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NEWS RELEASE

For Immediate Release

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BURLINGTON AND THE LEUKEMIA & LYMPHOMA SOCIETY: SAVING LIVES IS ALWAYS IN STYLE

White Plains, NY (July 9, 2014) – Burlington and The Leukemia & Lymphoma Society's (LLS) Light The Night® Walk fundraising campaign have partnered once again to raise money for blood cancer research. Burlington, the #1 National Corporate Light The Night partner, launches its 13th consecutive company-wide initiative today by encouraging its customers to make a donation at checkout to benefit LLS. As part of this year's promotion, five young blood cancers survivors were styled and photographed by Burlington, to be featured on the posters and paper icons at the 523 Burlington locations in 44 states and Puerto Rico.

"These are the real faces of survivors," said George Omiros, executive vice president, chief campaign and field development officer at LLS. "These children have gone through so much, but now it's their time to shine and hopefully their faces will inspire others as we raise money to fight leukemia and lymphoma."

"Being able to feature kids who are blood cancer survivors in our marketing campaign, illustrates how far therapies have come in saving the lives of blood cancer patients," said Tom Kingsbury, Burlington president and chief executive officer. "We are looking forward to another successful campaign with LLS, as we work together to raise funds in the fight against cancer."

To date, LLS has invested more than \$1 billion in research to advance therapies and save lives. All donations help in the fight against blood cancers. Over the past 12 years, Burlington has raised more than \$19 million to help LLS find cures and ensure access to treatments for blood cancer patients by engaging its generous customers and associates in the campaign.

Customers can stop into any Burlington location now through October 4th to donate and help LLS fund life-saving research to help kids with blood cancer get back to living.

National Office

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Burlington has enrolled their friends at 1800Flowers.com to join in support of the cause. Every Burlington customer who donates to LLS at checkout will receive \$10 off a merchandise purchase of \$39.99 or more at 1800Flowers.com. In addition, 1800Flowers.com will donate a portion of its customers' online purchases to LLS.

The national retailer is also enlisting its more than 33,300 associates nationwide to participate in Light The Night Walks across the country to honor and commemorate lives touched by cancer and raise funds to support blood cancer research.

About Burlington

Burlington is a national off-price retailer offering style for less with up to 65 percent off department store prices every day. Departments include ladies' dresses, suits, sportswear, juniors, accessories, menswear, family footwear and children's clothing. It also includes an assortment of furniture and accessories for baby at Baby Depot, home décor and gifts, along with the largest selection of coats in the nation for the entire family. Burlington has 523 stores in 44 States and Puerto Rico. For more, visit www.BurlingtonCoatFactory.com.

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, multiple 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 White Plains, NY, LLS has chapters throughout the United States and Canada. To learn more, visit 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.

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