding, Gormezano decided to do a check up since she had not done one while pregnant. She had relapsed again, but this time opted for the stem cell transplant. "It was really rough. It was more grueling physically but emotionally more bearable because of my husband and son," she affirmed.

Her recovery was physically exhausting. Gormezano stayed home for four months and could barely do more than lie down on the couch.

"I would literally spend the time watching my son or reading him books. I couldn't feed him or put him to sleep. I just sat with him," she said.

A year later, Gormezano decided to undergo IVF and gave birth to a beautiful baby girl called Anat. "I breast-fed her for a year. I took off work for six months and just reveled in her," she recalled happily.

In three weeks time, Gormezano is going in for another scan, "I'm so anxious – I have never gone to four years before – this is big!"

Gormezano got involved with LLS after her first bout with cancer and has raised over \$100,000. Since 2001, Cynthia has completed five 100-mile (century) rides and six triathlons and one 10K.

Jessica Oliver, a divorced mother of four, also belongs to the MSP group, whose weekly training sessions are led by certified trainer Meri Treitler, founder of *Mommy & Me Fitness*. Treitler, a mother of three, offers her services to LLS pro bono. Oliver runs for one of her twin daughters Kate Davis, who will turn 10 on July 1.

On January 31, 2004, Kate was diagnosed with acute lymphoblastic leukemia (ALL). "Kate had one too many bruises. That day I noticed she had a bruise on top of her shoulder and I knew that something was not right," Oliver recalled. "She was diagnosed with ALL – the good kind of cancer! I refused to learn how to spell it because I didn't want it to remain part of our life," she exclaimed.

Kate underwent 28 months of chemotherapy at Sloan Kettering Hospital and lived there for over 4 months.

"It was very tough. We took no risks. She couldn't eat out for two years. We eliminated all bacteria – no play-dates at home. My daughter couldn't go to school for a year and a half so we had a friend who volunteered to be her teacher twice a week," she recalled.

Oliver said she met many children who weren't as lucky as her daughter and lost their battles with cancer. "We are involved in LLS with the hope that someday every child will make it. We volunteer in the memory of those kids at the hospital, our friends who we loved, who didn't make it," she said tearfully.

Since her diagnosis, Kate's family has raised over \$350,000 for LLS.

According to Helena Scott, LLS' Senior Campaign Director, the survival rate for childhood leukemia in 1949, was zero, while today it is 90 percent. Scott added, "LLS is relentless to find a 100 percent cure rate not just for leukemia but all cancers."

Moms have made huge contributions to LLS. Out of the 200 TNT participants in today's race, 25 are mothers. "Overall the Moms In Training team have raised over \$30,000 and the Team In Training team overall are estimated to raise over \$130,000!" said Scott.

For more information on LLS and its Team in Training Programs, visit www.lls.org/wpa



Moms (In Training) Help The Leukemia & Lymphoma Society Save Lives.

The Leukemia & Lymphoma Society (LLS) exists to find cures and ensure access to treatments for all blood cancer patients, and it's moms like you who can make it happen by helping LLS fund lifesaving therapies. By participating in **Moms In Training (MNT)**, a modified version of LLS's successful Team In Training campaign, you can be an integral part of finding cures **not** someday, but today.

What is Moms In Training (MNT)?

Moms have a special bond that should be celebrated. LLS's MNT recruits moms who are passionate about fighting blood cancers and saving lives. MNT will get you ready to run or walk a 5K to help raise money to fight cancer. You'll get in great shape and meet other Moms in your area!

Fundraise \$500 or more and you receive:

- A manageable and fun training schedule
- Experience and guidance from a certified MNT Coach
- Workshops and activities including a Kick Off Event, and nutritional and stretching sessions
- Social atmosphere to hang out with new MNT friends
- Team environment for support along the way

Funds raised go to our mission to cure blood cancer. Sign up today! Contact Jordan Corcoran: Jordan.Corcoran@lls.org

We are excited to announce that our Moms In Training Race will be the Pineapple Classic 5K, a Hawaiian-theme obstacle 5K and Luau!

Run in Mom Teams of two, three or four. Whether you choose to walk or run the course, prizes will be awarded to the fastest teams in all categories. Each TEAM must carry a pineapple throughout the course. There will even be a kid's only obstacle course and bounce house, and a "Dads" Cheering Section!

Pineapple Classic 5K is on September 20, 2014!

